

Smart Words for Smart Homeowners

THE EXPERIENCE OF EXPERTS AND THEIR ADVICE ON RELEVANT HOMEOWNER TOPICS

Concrete Foundations

Overview

Here's an exercise that will reinforce what I'm about to tell you. Drive through a neighborhood that you like. Look at the foundations on every house.

Houses that look the best or look more "masterly" will have finished looking foundations. The foundations might be painted or stone or brick but they appear clean and finished – not blotched, muddy, POC (plain old concrete). They appear to support the style and appearance of the house.

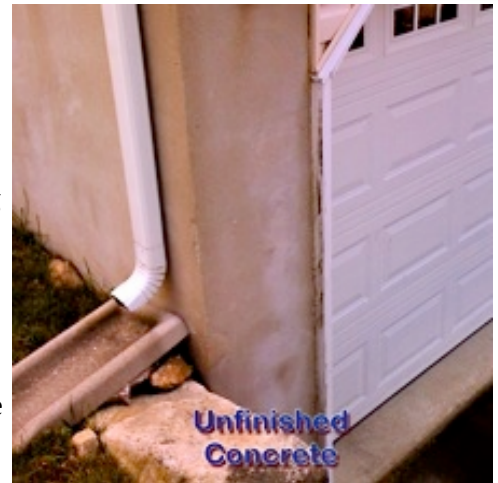


This process to make POC look great is so fast and the results so dramatic, I'm always surprised that more people don't paint the part of the concrete foundation that shows.

weathering. It provides long lasting durability and fade resistance. It allows the coating to resist wind-driven rain when two coats are applied. It also allows the masonry structure to release

moisture vapors without interfering with the adhesion and the performance of the coating and that reduces wear and ugly stains. LOXON® XP achieves excellent

resistance to moisture penetration from wind-driven rain in two coats versus a traditional three-coat system. It is a breathable film.



Things You'll Need

3" wide deep nap roller	A masonry coating. I suggest LOXON® XP
Rolling pan.	Drop cloth to keep the ground and your knees clean
Knee pads	Paint brush, Deep nap roller

Using The Right Product

LOXON® XP is a high-build exterior masonry coating that can be applied directly to fresh concrete or aged concrete. LOXON® XP is a masonry coating offers the ultimate in finished look, decorators appearance plus

waterproofing protection.

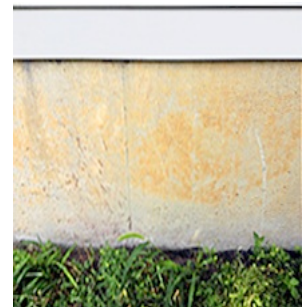
This direct-to-concrete and masonry high-build coating offers maximum performance

in one less coat, with no need for priming. Using proprietary technology, it goes on thicker to provide superior resistance to alkali, efflorescence and



The Steps For Doing It Right

- 1) Dig a small trench against the foundation that is about 2" deeper than ground level. You'll be painting below that level so clean it. Remove all dirt and dust from the wall. Use a wire brush and blower. Paint will not adhere to dirt, dust, mud or water.
- 2) Use a 3" long, deep nap roller and a 3" brush to apply the LOXON® XP to perimeters edges, then a brush it out evenly and cut in to corners. Start at one corner and work around the house. When dry, apply the second, final coat.



Awards For Superior Results

We have been granted awards for superior work performance from our customers and from leading consumer rating agencies like Angie's List®. This is our 7th consecutive consumer award. Less than 5 percent of service companies ever qualify for this award in any single year, so it's



quite an unparalleled and rare distinction to be a successive winner SEVEN consecutive years. (For math majors it's a probability of 0.000000007813 and a very rare occurrence.)

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Overall Rating: A

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