



A Strong Growing Trend Among New Households Towards Renting

According to *Renting vs. Buying: Which Is The Best Option For House Hunters* article in Business Insider-April 2013, renting can make more sense. The trend towards renting differs depending on the city and housing market. The article states, “if you have any doubt about long-term longevity, then you should be renting. Upfront costs for renting an apartment can be recouped if there is no damage.”

As quoted in Barry Ritholtz’s blog, TrendSpotting: Rentaling vs. Owning, “one of the outcomes of the housing bust was an increase of renters.” Many homes are worth less than they could sell for. Barry writes “from 2007-2012 there have been over 5 million new renters. The trend has yet to significantly reverse itself.”



Featured Application

Arborpoint at MarketStreet, in Lynnfield, Massachusetts, is an apartment community offering 180 residences close to MarketStreet. The site combines the comfort of luxury living with a lively village center.

Eastern Specialty Concrete, Inc.

a highly experienced company, is the Hacker Licensed Applicator on this project, with over 15 years of experience with gypsum concrete floor underlayments. We look forward to their growth in the northeastern area of the United States.



Arborpoint at MarketStreet in Lynnfield, MA

20-Year-Old FIRM-FILL® Brand Gypsum Concrete Stands the Test of Time



More than 20 years have passed and Hacker Industries, Inc.’s original “blue-bag” underlayment has withstood the test of time, as shown in this photo. The product was installed in a Blockbuster Video store in Costa Mesa, California more than two decades ago by Hi-Tech Gypsum, Inc. of La Habra, California. While the video rental giant has had massive store closings due to the digital age and less expensive online alternatives, FIRM-FILL® Brand Gypsum Concrete has proven its consistent quality and longevity by standing the test of time.