



DEDICATED TO THE ADVANCEMENT OF THE REAL ESTATE MANAGEMENT PROFESSION

VOL. 15, No. 8

September 1998

## NYARM CELEBRATES 40<sup>TH</sup> ANNIVERSARY

September 1998

### TAKING THE COMPETITIVE EDGE

**By: Wayne Bellet, President  
Bellet Construction**

Without a doubt, the current growth of the multi-family housing market in New York — and its need to remain competitive — has spurred a resounding call for exterior rehabilitation. Within the past couple of years, we have seen a marked increase in roof repairs, brick-face refurbishment, and even new sidewalks. Just take a look at the number of sidewalk bridges covering the City. And although many repairs are operational and necessary, there is an unprecedented demand for the kinds of cosmetic refurbishments that enhance a building's marketability.

An integral part of the picture are manufacturers of construction products, which are responding to years of recommendations and requests from property managers, owners and contractors by producing a wide variety of new and innovative materials. Not only do many of these materials save the buildings money; they expedite labor and improve the quality of the repairs.

Among the most exciting innovations are liquid applied roof systems. The application of the viscous substance is easier, safer, and more efficient than other roofing materials, and most of the

manufacturers offer renewable warranties against leakage for the lifetime of the building.

Another significant advantage of the liquid applied roof system is the elimination of dangerous propane tanks and torches needed to weld the new roof to the old one, as with the preceding generation of roofing products.

In addition to new materials, roofing technology now offers state-of-the-art equipment that allows contractors to determine whether a roof needs replacement or repairs. Ultra-sound infrared moisture detectors — which are like something straight out of Star Trek — compute water density through sound waves. The margin for error with this equipment is minimal. Here is cutting-edge technology that eliminates guesswork and replaces it with valuable information.

Moving into tomorrow is the next wave of high quality masonry facade detergents which are environmentally safe and more economical. The timing of these products is perfect, too, considering the new trend in building facade restorations. It is no longer necessary to use those strong detergents that act like acids; etching unprotected windows, and often splashing on parked cars and pedestrians. Moreover,

these substances run into street sewers, potentially causing more damage. The new cleaning solutions are baking soda-based, clean more efficiently and can save on insurance.

*Mr. Bellet is a third generation construction contractor and can be contacted at 212-982-3000.*