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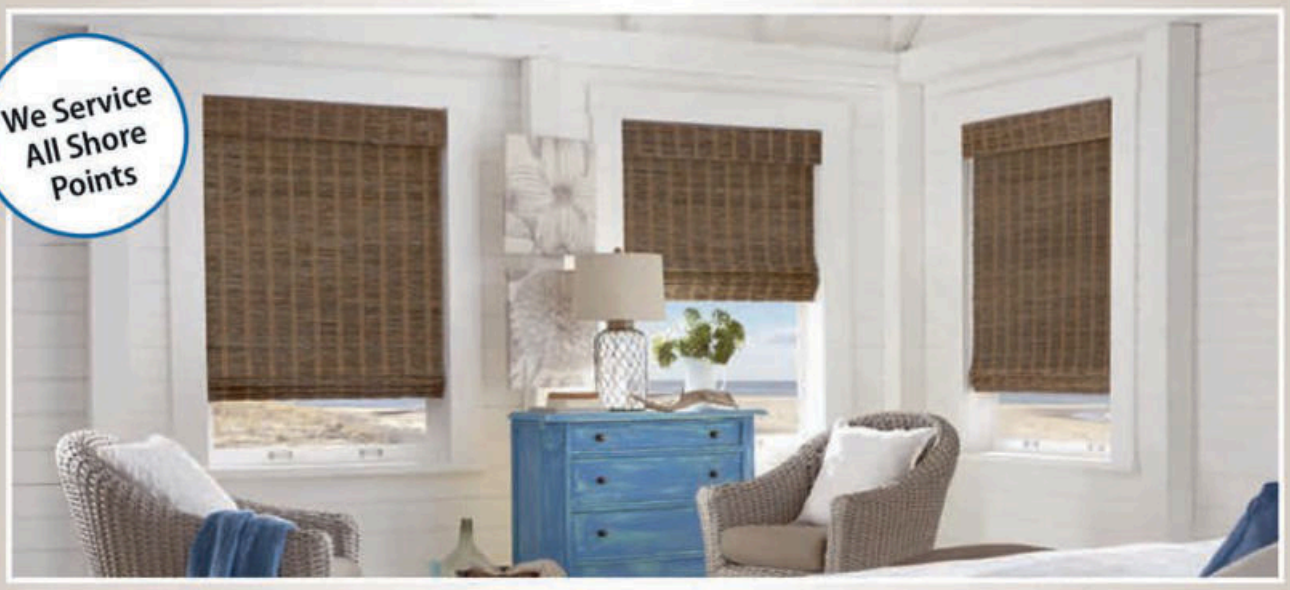
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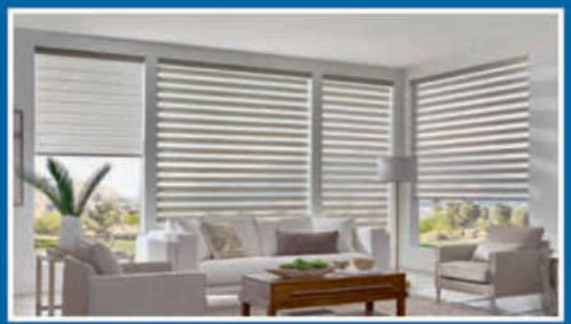
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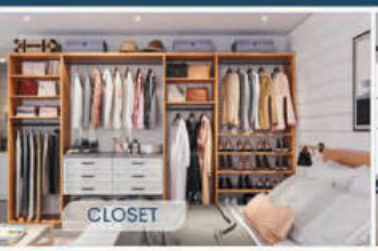
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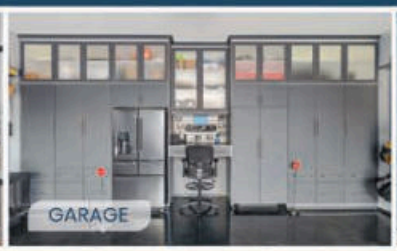
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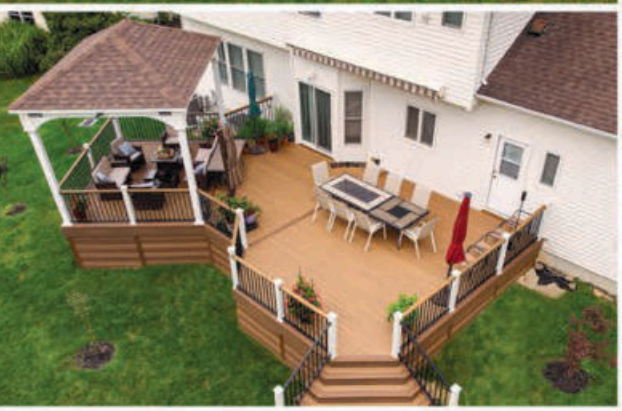
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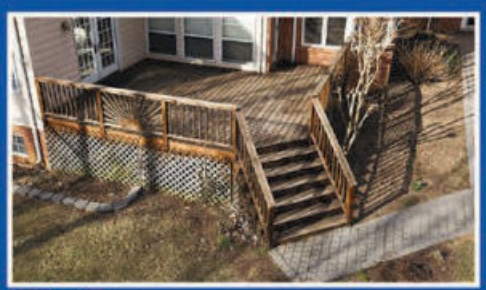




