

A SHOWROOM FINISH FOR YOUR GARAGE FLOOR



Ann Abrams finalizes color selections and scheduling dates.

For so many of us, the garage is becoming the main entrance to our busy homes, and like so many of us we track in concrete dust and dirt. Imagine a floor that is beautiful to look at, easy to keep clean, lasts a long time and it's affordable. HomePro Flooring can offer all of this and more.

Some of HomePro's customers - painted their garage floors with gray porch and deck paint or one of the do-it-yourself flooring kits, only to find themselves disappointed when it started to peel up only after a few short months. HomePro has a full line of epoxy floor choices, from a simple solid color to their beautiful Royal Flake system.

A professionally installed epoxy floor covering is appealing to homeowners for many reasons. An epoxy floor really makes any garage look terrific. It can even be color coordinated to match the rest of your home. Epoxy also resists damage from automotive fluids and is easy to clean. Warm soapy water quickly cleans dirt, gasoline, salt, oil and other debris before it can be tracked into your home. Both new and older concrete can be coated, and HomePro can even repair your cracked or damaged concrete.

HomePro Flooring has developed four flooring systems to meet a range of customer needs. Homeowners find themselves struggling to make a final selection from the wide range of color combinations. While the basic gray floor with black and white chips is still popular, HomePro finds many homeowners leaning towards the more colorful color combinations such as tan, beige and brown that complement each other and are beautiful to look at.

One important factor that homeowners should consider is that the key to a successful flooring installation is proper preparation of the concrete. HomePro Flooring specializes in surface preparation; they use state-of-the-art shotblasting machines to prepare concrete for coatings. Shotblasting opens up the pores of a floor, allowing the epoxy to penetrate and form a structural bond with the concrete. Shotblasting also removes any contaminants that may be present on your floor. No other surface preparation method guarantees success like shotblasting. In the past HomePro had tried to use a chemical wash to prepare floors, but they found that this did not give a proper surface for the epoxy to bond to, and the epoxy would just lay on

top of the concrete, causing it to chip and peel up. All floor systems come with a warranty against peeling and premature wear, but, Ann Abrams, Manager of Operations from HomePro, said a HomePro epoxy floor will last much longer than its warranty. "Keep in mind that this is the same epoxy installed in factories and warehouses - this epoxy is designed to stand up to heavy forklift traffic, so parking a car on a HomePro floor will pale in comparison", says Abrams.

Urethane topcoats are recommended, as they add to the life of the floor by offering protection from chemicals and scratches. Urethane is harder than epoxy, and the two products work well together to provide homeowners with an attractive, long lasting floor.

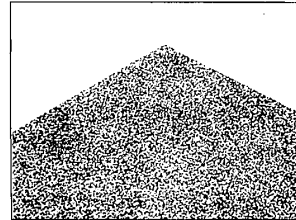
Installation takes between two and four days, depending on the type of system chosen. The only thing customers need to do in preparation for the floor coating is completely empty their garage of its contents. HomePro Flooring does the rest. Their installation teams take all the guesswork out of this complicated process. The floor can be walked on or driven on 24 hours after the job is completed.

HomePro Flooring began installing their specially formulated epoxy flooring systems in 1993, after their parent company, a national installer of industrial flooring systems, found there was a tremendous demand for epoxy floor in the residential market. HomePro was founded to focus on this market niche, and they have been successful because they concentrate solely on residential garage installations. HomePro flooring can also be installed inside the house in rooms that have a concrete floor, such as basements or sunrooms.

HomePro Flooring prides itself on its customer service and quality installation. Ann Abrams reports that seventy percent of their business is from referrals. Here are a few customer comments: "My garage is beautiful! My HomePro floor actually coordinates with the exterior of my home! And it is easy to keep clean. Thank you HomePro Flooring!" Lillian Reinert, Shelby Township. "I love to show off my garage!" Dorothy Wilson, West Bloomfield.

The website of HomePro Flooring (www.homeprofloors.com) showcases floor covering choices, offers a brochure with detailed company information and has franchise (or employment) opportunities for their rapidly expanding business.

HomePro Flooring services the greater Detroit area and offers free estimates. Customers can call 800-459-2769 or visit their Southfield showroom (by appointment) at 24455 Telegraph. HomePro Flooring also has offices in Charlotte, NC and Scottsdale, AZ.



Royal Flake System with accent border

