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Cost Effective Improvements for Rental Units by David Rowley

As the year is coming to an end and as an apartment owner you've probably asked yourself this question: "How can I improve the value of my rentals and improve my bottom line, at a price that is cost-efficient?" How indeed!

The problem, of course, is that while many projects might be advantageous to your renters, are they willing to pay higher rents once the "improvements" are made?

To answer this question, let's explore just what is important to renters. First of all is location. But who is willing or able to move their buildings? A fresh coat of paint? In some cases this makes a lot of sense. A coat of fresh paint can make a big difference. The bathroom? Well, according to industry surveys, bathrooms and kitchens are among the improvements that are most likely to repay your investment.

As we all know we live in a rapidly advancing technological age. What you may not know is that manufacturing technology has now reached the bathroom!

This technology has made it possible to manufacture a product that looks like, feels like, and that has the overall appearance of marble. These cultured products are created at a cost substantially below the cost of marble, and yet they lend the same high quality appearance.

The manufacturing of these products is a mixture of science and artistic talent. The major chemical used is an ester resin belonging to the same family of resins used in marine, automobile, recreation, and aerospace industries. A precise blend of a high quality polyester resin, containing ultraviolet and corrosion resistant inhibitors, fillers, and pigments is thoroughly mixed and poured into open molds, then baked almost like a cake. The resulting sheet of cultured marble has a tough, durable, transparent surface that is resistant to everyday wear. Best of all, you end up with a product that either looks like marble or granite, which will give your units a high quality look at a price that is cost-effective.

Another benefit to using cultured marble in wet environments like a bathroom is that there are very few seam lines. This makes a cultured marble installation very easy for your renters to maintain and keep clean. And if the maintenance and cleaning is easy, it will stand a better chance of getting done on a regular basis. Good maintenance will always prolong the overall life of cultured marble, or any product significantly.

There are three types of cultured marble products currently on the market that many apartment owners may want to consider. They are cultured marble, cultured onyx and cultured granite. All three of these products are very versatile. Each can be individually designed in virtually any shape or color. This gives you flexibility to create a new design or match an existing color. Furthermore they are manufactured to meet all ADA standards for the physically handicapped. Recommended use for cultured marble products in the bathroom include vanities/sinks, bathtubs, whirlpool bathtub, showers/shower walls and counter tops. Another feature of this product is the ability to create matching accessories such as shampoo holders, soap dishes, steps, shower seats and even window sills!

To find out more about cultured marble products, contact CMP/Cultured Marble Products at (800) 870-1202. At your request, they will send you a full color brochure that will educate you further about cultured marble products, or you are welcome to drop by their showroom.