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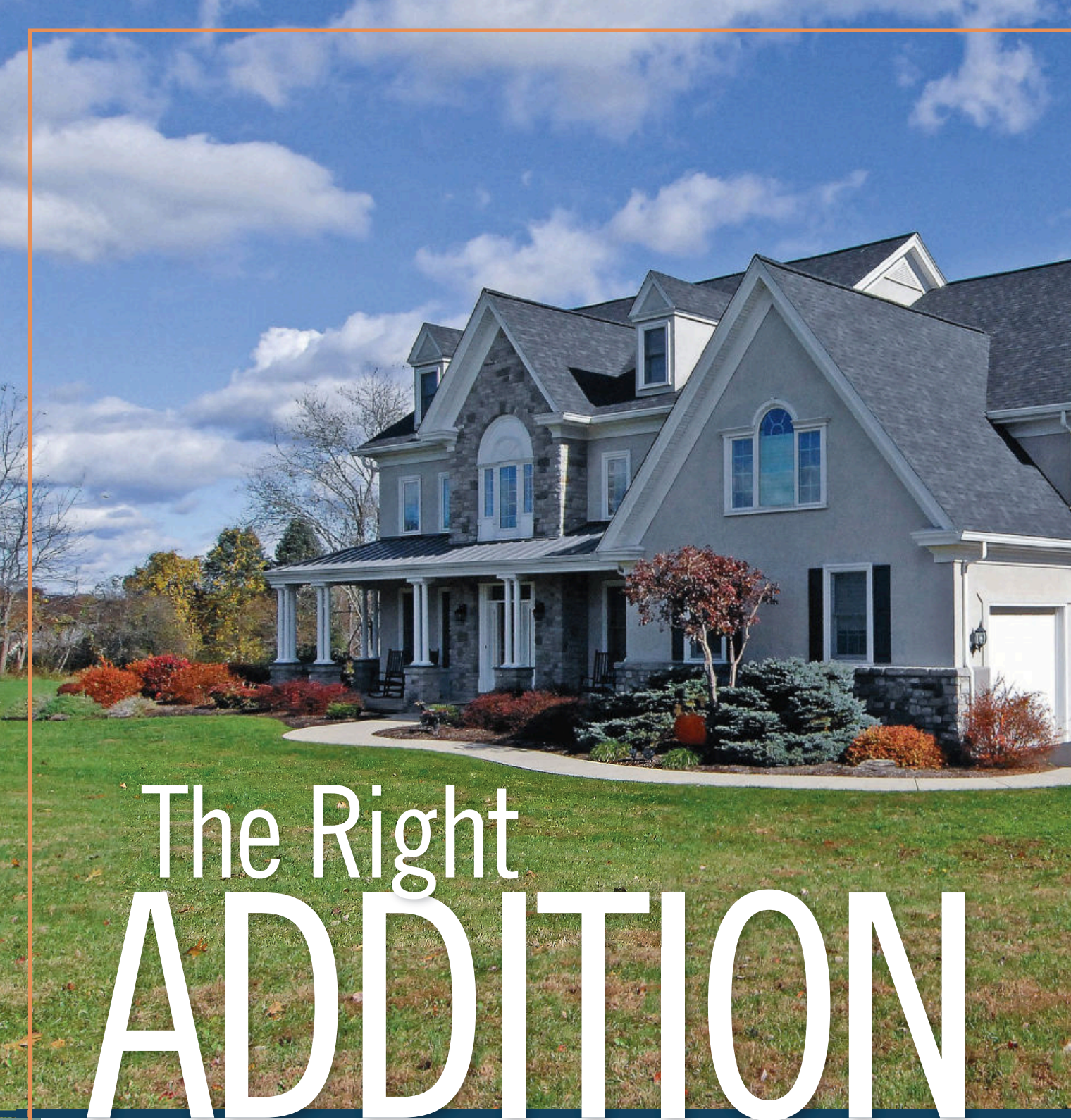


