

M. A. S. T. E. R. S.

BECOME A MASTER OF WATERBASED FINISH

Mixing – Read your labels. Some are shaken, some are stirred, and most have a rest period before use. The label will tell you what application tools are recommended, proper spread rates and the proper method of applying your next coat of finish.

Airflow – During application, allow little to no airflow. Once finish has set around 30 minutes, start air flowing away from the floor (first remove finish solvents from the room). Two hours of aggressive ventilation is a good rule of thumb before shutting down the job site. Remember: never blow directly on the floor as it will cause skimming.

Sunlight – Solar flare: try not to coat in direct sunlight or during that portion of the day. Shade the windows to eliminate direct sunlight on the floor. Watch air vents and appliances that blow hot air across the floor. These situations can cause premature drying, skimming and streaking.

Temperature – Acclimate your finish to your job sites. Do not leave it in your truck until you are ready to coat. Make sure the job site can maintain a proper temperature while the finish is drying and curing.

Expectations – Keep your customer involved in all aspects of the job: kids, pets, dry times, noise, odors, maintenance issues, cleaning kits, soft bottoms on furniture where it will come in contact with floor surface, and — most importantly — how the floor is going to feel and look. It's not furniture — it's a wood floor. Answer their questions before they ask them.

Recoats – The life of the floor and the finish depend on maintenance and recoats. It's also a great way to keep in touch with your customer and add to your bottom line.

Sales – Sell yourself . . . and then sell your services, degrees, awards, special jobs portfolios, testimonials and time in the business. Your qualifications should put the customer at ease. They show that you take pride in your craft. Use product brochures. Vendors spend a lot of time and money to develop these sales aids, and they are readily available and usually free. It's another way to set you apart from your competition. It also gives you the opportunity to up-sell.