

Comparing Granite Prices

When you compare **granite prices**, make sure you know what you're getting. All fabricators price granite countertop jobs in several different ways. Sometimes discount granite is only cheaper because something has been excluded from the price. Let's go over some of the pricing strategies.

How Do I Make Sense of Quotes and Advertising Promotions?

Don't rely on the old headline "per square foot" price. This is used by the less scrupulous companies to bait and switch. This often leaves out basic and essential costs to actually fabricate and install your countertop. Make sure you understand how many square feet you are going to get billed for – will it be the actual square feet of your finished countertop or will it be the area of the slabs of granite used, including waste and defects? Or maybe something in between. Beware - there are several companies in the area which are engaging in a deceptive practice of offering a low "per square foot" price and then overestimating the quantity required by up to 20%, calling it a waste factor or similar. Companies are also known to add several square feet to the job once the contract is signed and templates are made resulting in hundreds of additional dollars owed on the final invoice. Get the total price, understand all the components and ensure there are no loose ends and no extra charges will be added to the final invoice.

We often get phone calls simply asking for unit prices for our products. If all you are doing is trying to set up a budget, that may be adequate. However, we know that companies advertise an artificially low \$/sq ft price to get people hooked, and all the "add-on's" only get revealed after the customer has invested money, a lot of time and energy.

Such tactics include:

- Extra charges for estimates, templates or fuel "surcharges";
- over-estimation of square feet (double counting corners in "L" shaped pieces);
- additional charges for several basic edge polishing options;
- charges for faucets holes;
- charges for sealing the stone;
- charges for smoothing the underside of the front edge;
- surcharges for "L" shaped pieces;
- charges for firm installation dates..... etc etc. .

Price & Quality

And, finally, why is one granite more expensive than another? Are higher priced granites stronger? - No! Are they higher "quality"? - No! It's good ol' Economics 101 and supply versus demand. More attractive stones are in higher demand and if they come from a distant land in small quantities the price will be higher. Some of the toughest stones are also quite cheap and some of the most expensive can be very fragile. Also note that all natural stone contains small "pits" to varying degrees. These are simply small voids between grain boundaries and some of the most expensive stones can be full of them.