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The Right ADDITION

Whether you're adding an extra suite for loved ones, an entertainment room, a second kitchen or something else entirely, **the possibilities for a home addition are endless.** by Carly Murray



PREFERRED GEHMAN REMODELING

REMODELING A ROOM OR REDESIGNATING ITS GOALS MAY WORK FOR A QUICK FIX, BUT EXPERTS ARE SEEING A RISE IN HOMEOWNERS ADDING SPACE TO THEIR HOMES. This allows for full creativity in idea conceptualization as it's not only starting from scratch, but also designing an area from inception and influencing its structure. If it's realistic, and township-approved, the sky's the limit for inventiveness and artistry, especially with the guidance of a professional.

"It takes a fair amount of time to do the planning … but what can happen is, over time the more you think about it, the project sort of grows in your mind and maybe you want to add things. The better a project is planned up-front, the smoother it goes while it's happening. And for us, 99% of the time, the people are living at home while we're doing the renovations, so it's extremely important that we have things well-planned out," says Dennis Gehman, president of Gehman Design Remodeling.

The time frame for each project is different depending on lifestyle, expectations and various methods of planning. Some might like to take their time and ensure every detail is mapped out before construction begins. Others might like to decide on elements as they go after seeing their ideas come to life. It's important to remember that it is an undertaking that requires several moving pieces.

"You want to at least give yourself a good six months to basically come up with a written scope, decide on a floor plan, have material selections, and then also allow ample time for permitting and lining up your trades for construction because that can take a little time," explains Eileen Lee, operations manager of Total Home Solution.

Homeowners generally know what they want by the time they call a professional, but for those still in the brainstorming phase, there are plenty of sources of inspiration already out there. From home bars, sun rooms, libraries, kids' lounges and music rooms to a room decked out in sports memorabilia perfect for inviting loved ones to watch the game, any passion can become a reality with the help of a professional. With the internet in addition to print publications and television, there's millions of models available to spark your vision.

"Do a little bit of homework and gather some inspiration. Have some ideas and those details that you're really set on having. That way, we can give a more accurate proposal in the beginning. Because with an addition, things can get complicated and things can get missed. So, it's really good to have a little

