



Fast-Tracked Satisfaction

MIRACOTE HELPS HOMEBUILDER'S TO DELIVER QUALITY ON TIME.



Edge Homes is very busy. The Utah-based homebuilder is located in one of the nation's 10 hottest housing markets, as identified by Zillow's in 2016¹. The homebuilder has nearly doubled the number of closings on new homes in the last four years, so now they are ranked as one of the Top 100 homebuilders in the nation according to the 2016 Top 100 by BUILDER Magazine².

Edge Homes follows the philosophy to offer their customers cutting edge home designs supported with state-of-the-art construction technology. The philosophy delivers homes with unparalleled construction quality and affordability for any lifestyle. Recently Edge Homes launched an aggressive push to build condos. Their customized condo floorplan has caught the attention of new homebuyers. Edge Homes now offers several condo communities under development across the Salt Lake Valley.

And to accomplish this effort, Edge Homes relies on key suppliers and sub-contractors who can perform on time and with a quality product. Edge Homes selected Miracote products and a factory trained applicator to treat the outdoor decks in Every Condos Community. According to Wade Savage, Edge Home's Field Superintendent, combination of contractor and product has made his job easier. "I just let the contractor know that the building is ready, and the work is finished within a week," said Savage.

A systematic approach

Miracote's solution-solving approach began long before the first footing was poured. Bill Young, Miracote's local sales rep, met with Edge Homes design team and helped select the best products in the wide-ranging Miracote portfolio.

Miracote suggested the MiraFlex II Decking System, a multi-layered promenade deck coating consisting of formulated resins, cementitious underlayment and waterproof membrane formulated for new construction. The system provides a unified approach from flashing to topcoat. The Miracote MiraFlex II Decking System provides a durable, finished waterproof deck surfacing that meets the Utah climate. "It was an easy decision for Edge Homes with Miracote's reputation for quality," said Young.

Production efficiency

Rose Concrete Coatings (RCC) was the Miracote factory trained applicator Young recommended. RCC has been serving the commercial and residential market in the Salt Lake City area for almost two decades. Skilled in deck waterproofing, RCC was the right contractor to take on the Edge Home deck project. Mike Ash, RCC's owner, knew his crews were up for the fast-tracked challenge. "We transformed our successful project approach into production mode," said Ash.

Ash credits the MiraFlex II Decking System as the key to his success. "Our technicians know the Miracote products well, and the decking system is designed to work together to provide seamless protection that will serve owners well into the future," said Ash. "Since the projects are similar in style, our technicians have trimmed installation from 8-9 days down to 6 days," said Ash.

Both Ash and Savage agree about another important benefit is that Miracote products have excellent durability and service life. "We can't afford to have any call-backs, we barely have time to keep moving forward," said Ash. And according to Savage, Edge Homes has benefitted as well. "I'm able to keep my projects moving forward knowing that the system is performing well," said Savage.

¹ <https://www.housingwire.com/articles/36023-zillow-here-are-2016s-hottest-housing-markets>

² <http://www.builderonline.com/builder-100/builder-100-list/2016/>

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