

CountertopSmart Secures \$1.75M in Seed Funding to Revolutionize the Countertop Industry

CountertopSmart raises \$1.75M in seed funding to innovate and expand in the \$40B US countertop market.

AUSTIN, TEXAS, UNITED STATES, March 20, 2024 /EINPresswire.com/ --

CountertopSmart, an innovative startup aiming to transform the

countertop purchasing experience, is thrilled to announce the successful closure of a \$1.75 million equity seed funding round. This significant investment marks a milestone in the company's journey towards reshaping how homeowners and construction professionals select, purchase, and install countertops.



“

CountertopSmart was founded to make the countertop buying process as seamless and efficient as possible.”

Zach House, CEO

The seed funding round was led by Nextfront Ventures, with participation from additional investors including the company's existing investors. This investment will fuel the company's growth, allowing for further development of its proprietary platform, expansion of its service offerings, and scaling of operations to meet increasing customer demand. As part of the investment Steve Schaffer will be joining the Company's Board.

"CountertopSmart was founded to make the countertop buying process as seamless and efficient as possible," said Zach House, CEO of CountertopSmart. "This funding not only validates our business model but also enables us to accelerate our roadmap, enhance our platform's capabilities, and expand our reach to serve more customers."

CountertopSmart's unique approach allows customers to [browse, customize, and order countertops](#) with unprecedented ease and confidence. The company leverages advanced technology to offer a wide range of [kitchen and bathroom countertop options](#), from high-end luxury to budget-friendly choices, all available through an easy-to-use online platform.

With a focus on sustainability, CountertopSmart also introduces an innovative way to reduce

waste by connecting customers with high-quality countertop remnant partial slabs that perfectly fit smaller projects. This not only provides cost savings to the consumer but also promotes an eco-friendly alternative within the industry.

To date, CountertopSmart has focused its efforts on selling [countertops in Austin](#), the company's home market. The seed funding will support the company in enhancing the website, enhancing customer support, and investing in marketing initiatives to continue growing before expanding to future cities. CountertopSmart is poised to become a leading retail marketplace in the \$40B national countertop industry, offering unmatched convenience, selection, and customer service.

For more information about CountertopSmart and its services, please visit:
[CountertopSmart.com](https://www.CountertopSmart.com)

About CountertopSmart

CountertopSmart is a cutting-edge company dedicated to simplifying the countertop buying process. With a focus on technology, sustainability, and customer satisfaction, CountertopSmart offers a comprehensive online platform that connects consumers and businesses with a wide range of countertop options. The company's mission is to provide an efficient, cost-effective, and environmentally friendly way to purchase countertops, revolutionizing the industry one surface at a time.

Zach House

CountertopSmart

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