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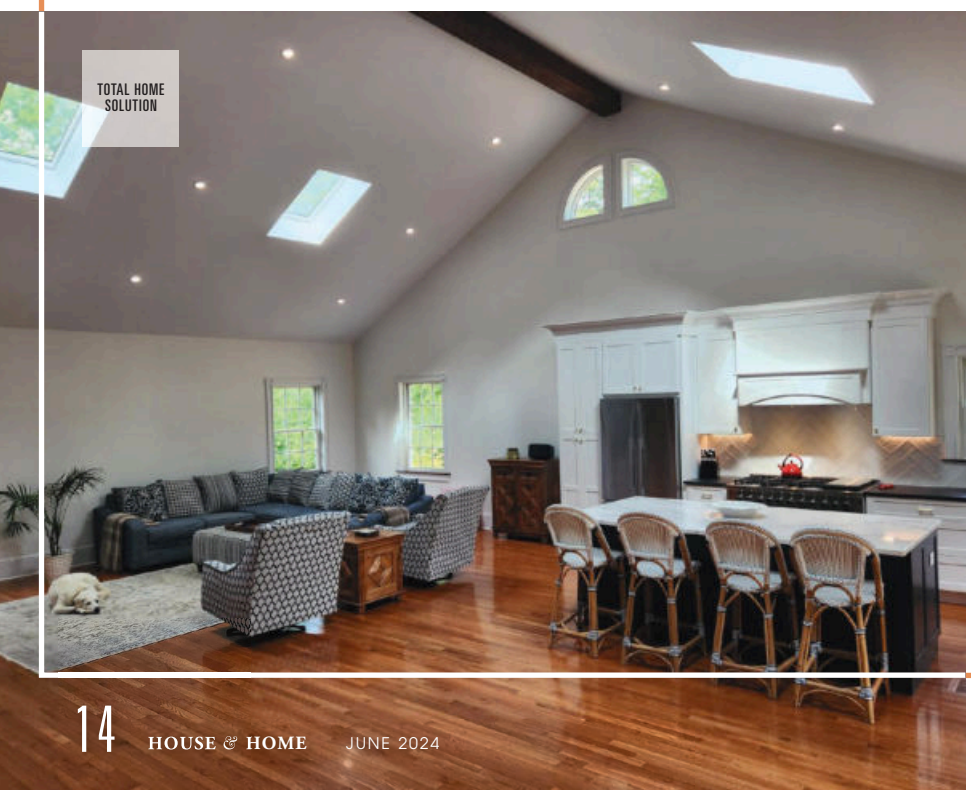
bit of a game plan before even giving us a call. That way, a vision is really understood by our salesmen and project managers," notes Jessica Jurisch, marketing manager at E&E General Contracting LLC.

Jurisch encourages those interested in a home addition to call sooner than later, as the permitting process is different in every area. Sometimes approvals take up to six weeks, and the entire build requires the collaboration of a permitting project manager, an engineer, an architect, the homeowner and the township. There's a lot involved in the process of a home addition, but those who go through it find it worth the time, planning and effort, as additions can suit any range of needs or desires, both practical and recreational.

"A very popular development is multigenerational living, so some type of in-law suite. We've been seeing a rise in that in the past few years or so," says Lee. "We've also seen a lot of conversions or additions based on specialty needs like saunas and gyms or she sheds. We've also seen a lot of spaces for hobbies or crafting, gaming rooms and man caves."

With the housing market especially difficult to afford or to navigate for young adults, that multigenerational living trend has also extended to creating expanded spaces for adult children to live at home and still have their space and privacy. Although additions take work, the result is a place that makes life easier by adding accessibility. Gehman has helped homeowners who want to stay in place as they age, so adding space to the first floor makes doing so safer.

"A first-floor bedroom, like a master suite, is almost more of an aging-in-place kind of thing. People who are getting older realize they like their house and neighborhood; they want to stay there, but getting on the stairs to the second-floor bedrooms is becoming more difficult. So, we've done a number of bedrooms and bathroom additions," he says.



Other pragmatic uses for an addition include a place for pets, an extra kitchen or a home office. It really depends on the unique personality of each household. The more personalized a project is, the more special it will become. That is just one of several benefits to adding space instead of moving to a larger home. Another is the cost comparison: Although construction for an addition is an investment, many feel that the aforementioned modern housing market is not worth the hassle of a transition.

"The benefits of adding space as opposed to moving are pretty obvious. First off, moving stinks. It's a lot of work. Leaving the home, neighborhood, and potentially schools that your family knows could be challenging and emotional. You know what you have with your home and you've put in a lot to get it to where it is today," affirms Brian Iwano, owner of Blue Tree Builders.

