

Businesses hope to expand appeal to home remodeling
East Texas Builders Association sponsors Home Product Show

By JO LEE FERGUSON

Friday, February 03, 2006

When Curb Appeal first opened in Longview in 2000, it concentrated on decorative landscape borders.

A couple of years ago, the company expanded into the decorative concrete sector, said co-owner Bart Crump. Now, the company offers decorative concrete scoring and acid staining, taking a home's concrete slab and turning it into what looks like marble tile.

It's a trend in new and remodeled homes that's big in the Austin and Dallas areas, Crump said.

"I tell people that it's extremely affordable, and you're using your concrete slab that you've already paid for," he said.

East Texans considering building or remodeling can see what Curb Appeal and 70 to 80 other companies have to offer during the Home Product Show this weekend. The event is sponsored by the East Texas Builders Association.

Jimmie Snider, executive vice president of the association, said attendees will find exhibitors for everything from carpet to appliances, landscaping, home theaters, builders, windows, doors, siding, cabinets and overhead doors. Banks also will be on hand.

About 5,000 people attend the show each year, Snider said, and Crump said it always means business for his company.

Curb Appeal has participated in the Home product Show for several years, and Crump said people who attend will get to see the "exciting things" that are new in home construction and remodeling.

"We talk to hundreds of people there," Crump said, adding that the business reaps benefits sometimes a year later. "We probably get anywhere from 10 to 20 jobs from just that one products show."

If you go:

What: The East Texas Builders Association 27th Annual Home Products Show

When: 6-9 p.m. today; 10 a.m.-6 p.m. Saturday; 1-5 p.m. Sunday

Where: Maude Cobb Convention and Activity Center

Price: \$5 adults, children 12 and younger, free