



Life's better with block



When consumers are starting the homebuying journey, construction materials can be an afterthought in the overall planning process. Instead, buyers are more likely focusing on finding a good realtor, researching locations, and affordability – especially in today's real estate market.



However, it is vital for homebuyers to bring the construction material discussion to the forefront with their realtors, designers, and builders so they can discuss the benefits, value and beauty of a concrete block home. It is important that homebuyer and builder alike understand and evaluate the differences in concrete block construction and other materials, such as:

- How concrete block can help homeowners conserve energy due to the material's thermal mass, which is the ability to absorb and store heat energy.
- How concrete block has been proven to help prevent mold because the material has no organic properties for it to grow, and block acts as an air and water-tight seal against the humid and damp elements that promote mold growth.
- Why during a fire, concrete block houses and apartment buildings are likely to remain standing and slow the spread of fire throughout a home.
- The ability of concrete block to retain its strength against winds up to 250 mph — crucial during hurricane season — making the construction material a practical choice to adhere to the codes.
- How termites and other pests which cause extensive damage to homes not constructed with concrete block are a nonfactor with concrete block construction.



Whether building a custom home or a production home, concrete block is one of the easiest and most versatile construction materials to use in the design. Block comes in a variety of shapes, sizes, colors, and finishes to match the latest in design and style. From the smoothest curves to the most intricate of design features, nothing is “off the table” when it comes to concrete block — even the table itself.

Multifamily Professionals

Multifamily developers can also reap the benefits of concrete block without sacrificing speed as they look to make sound investment decisions for their apartment building projects. 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 multifamily developers — and even apartment hunters — need to consider is noise reduction. Concrete walls can greatly cut down on excessive noise, both from the outside and between apartments — one of the top three tenant complaints. 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. Living in an apartment not constructed with block means sharing with your neighbors. When a fire breaks out in one apartment, many others are affected either by the fire itself or from smoke and water damage — some things just weren't meant to be shared.



About Block Strong and BlockStrong.com

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.

To learn more about the benefits of concrete block, homebuyers, designers, and builders can visit BlockStrong.com. This site's extensive list of information and resources includes an interactive storm tracker feature that provides real time radar imagery which is especially beneficial during Florida's unpredictable rainy season. Plus, mortgage and mold mitigation calculators allow visitors to customize their search to their specific buying journey.