And if you decide to move in the future, additions benefit both property value and curb appeal. After all of the planning, permitting, construction and decorating, an addition will be advantageous due to its fulfillment of relaxation, convenience or entertainment; but it can also be profitable one day. Especially if equipped with the utilities or organizational structure for a walk-in closet or another bathroom, for example, the expansion will be



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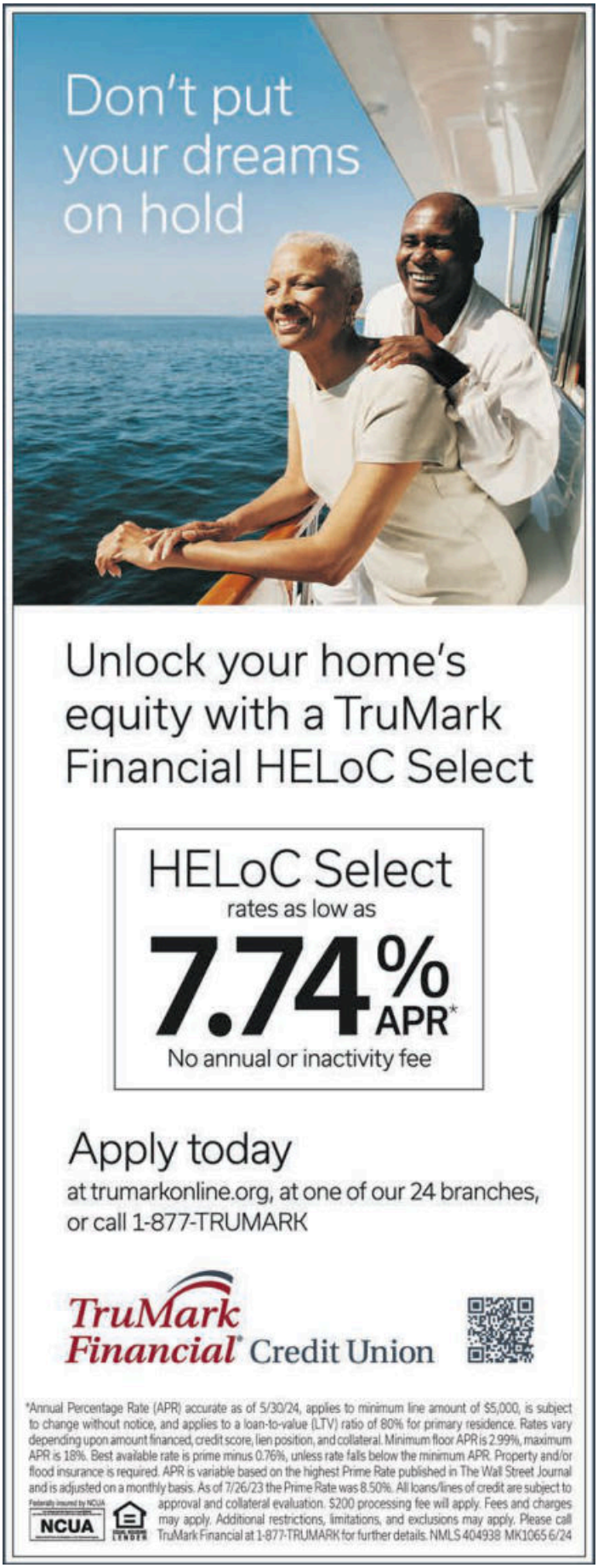
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a selling point when placed on the market.

"Depending on the type of addition that it is, you can generally see between like 50% and 80% return on investment. That's just in the current market, so who knows what that would be in a few years. Square footage is always a good choice when looking to add property value [especially] depending on what type of addition you're wanting to do. So, the most return on investment you're going to get is with a kitchen space," Jurisch explains.

If practicality isn't the ideal vision, a homeowner can still get a return on investment. The interior may be out-of-the-box customization to the extreme, but design-build companies are skilled at making the exterior match the original structure while making the entire house look better than before. Jurisch compares addition construction to a "mini house build," and recommends that homeowners treat it as such.

"Additions can increase curb appeal as these projects typically [require] significant exterior remodeling as well. During this process, it's the opportune time to make updates to siding, roofing, landscaping and other finishes that definitely help curb appeal," adds Iwano.

