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Press Release Distribution Report

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Distribution Report

Housing Market 2025: Why Your Concrete Investment Protection Matters More Than Ever

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The housing market in 2025 has entered uncharted territory. According to the National Association of Realtors' latest Profile of Home Buyers and Sellers, first-time buyers now make up just 21% of the market—the lowest share since tracking began in 1981. Meanwhile, all-cash buyers have reached an all-time high, and the median age of first-time homebuyers has climbed to a record 40 years old.

These statistics paint a picture of a market divided between extremes: equity-rich buyers who can afford to be selective, and cash-strapped newcomers struggling to get their foot in the door. But one thing remains constant across all market conditions—the critical importance of protecting your investment by ensuring major home components like concrete surfaces are functioning at peak performance.

What's Happening in Today's Housing Market

The U.S. housing market in 2025 is experiencing significant rebalancing. Active listings nationally are up roughly 34% year-over-year, while mortgage rates continue hovering between 6% and 7%. Home price growth has moderated to around 2-4% nationally—a far cry from the double-digit appreciation rates of 2021 and 2022.

For the first time since 2016, experts are predicting a truly "balanced" market where neither buyers nor sellers hold overwhelming negotiating power. This shift is creating opportunities for those ready to act strategically.

Louisiana Real Estate: Where Climate Makes Concrete Protection Critical

The Louisiana housing market mirrors national trends while maintaining unique characteristics. Cities throughout the Greater New Orleans area—including Harvey, Metairie, Kenner, and Gretna—continue attracting buyers drawn by job growth, cultural richness, and Gulf Coast access.

But here's what many buyers overlook: Louisiana's extreme subtropical climate places extraordinary demands on home concrete surfaces. With year-round humidity regularly exceeding 70%, frequent heavy rainfall, occasional hurricanes, and temperature fluctuations causing concrete expansion and contraction, your garage floors, driveways, patios, and pool decks aren't just aesthetic features—they're critical investment components that can make or break your home's value.

Why Louisiana's Climate Makes Concrete Due Diligence Non-Negotiable

In milder climates, unprotected concrete might be an inconvenience. In Louisiana, it's a crisis waiting to happen. The extreme humidity, intense UV radiation, salt air exposure, and dramatic weather swings create operating conditions that push concrete surfaces to their absolute limits.

Consider these Louisiana-specific realities:

Extended Exposure: Louisiana concrete surfaces face constant moisture infiltration 12 months per year—exponentially more stress than surfaces in temperate climates. This accelerates deterioration through internal pressure, spalling, and structural failure.

Extreme Temperature Differentials: Creating comfortable indoor temperatures when Louisiana swings from freezing winter nights to 95°F+ summer days causes concrete expansion and contraction that creates cracks and surface damage far faster than in moderate climates.

Chemical and Biological Challenges: Vehicle fluids in garages, pool chemicals on decks, and constant mold and mildew growth coat surfaces with substances that etch, stain, and gradually break down unprotected concrete.

Replacement Cost Impact: With concrete replacement running \$6-12 per square foot in Louisiana, a failed 400-square-foot garage floor can cost \$2,400-\$4,800 to replace—not including the disruption and mess of demolition.

What to Verify Before Buying or Selling

Smart buyers and sellers in Louisiana work with [concrete coating professionals near New Orleans](#) to ensure their home's surfaces are up to Louisiana's extreme climate challenge.

Here's what should be evaluated:

Surface Condition: Uncoated concrete showing cracks, spalling, staining, or surface deterioration signals deferred maintenance. Professional coatings typically last 15-20+ years when properly installed, while DIY attempts often fail within 1-3 years.

Coating Type: Not all concrete coatings handle Louisiana's climate equally. Epoxy systems excel for garage floors by creating moisture barriers. Polyurea coatings offer superior flexibility for outdoor applications where temperature swings occur. UV-stable topcoats are essential for pool decks and patios to prevent fading and degradation.

Professional Installation: The difference between coatings that last decades versus months comes down to surface preparation. Professional diamond grinding creates proper concrete profile for adhesion, while DIY surface prep typically proves inadequate.

Moisture Management: In Louisiana's humid climate, proper moisture mitigation during installation is critical. Professional contractors understand humidity's effect on curing and use appropriate primers and techniques.

Warranty Coverage: Quality professional installations include comprehensive warranties covering both materials and labor. This protection matters significantly in Louisiana where climate stresses reveal installation quality quickly.

Why Market Conditions Don't Change This Need

In competitive markets, buyers sometimes feel pressured to make quick decisions without thoroughly evaluating major home components. This is particularly risky in Louisiana where concrete replacement can cost thousands of dollars.

Consider this: a comprehensive professional concrete coating evaluation and installation typically costs \$3-5 per square foot. Compare that to discovering deteriorating surfaces after closing—repairs that can easily exceed \$6-12 per square foot during Louisiana's humid season when contractors are booked weeks in advance.

The Investment Perspective for Both Buyers and Sellers

For sellers, professional concrete coatings deliver immediate visual impact that elevates property presentation. Real estate professionals consistently report that homes with high-quality finishes throughout—including professionally coated concrete surfaces—sell faster and command higher prices than comparable homes with worn or damaged concrete.

The investment typically delivers 3-5 times return through faster sales and higher offers. A \$2,000 coating investment can mean \$6,000-\$10,000 in additional sale price while reducing time on market by weeks.

For buyers, factoring professional coating installation into purchase negotiations or immediate post-closing budgets makes financial sense. The investment protects what's likely your largest financial asset while eliminating future replacement costs. Many buyers find that dedicating \$2,000-\$4,000 to comprehensive concrete coating immediately after purchase provides more long-term value than spending the same amount on furniture or cosmetic upgrades.

The Bottom Line for Louisiana Homeowners

Whether mortgage rates are high or low, whether inventory is scarce or plentiful—none of these factors should compromise your commitment to verifying that major home components can handle Louisiana's extreme climate demands.

Your concrete surfaces will face more stress in a single Louisiana year than surfaces in moderate climates face in three years. These surfaces endure operating conditions that few other regions demand.

Smart buyers focus on what they can control: securing favorable financing, understanding local market conditions, working with experienced real estate professionals, and ensuring their home's concrete surfaces are properly coated and capable of delivering reliable

performance year-round.

Don't let competitive pressure or excitement about a new home overshadow the practical reality that replacing or repairing major concrete surfaces represents one of the costliest surprise expenses homeowners face. Make comprehensive concrete evaluation a non-negotiable part of your home buying or selling process.

In Louisiana's extreme climate, your concrete surfaces aren't just another home feature—they're critical infrastructure that protects your investment. Verify their condition before you buy, invest in protection before you sell, and you'll avoid costly surprises while enjoying safe, attractive surfaces in your home.

Market data sourced from the National Association of Realtors 2025 Profile of Home Buyers and Sellers and regional housing market reports. Statistics current as of publication date.

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