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NEWS

Spring 2013 Vol 2

## How to Maintain Your Wood Deck



### CB Leads The Industry: 97% Service Rating!

At a time when many remodelers provide sub-par service, Custom Built (CB) leads the industry with a 97% service satisfaction rating. Ranked by a third party research firm:

**GuildQuality.com**



Each time CB completes a project, GuildQuality.com e-mails the customer and asks them how CB did on: communication, scheduling, cleanliness budgeting and more. GuildQuality.com compiles the results and provides feedback to CB fast! If there are problems, they get addressed quickly.

GUILDQUALITY

Due to such a high satisfaction ranking, nearly all of CB's projects are from referral or repeat customers. CB's goal is to provide their customers with a very high level of service. Fast customer feedback from GuildQuality.com makes that possible.

## Maintaining Your Wood Deck

### Quick Tips For Homeowners

#### Wood Decks Need Protected

Spring is the best time to get your wood deck ready for those summer barbeques after it's taken a beating from winter winds, snow, and rain. Because of its horizontal nature, a deck is more directly exposed to the elements than your siding or roof and requires regular maintenance. If your wood deck is new, you will want to stain it not just for looks but mainly for protection. An oil-based stain provides the best protective coating that keeps wood boards from rotting and splitting over time. No matter the type of wood grain, stains need to be reapplied every 1-3 years on a wood deck. A good way to determine if your wood needs re-stained is to visually inspect it. If there is fading or mildew it is time for some maintenance.



#### Begin With A Good Cleaning



When staining your deck, whether for the first time or reapplying, preparation is key. Make sure the wood is free of all dirt, mildew, and other contaminants. Sodium percarbonate wood cleaners, also

known as oxygen bleach wood cleaners, are a good choice for cleaning. If there is a build-up of stains, you will need to use a stain stripper.

#### Apply A Coat of Stain

Once the wood is clean and dry, choose a day when the temperature is between 50-90 F with no rain in the forecast. Stain can be applied with a pad applicator, a pressure sprayer, or a brush. Either way, you will need to keep a brush on hand to get in between cracks. Brushes also create more friction which allows the stain to penetrate the wood. Start with handrails





**Watch Video:**  
**Wood vs. Composite**



Spring Deck Cleaning

### Special Offer:

**25% Off All  
Deck Cleaning  
And Staining  
Expires**

**March 30th!**

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in order to keep drips from falling on final surfaces and use a drop cloth. Keep in mind that more stain is NOT better. Over-applying can cause the stain to peel or crack when exposed to moisture or improper drying. Stain 2-3 boards at a time, and always keep the end of the last board wet, brushing it into your next few boards, in order to avoid overlap marks. Let the stain dry for at least 24 hours before use.

### Or Call the Professionals



If all this sounds like a lot of work to you, call Custom Built. Our techs are trained and skilled at getting the job done quickly and professionally.

Custom Built can help you keep your wood deck protected and looking like new for many years to come.

Whether it needs a good cleaning or staining, or both, Custom Built can take care of all your decking needs.

### CB Does MORE Than Decks!

Do you need more than your deck cleaned? Custom Built offers an array of deck options as well as remodeling of kitchens, bathrooms, refinished basements and sun rooms.



***Call Custom Built For all Your Remodeling Needs!***  
***517-881-9871***

Thank you! We really appreciate your business!

Chris & Mike



**Save  
25%**

**Call Mike,  
Today!**

**Special Offer From Custom Built:  
Save 25% on Any **Wood Deck Sealing** Or  
**Composite Deck Cleaning** Project!**

***Get Your Deck Ready Early for Summer Fun!***

Spring is the best time to get your deck ready for summer. Custom Built is scheduling cleaning, sealing and staining projects RIGHT NOW! If you get into the schedule before March 30th you can take advantage of this 25%

**517-881-9871**

**HURRY!  
Offer  
Expires  
March 30th!**

savings offer.

**When you call, you must tell Mike that you want to take advantage of the **March Deck Savings Offer!** Or print out and present this coupon to Mike when he visits your home to give you an estimate.**

This offer cannot be combined with any other discounts or specials from Custom Built.

[Go to the video for more information & to schedule today!](#)

**Offer Expires: March 30, 2013**

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Custom Built | 2037 W. Grand River Avenue | Okemos | MI | 48864