It is never too early to get started and to let ideas flow, no matter how inventive. There are so many renovation solutions to transform a space, but building from the ground up guarantees that every detail will fit household preferences. The finished product will be an evolution in enjoying everyday life, right at home. H&H

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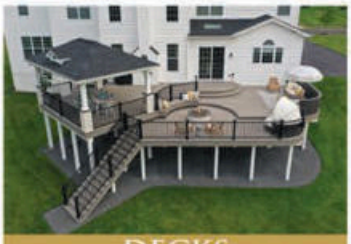
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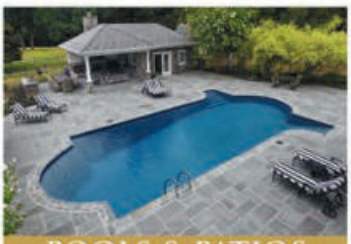
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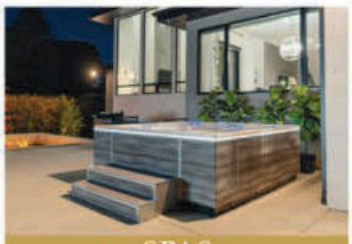
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H&H STONE

Choosing the Right Stone

Trends in kitchen countertops, backsplashes and flooring.

by **Kristen Jorgensen**

THE KITCHEN IS OFTEN CONSIDERED THE HEART OF THE HOME, and choosing the right materials for countertops, backsplashes and flooring can significantly impact its aesthetic appeal and functionality. In recent years, there have been exciting trends and developments in these areas, driven by advancements in material technology, evolving design preferences and a growing emphasis on sustainability. In this article, we dive into the latest trends with insight from local experts in our area and examine whether granite still reigns supreme, what's popular in colors and patterns, the evolution of backsplash choices and the latest options in kitchen flooring.

Countertops: Is Granite Still King?

For years, granite has been the go-to material for kitchen countertops, valued for its durability, heat resistance and natural beauty. However, recent trends suggest a shift in preferences. While granite remains a popular choice, it is no longer the undisputed king. That crown now goes to quartz, and our local experts agree with the masses.

"Quartz countertops have gained significant traction, offering a non-porous, low-maintenance alternative to natural stone. Unlike granite, which requires periodic sealing, quartz surfaces are highly resistant to stains, scratches and bacteria," shares David Cerami, president of Home-Tech Renovations. "It also offers a uniform appearance, which appeals to those homeowners who might be looking for a sleek, modern look."

Another industry expert, Vic Fiore from Magnolia Home Remodeling Group, weighs in on the desirability of quartz. "Quartz's ability to mimic the appearance

of natural stone, combined with its practical benefits, has made it a favorite among homeowners for many different kitchen designs and styles."

Backsplashes: Elevating Kitchen Design

Backsplashes have evolved from purely functional elements to key design features in the modern kitchen. They protect walls from spills and splashes, but they also offer a canvas for creativity, allowing homeowners to express their style. With a plethora of materials, colors and patterns available, backsplashes can transform the aesthetic of a kitchen.

Subway tiles have long been a staple in kitchen design, known for their simplicity and versatility. While the classic white subway tile remains popular, new variations are emerging that breathe fresh life into this timeless choice.

"We're still seeing the use of subway tiles, but with more personality in the design," offers Cerami. "Homeowners are selecting colored grouts or opting for more adventurous patterns of installation like herringbone or a staggered design."

Another option to jazz up a standard subway tile is selecting one with a textured surface or embossed patterns, offering a modern take on this classic look. Cerami elaborates: "Think tiles with a beveled edge, a wavy texture or a patterned surface. These tiles add dimension and visual interest to the backsplash without straying too far from tradition."

Another popular choice for a backsplash is large format tiles and slabs offering homeowners a seamless and sophisticated option. These options provide a sleek, continuous look that enhances the overall aesthetic of the kitchen.

"The larger slabs are particularly appealing in minimalist and modern kitchen designs. Their clean lines and expansive surfaces contribute to a streamlined, uncluttered appearance that emphasizes simplicity and elegance," says Fiore. "And it's also great for those who want easy kitchen cleanup."

Kitchen Flooring: Trends and Considerations

When it comes to kitchen design, flooring plays a crucial role in setting the tone of the space. It's a high-traffic area that demands durability, ease of maintenance and, of course, aesthetic appeal. With myriad flooring options available, each with its own set of benefits and styles, selecting the right one for your kitchen can be both exciting and overwhelming.

