

Curb Appeal provides concrete options for homeowners

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Owners of a Longview-based business providing decorative concrete said growth along with a desire to provide prospective customers with examples of what they can do led them to a new location.

Curb Appeal has moved into a 6,000-square-foot facility at 2042 E. Cotton Street. It features a showroom with samples ranging from stained concrete floors to concrete counter tops. The company specializes in creating concrete floors, patios, driveways, pool decks, walkways and landscaped edging.



Mike Elswick/News-Journal Photo

J. Blake Westmoreland, left, and Blake Brinkman recently moved their business, Curb Appeal, to 2042 E. Cotton St. The new 6,000-square-foot facility includes a showroom where prospective customers can see examples of their work.

Westmoreland said the firm has grown into one of the state's largest decorative concrete companies where concrete work now enhances many East Texas homes and lawns.

"This move is a big deal for us because it helps give our customers a sense of security," Brinkman said. "Here they can actually see samples of what we can do instead of looking at pictures or the Internet."

Westmoreland said the firm has grown into one of the state's largest decorative concrete companies where concrete work now enhances many East Texas homes and lawns. Founded in 2000, Curb Appeal initially focused on creating decorative concrete edging and borders.

While they still do that, they also can dye existing garage floors and driveways to cover existing stains, install epoxy coatings, score designs in concrete floors and patios and much more, Westmoreland said.

Brinkman said they can create stamped concrete floors that have the appearance of wood planks, re-do dated brick fireplaces to provide a new look and help create or makeover outdoor living spaces.

"People are spending more and more time outdoors these days," he said.

The firm can also produce vertical concrete walls, counter tops for kitchen and bath and colorful flooring, Brinkman said.

"We're doing a lot of custom floors for new construction,"

Curb Appeal has a staff of eight, can provide referrals and serves the East Texas area surrounding Longview.

What: Curb Appeal - a decorative concrete firm

Where: 2042 E. Cotton St., Longview

Owners: J. Blake Westmoreland and Blake Brinkman

Hours: 8 a.m. to 5 p.m., Monday through Friday and by appointment Contact: (903) 758-9383  
www.gotcurbappeal.com