

MIRACLE METHOD

bumps up home's appeal factor
— all the way to the bank



Updating bathroom and kitchen surfaces in an older home can fire up a prospective buyer's interest from apathy to adamant, thanks to a company called Miracle Method Surface Restoration.

Miracle Method is taking the North Texas area by storm, using the simple principle that when you invest a small amount of cash to enhance the attractiveness of a house, it returns financial dividends when you want to sell it.

"More and more Realtors are turning to us to make over an ugly bathroom or resurface a dated countertop in a home they're trying to sell," said Don Dominick, Miracle Method director of marketing. "We not only help them 'stage' the home to sell, but apply a durable and very attractive new finish to bathroom fixtures and kitchen counters. It's a win-win for both seller and buyer."

Miracle Method franchisee Martin Rugroden said the process is a cost effective option for homes that are 15 to 20 years old and starting to show their age.

"For a recent customer who wanted a custom look, he applied two complementary colors in the tub and shower. In order to get things to come together, we did the tub in solid bone-colored high-gloss finish and the shower in a desert color,"



Right: Fiona Hollier of Colleyville said Miracle Method was able to transform her ugly bathtub from avocado green to white. "The room just pops now...I was really impressed with the job they performed."



Left: Jason Maxwell, with Equity Enhancer of Richardson, said he uses Miracle Method regularly to provide resurfacing in houses he is preparing for the real estate market

Rugroden said. "When it as finished, it looked fabulous and looked every bit as good as a solid-stone surface, but at a fraction of the cost."

Another Miracle Method franchisee, Darrin Martin of Fort Worth, believes that with the competitive housing market in the Tarrant and Dallas county area, there's a real need for what he offers.

"Miracle Method is really on a roll," Martin said. "Many people are excited to learn they can save a lot of money by not having to replace their old tub and tile, because the fixtures can be made to look and feel like brand new."

Martin recently worked in a high-end home in a gated community that had been on the market for several months. The realtor asked Darrin to refinish four bathroom vanities that looked old and faded and the home sold immediately afterward.



One of his clients, Fiona Hollier of Colleyville said Miracle Method made a huge difference to the guest bathroom in a 23-year-old house she acquired.

"The whole bathroom was so ugly," Hollier said. "The avocado-colored bathtub was surrounded by nasty ivory tile and the vanity top was coffee-colored cultured marble, like the sinks, which were cracked and so gross. The walls were two shades of brown and they were really dirty."

Hollier called Miracle Method and over three days' time, their courteous technicians transformed the tub, basins and counter to a bright white color, avoiding what she said would have been a major upheaval lasting several weeks for renovations and saving her thousands of dollars in the process.

"The room just pops now!" she said. "It was a good way to solve the problem and I was really impressed with the job they performed."

Hollier plans to invite Miracle Method back soon to resurface the dated butcher block countertops in the kitchen.

Homeowners are not the only people who benefit from Miracle Method. Jason Maxwell, an accredited staging professional from Equity Enhancer of Richardson, said he also uses Miracle Method regularly to provide resurfacing in houses he is preparing for the real estate market.



"I used Miracle Method 10 to 12 times last year," Maxwell said. "The process earns the seller top dollar for their homes."

"Miracle Method has been in the business almost 30 years and has more than 100 offices, including five serving the Dallas/Fort Worth area," Dominick said.

Similar staging guidelines are used on HGTV's *Designed To Sell* television show, in which investments of \$2,000 in a home's kitchen and bathroom increases the value of the house and speed in which it sells.

Miracle Method not only restores the surfaces of porcelain bathtubs, showers and sinks, but also repairs chips, cracks in fiberglass tubs, and can even change colors that are no longer desirable. The resurfacing process is so professional that nine out of



10 people cannot tell the difference between a new bathtub and one refinished by Miracle Method. The company also specializes in restoring antique claw foot tubs and pedestal sinks.

In the kitchen, Miracle Method can infuse new life into dull laminate or ceramic-tile countertops with a "stone" finish, which Dominick said is for anyone who wants the stone look without the expense of installing expensive solid-surface countertops.

"It looks like stone, feels like stone, but costs significantly less," Dominick said.

Miracle Method comes with a five-year transferable guarantee against failure of adhesion or peeling.

"A refinished surface should last 10 to 15 years using the same care and maintenance recommended by new tub manufacturers," Dominick said. "Whether a homeowner is looking to sell or to update the home they live in, Miracle Method offers a terrific alternative to removal and replacement."

Contact Miracle Method toll free at 888-271-7690 to be connected to the nearest franchise for an estimate or to schedule work, or go online to www.miraclemethod.com to view a list of locations and contact information.