

CONCRETE RAISING – THE COMPETITIVE ADVANTAGE IN CONCRETE REPAIR

By Robert Zidar, President – Concrete Raising of America, Inc.



Before and After
Picture of a sidewalk.
Pictures courtesy of
CRC of Texas-Houston
(CRA associate).

If you replace concrete, you are well aware that “as the cost of labor rises and competition drives pricing down, you need to complete more jobs just to achieve last year's results.”

Sound familiar? Finally, there are concrete answers!

Concrete Raising of America (CRA) has developed a nationwide business opportunity offering, to be utilized by concrete service contractors and/or entrepreneurs interested in running a proven, profitable, concrete raising business as a stand-alone, or in addition to their current product/service venue.

CRA relies on its experience in raising concrete (slabjacking) since 1947, and has been an innovator in the field through technological improvements and proprietary methods of operation. For almost a decade, CRA has been raising concrete with a cementitious slurry, which has allowed CRA associates the opportunity of raising slabs and filling voids with a material that is impervious to water, and thus, a more permanent fix (CRA warranties generally exceed warranties on new concrete installation by 2-4 times). CRA has written concrete repair specifications for slabraising, which have been used in municipal and/or commercial proposals throughout the United States.

“This is the only product or service I have seen whereby the pricing is NOT a function of materials, labor, and overhead, but rather the cost-savings as compared to the alternative of concrete replacement. It’s a WIN-WIN!”

- Ken Davis, V.P. of Sales

Further technology and innovation has resulted in the introduction of the Volumetric Mobile Mixer, a unit that allows for calibrated, on-site mixing of precise amounts of concrete required for the specific application - eliminating waste and associated costs. It may be of interest to note that the modifications made by CRA to the Volumetric Mobile Mixer do not prevent the production of Redi-Mix.

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What does this mean?

Concrete Raising, through CRA's proprietary process and with CRA's proprietary equipment, allows concrete service contractors the opportunity to raise existing (settled) concrete for 2-3 times more profit than replacing the existing concrete. How? Efficiency. By raising concrete, crews are able to [complete more jobs in the same amount of time](#), not to mention the fact that the concrete slabraising company now has the following competitive advantages in offering concrete raising as an alternative to “tear-out and replace”:

- > **Customer Satisfaction** - Costs to raise concrete are 50 to 75% LESS than the cost of replacement.
- > **Immediate Use** - In most cases, concrete repaired through raising can be used immediately following the completion of the job. New or replaced concrete has to cure for a minimum of 28 days.
- > **Long-term Fix** - Concrete slabs raised with cementitious slurry carry a warranty of up to 4 years.

- > **No Disruption to Surrounding Landscape** - No need to repair surrounding areas of grass, trees, and/or shrubbery.
- > **Reduce Liability** - Eliminate trip hazards, excessive step height, improper pitch of slabs. Also, avoid the need for future foundation repair or replacement.
- > **No Environmental Impact** - Landfill legislation in many parts of the country lists old concrete as Hazardous Waste, adding an additional recycling cost to those choosing to replace concrete (for both the operator and the customer).

In addition, more jobs typically leads to more referrals, from the residential, commercial, and municipal sectors, as well as the competitive concrete industry, as pointed out by a CRA associate in South Jersey, “New construction today constantly fails, as well as the old construction, we work with a lot of local contractors who have the same problems, and we’re able to help them – an interesting point that there’s something that the concrete contractor, my competitor, cannot do and they call me to help them because they recognize that I can do it at a cost that is more cost-effective and affordable to them...”

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- CRA South Jersey Associate

As interesting, is the variety of items that can be raised through the CRA system. Bob Zidar, President of Concrete Raising of America, is quick to point out, “We’ve seen a number of intriguing projects over the past 55+ years. We can raise, level and stabilize sidewalks, curbs, gutters, streets, highways, building foundations, parking lots, garage floors, patios, pool decks, industrial floors, bridge approaches, and airport runways. I can go on, but in essence, most any residential, commercial/industrial, and/or municipal concrete slab on grade can be raised. Additionally, we have been contracted to fill various voids, compact sewer and tunnel fill, and grout cavities.”

Conclusion

CRA is looking to establish associates within granted exclusive territories nationwide. The elements of successfully raising concrete and a combination of knowledge and technique, coupled with the proper training and equipment.

Concrete Raising of America provides the educational training and any necessary equipment (direct purchase or lease-to-own) to those interested in pursuing the art of concrete raising within the residential, commercial, and/or municipal markets. Contact Concrete Raising of America toll-free at (800) 549-2388, or visit the CRA website at www.crc1.com for more information.