

## I.104 – FAQ & Getting Started in the Decorative Concrete Overlay Industry

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### What separates ELITE CRETE SYSTEMS products and training from other companies?

Elite Crete Systems is the industry-leading decorative concrete overlay, flooring and industrial coating manufacturer of one of the fastest growing sectors in the building and construction trades today. With over two decades of experience, we have technical expertise, knowledge and track record to ensure our customers success.

One of the biggest reasons for our success is the growth, profitability and success of our customers and their excitement about our products and profit margins. Another reason for our rate of growth is our extremely low start up costs for persons interested in getting into this field. With great profit margins and low start up costs, the reason is obvious why so many people are becoming a part of this industry with Elite Crete Systems.

### What makes the ELITE CRETE SYSTEMS different than other products and companies?

We have manufactured, supplied, designed and provided technical assistance and training to a large amount of the other companies in this industry under private label. Many of the companies you see and hear about in various industry publications, on the internet and at trade shows are just some of the companies that made up our private label customer base. In addition, our products and systems are contractor proven, manufactured of the highest quality and are easy to install. As an *actual manufacturer* we make every attempt to offer the highest levels of product quality and concentrations, without the common practice of dilution. Versatility of our products is unsurpassed, with options ranging from splatter textures, knockdowns, thin stamped overlays, troweled slate, chemical staining, interior, exterior, commercial, industrial and residential applications and finishes.

### What can be expected from ELITE CRETE SYSTEMS?

- Detailed, professional, hands on training and certification from experts with experience in training crews all over the world. Training over 4,000 new contractors every year, we are hands down the most experienced trainer in the industry. No one else on the planet trains and educates as many contractors as we do.
- On-going technical support and Authorized Distributor network available to answer questions, assist with project planning, product specification, business development and more all at no charge.
- Honest advice about suggested product requirements, most used products, applications and tools.
- Comprehensive and on-going advice on advertising, sales and marketing, business development and more at no charge.
- Training assistance for help with training seminars that Authorized Distributors hold each month at their location near you.
- National advertising leads generated from major magazines, trade shows, internet ads, high volume pay per click advertising and more at charge.
- No tricks, no gimmicks, no exaggerated claims, simply a professional business opportunity.
- Virtually untouched markets.
- Excellent profit margins.
- Highest quality proven products and systems in the industry.
- And much more...

At this point, you need to decide how you would like to proceed. With inquires ranging from people new and unaware of this industry to contractors with many years experience, it is often times hard to provide information that will best suite each inquiry. Listed below are the three typical options people need to take. If you feel as if you wish to take an even different approach, please feel free to call.

### **1. Are you new to this industry and have little or no knowledge of the concrete overlays, resurfacing or custom seamless flooring industry?**

Like other forms of construction trades, the proper installation of Elite Crete Systems is not going to be mastered overnight; therefore proper training is necessary to ensure your companies success. We offer the most detailed, hands-on training seminars available. Each training seminar is designed to teach you the basics of applications, designs, textures and techniques. As an added bonus, we cover business development, marketing and more to properly educate you about the products you install.

No matter how successful or well demonstrated a training seminar is, we want our customers to realize that they couldn't learn everything they need to know in one or two days. To master the applications requires many key ingredients such as:

- "On the job" experience.
- On-going support to help you plan your projects and price the job.
- Access to an experienced person with expert answers.
- Detailed product literature to study after the training and to refer to in the future.
- A reliable, proven, affordable and versatile product line.
- And lots of hard work, effort and dedication.

All of the above and more are offered to you by Elite Crete Systems and this is just a few of the reasons why thousands of contractors from over 30 countries install millions of square foot of our products each year.

### **2. Are you currently in a similar construction trade and familiar with similar products but are ready to increase product performance, versatility and decrease costs?**

Most of our customers have had previous experience in these types of products and may feel as if they do not require additional training. However, we still extend the same training option since our products and systems are certainly the most versatile and offer additional applications from the conventional techniques. If you feel training is not necessary and are ready to further discuss our products and systems or are place an order, please feel free to call.

### **3. You are an existing distributor/supplier of another material and wish to diversify:**

For years our products and systems were only available through other suppliers or companies that private label our materials as their own. Although times have changed, we are still oriented towards servicing suppliers and distributors just as effectively as ever. With wholesale discounts, we feel our customers can effectively market to our Elite Crete Systems product line.

### **What does Elite Crete Systems, Inc. look for in an Authorized Distributor?**

The most successful Authorized Elite Crete Systems Distributors are knowledgeable in the building and construction industry. Most have the experience of both project management and of sales and marketing of construction industry products. Authorized Distributors need a good understanding of shipping practices, the availability of warehousing an inventory of materials, material-handling equipment and staff is almost essential.

As with any business venture, there is an initial investment requirement. The amount needed to invest is not fixed as it is subject to the size of the market and the planned initial scale of the operation.

**For more information, feel free to call and discuss your next step and allow us to show you why Elite Crete Systems are the fastest growing and most demanded architectural concrete applications on the market.**