



For immediate release:

## **Masonry Slow and Expensive? Not So Fast!**

*-- Recent Study Dispels Cost Myth Regarding Masonry Construction --*

ORLANDO, Fla. (March 8, 2021) – A recent [Penn State study](#)\* that examined seven U.S. markets – including Orlando and Tampa – found that the initial construction costs of masonry construction are less than, or equal to, wood construction for the multi-family structure.

In Orlando and Tampa, masonry (\$207 per square feet) was considerably less than both conventional wood frame (\$211 per square foot) and light gauge steel framing (\$211.50 per square foot).

“As wood costs skyrocket, we’re seeing that concrete masonry costs are remaining stable,” said Matt Sitter, president of the Florida Concrete & Products Association. “Also all things being equal, a concrete block, multi-family project will more than likely sell for more, per square foot, than a similar wood frame project.”

Additionally, advanced staging techniques, shell contractor processes, and local sourcing have significantly trimmed the time it takes to build with concrete block.

Another important factor that multi-family developers -- and even apartment hunters -- need to consider is noise reduction. Concrete walls can greatly cut down on excessive noise -- one of the top three tenant complaints -- due to its noise abatement qualities. Block reflects noise from the outside, insulates from sound moving through walls, and isolates sound from coming out. Not only can this benefit help reduce noise complaints to the building owner or management, but it cannot be matched by other building materials.

For more information, visit [BlockStrong.com](http://BlockStrong.com).

*\*Study, Initial Cost of Construction, Multi-Residential Structures, August 2020*



**About Block Strong**

Block Strong is a partnership between Florida Concrete & Products Association, Inc. and Florida Concrete Masonry Education Council, Inc. The awareness program's primary mission is to help consumers, construction professionals and designers understand the vital link between quality building materials and the health and safety of those people living in the homes and structures that they design and build. Block Strong also serves as an information source for aiding prospective homebuyers as they go through the various steps of the home-buying journey.

*For more media information, contact Greg Smith, Public Relations Director, BrightRain Collaborative at [greg@brightraincollaborative.com](mailto:greg@brightraincollaborative.com) or 407.440.3017.*