Countertop Contractor Outlines A Consultation-Led Process For Kitchen Countertop Installation

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CARTERSVILLE, GA - June 11, 2026 -
Atlanta Surface Masters, a locally owned countertop contractor and in-house stone fabricator based in Cartersville, uses a consultation-led process for kitchen countertop installation that serves homeowners throughout Metro Atlanta and the surrounding region. The process begins with a guided conversation about the home before any measuring takes place, an approach the company says is intended to help residents make informed decisions when selecting and installing new kitchen surfaces.

The process follows four stages. It opens with an in-home design consultation that covers how a household uses its kitchen, the materials and fixtures already in the room, and the homeowner's priorities. The remaining stages are precise templating, in-house fabrication, and professional installation. The company says each step is structured to reduce uncertainty and limit unexpected issues during a remodeling project.

According to Atlanta Surface Masters, many Atlanta-area homeowners describe feeling unsupported when shopping for countertops, given the number of material options and the volume of conflicting guidance available. The company structures its kitchen service around the initial consultation, which it positions as a collaborative conversation rather than a sales presentation. The stated aim is for each customer to

understand both the recommended material and the reasoning behind the recommendation.

Dan DePaula, owner of Atlanta Surface Masters, said the process is built around helping homeowners make informed decisions.

"A kitchen countertop is a long-term investment, and people are better served when they understand the choice they are making rather than simply being handed a sample," DePaula said. "The team works with each homeowner to understand how the space is used, what the existing room calls for, and what matters most to them. By the time a material and a finish are recommended, the homeowner knows why they suit their kitchen and daily routine. The intent is a process that remains clear from the first conversation through to the finished installation."

Atlanta Surface Masters performs cutting, polishing, edge profiling, and sink and faucet cutouts at its own facility. The company states that handling fabrication in-house supports quality control from raw slab to finished surface and the precision required for seams, edges, and sink placements during installation. Templating is completed by trained staff who measure the home before any stone is cut, which helps the finished countertops align with cabinets, sinks, and appliances. The template produces an exact pattern of the work area that the fabrication team uses as a reference, reducing the risk of gaps or misalignment once the finished pieces are set in place.

The company's kitchen countertop selection includes materials from manufacturers such as HanStone, Cambria, MSI, LG Viatera, Silestone, and Caesarstone, and spans granite, quartz, and marble. Granite is a natural stone with varied patterning and high durability that benefits from periodic sealing. Quartz is an engineered surface that is non-porous and generally low-maintenance. Marble is a natural stone known for its distinctive veining, which typically requires more routine care. Engineered surfaces, such as quartz, are produced by combining crushed stone with resin, giving them a consistent appearance and a sealed finish. In contrast, natural stones, such as granite and marble, are quarried in slabs and show natural variation from one piece to the next. The consultation is used to match these material characteristics to a household's cooking habits, design preferences, and maintenance expectations, with edge profiles and finishes reviewed during the same conversation.

Beyond kitchen countertops, Atlanta Surface Masters fabricates and installs bathroom countertops, custom stone fireplaces, custom stone tables, and bathroom wall panels. The company describes countertops as a central element of most kitchen remodeling projects and coordinates installation with cabinetry and flooring. After installation, the team reviews care instructions intended to maintain the surfaces over time, including periodic sealing for granite and marble and routine cleaning for quartz with mild soap and water.

Atlanta Surface Masters serves Metro Atlanta and a surrounding service area that includes Acworth,

Alpharetta, Athens, Ball Ground, Canton, Cartersville, Cumming, Dallas, Dalton, Dawsonville, Holly Springs, Marietta, Newnan, Rome, Roswell, and Woodstock in Georgia, as well as Chattanooga, Tennessee. The coverage spans Fulton, Cobb, DeKalb, and Gwinnett counties and the surrounding communities. The company is locally owned and reports a 5.0 average across 13 Google reviews.

Homeowners considering a kitchen countertop project can begin with a free design consultation, during which the team reviews stone options, edges, and finishes and outlines the project timeline. The company states that most projects move from initial consultation to completed installation within two to three weeks, depending on material availability, project complexity, and scheduling.

Atlanta Surface Masters is located at 1105 Hwy 293 SE, Cartersville, GA 30121. The company can be reached at (404) 652-9787 or by email at info@atlantasurfacemasters.com. Business hours are Monday through Friday, 8 a.m. to 5 p.m. Additional information about the company's services and service areas is available through its official channels.

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Atlanta Surface Masters

We work with homeowners, builders and interior designers throughout the Atlanta area, providing personalized service from start to finish.

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