

ET BUSINESS PROFILE

Companies merge for curb appeal

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Giving East Texas homeowners and business operators curb appeal and custom landscaping accents is the thrust of a recently formed company where former competitors joined forces.

Curb Appeal Custom Concrete Borders is the name of the company formed when Blake Brinkman merged his company with one owned by Bart Crump and J. Blake Westmoreland.

With roots in the concept of designing and providing custom concrete borders, Brinkman is one of the region's oldest operators, and with the merger, Curb Appeal is one of the largest, they said.

The company has joined the East Texas Builders Association and participated in this year's ETBA Parade of Homes

Westmoreland, Brinkman and Bart Crump think they have found a niche in the landscaping business that can give them an edge against the competition. Their enterprise provides homeowners and businesses with concrete borders, walkways and curbs that can be stamped and colored to look like stone, brick or slate, the entrepreneurs said.

"We saw this, and pursued it. We feel like there is a good opportunity here," Crump said.

Westmoreland said the company has plenty of references from satisfied customers it can provide. And, Crump added, the price is affordable.

"We have a wide range of prices — it's as affordable as Keystone (blocks)," Crump said.

Curb Appeal provides free estimates



Mike Elswick/News-Journal Photo

Blake Brinkman and J. Blake Westmoreland, standing, from left, and Bart Crump are owners/operators of Curb Appeal Custom Concrete Borders. Crump and Westmoreland's Custom Concrete Borders business recently merged with Brinkman's business to form Curb Appeal.

Crump said they have seen the results of work like theirs take off in popularity in cities such as Austin, Houston and Dallas and believe East Texas is ready for what they have to offer.

They said Curb Appeal provides a long lasting and attractive alternative to railroad ties, steel and plastic edging, and landscape timbers.

Westmoreland said a patented machine allows the pair to pour custom curbing on site to meet the contours of the lawn. The small gas-powered machine can be used in about any lawn situation without tearing up the yard, he said.

"Our stamped and colored curbing can look like brick,

stone or slate," Westmoreland said. "We can custom design landscape curbing to achieve a variety of looks."

Crump said they can do curves, patterns, circles, squares, octagons and a variety of other designs. They also can incorporate low-voltage lighting and sprinkler systems into the design.

Brinkman is a graduate of East Texas Baptist University while Westmoreland and Crump are Stephen F. Austin University graduates.

For information, call (903) 758-9383; contact Brinkman at (903) 445-5394, Crump at (903) 445-3895 or Westmoreland at (903) 631-4426.

On the Net: www.gotcurbappeal.com