



**A series of technical bulletins from SEK-Surebond...
"Achieving Installation Perfection"**

TB.10 Seal New Installations to Protect the Investment & Increase Profit

**The Secret to Making
More Money on Your
Next Paver Installation**

It really isn't a big secret, however many contractors are leaving money on the table and performing a disservice to their customers by not offering to seal and protect their new paver installations. A major investment such as a paver patio, pool deck or driveway should be protected to keep it looking beautiful long term plus it's a great way to earn additional revenue for the contractor. Let's look at three main reasons why contractors hesitate from using a sealer on a new hardscape installation and why these reasons are not valid.

The first reason is some contractors believe the myth that you cannot apply a sealer for at least 30 days after installation. This may be true for some sealers on the market but not true for **SEK-Surebond** whose sealers are designed for immediate application. Because **Surebond Sealers** are 'breathable' they can be installed on new hardscapes that have not fully effloresced. When using **Surebond Sealers**, there is no need to wait because the sealer film is engineered to allow efflorescence and moisture to escape through it when it reaches the surface. Any efflorescence that shows up after sealing can be easily rinsed off. **SEK-Surebond** is the true pioneer of breathable, immediate application sealers. Because of this breathability, **SEK-Surebond** makes it easy and possible to seal a new hardscape project once it has been completed.

Another reason is some contractors lack confidence in selling sealer protection as part of the new installation and fear the extra cost will jeopardize the sale. In so many other industries the "up-sell" of protection is common place such as an added warranty on a new appliance, fabric protection on a new couch or stain protection on new carpet. Selling a hardscape project with the assurance of sealer protection really should be no different than these other industries. You can start the conversation by explaining the importance of protecting their hardscape investment against staining, fading from UV rays, damage from water penetration and deterioration from wear and tear. Provide your customer with two quotes: one that includes sealer protection and one without. Or, provide a separate quote for just the sealer protection in addition to the quote for the hardscape installation. Sealer application typically should take place every three years so break the cost down annually then the customer can see how minimal the cost is to protect their investment.

The last reason but certainly not the only other reason that contractors hesitate from offering sealer application upfront is a fear of choosing the wrong sealer for the job. It may seem overwhelming at first when looking at all the available **Surebond Sealers** but it really is a matter of asking your customer a few questions to determine the right sealer for them. All **Surebond Sealers** provide protection but some offer joint stabilization and some offer enhancement. The following are questions you can ask to help choose the right sealer for the job.

1. Do you want joint stabilization?
2. Do you want to enhance the look of your pavers? Slight enhancement? Or, a deep enhancement, in other words a wet look?
3. Do you want a sheen or gloss?

A helpful tool is available on our website to assist with selecting the right sealer based on the answers to these questions and makes sealer selection much easier. **Click on the following link for the Surebond Sealer Selection Chart:** <http://tinyurl.com/pojt8lc>

Now is the time to start making more money on new hardscape installations by offering sealer protection upfront. **SEK-Surebond** offers dealer sponsored and regional **SEK hosted Surebond Certified Applicator** training events that will help you become a PRO at offering and sealing new and existing hardscapes. Check out our current schedule of events on our website or call us at 800-932-3343.

**Start Making More
Money Today!**