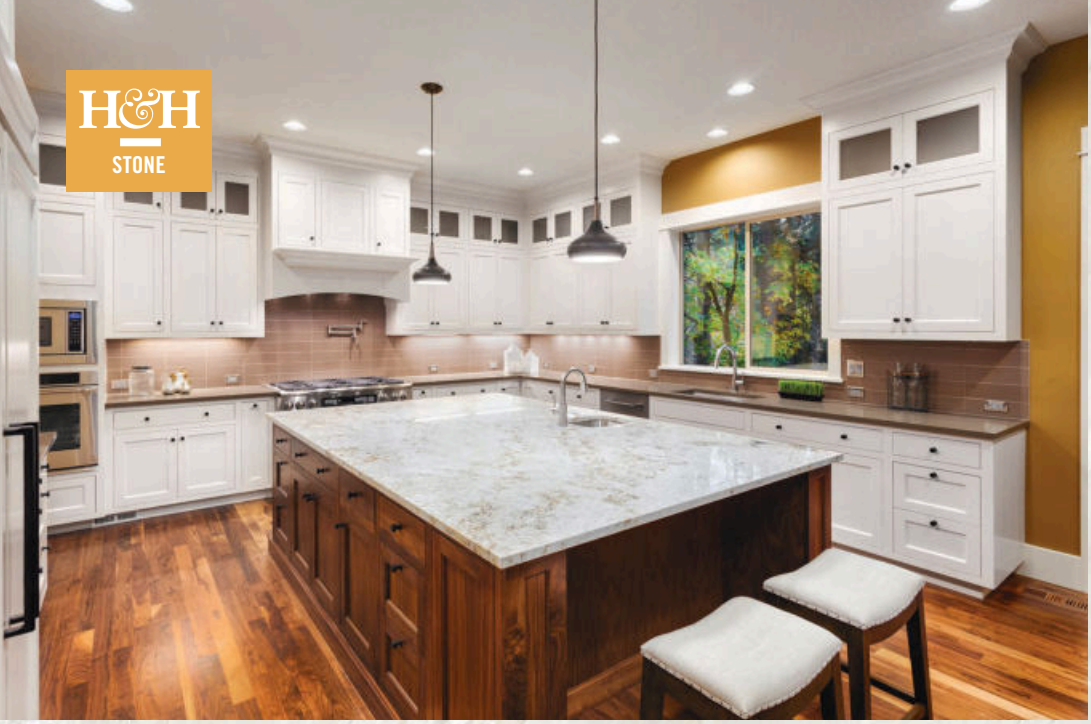
Sophia Amiano, designer with Amiano & Son Design-Build, eagerly shares her insight on the latest trends within the industry.

"As a home remodeling designer, I'm thrilled to share the latest trends shaping our spaces. The design world today is all









about embracing organic materials, raw textures and calming palettes," she says. "In kitchens and bathrooms, we're seeing a surge in linen-inspired tiles, basketweave mosaics, and classic black-and-white patterns. The modern farmhouse look has made way for tailored traditional designs with a rustic twist. Think rich wood tones, moody office spaces and playful laundry rooms."

Terrazzo and concrete floors are making a comeback, particularly in modern and industrial-style kitchens. Terrazzo, with its speckled appearance and diverse color options, adds a spirited yet sophisticated touch. Concrete floors, on the other hand, provide a sleek, minimalist look that complements contemporary designs. Both materials are highly durable and can be customized with different finishes and treatments.

Engineered wood flooring is also still popular, combining the beauty of hardwood with improved durability. It consists of a top layer of real wood veneer over a plywood or high-density fiberboard (HDF) core, which makes it more stable and less prone to warping than solid wood.

"For kitchen flooring, many homeowners are choosing warm wood to extend the cozy feel throughout their most-used spaces," says Amiano. "Additionally, concrete-inspired, sleek patterned tiles are becoming a highly sought-after look in contemporary kitchens. To add a personal touch or a dash of whimsy, incorporating fun, bold colors in select areas can bring a delightful pop and invigorate the overall design, making each space uniquely yours."



In conclusion, it's safe to say that the world of kitchen design is ever-evolving, with new materials, colors and patterns continually emerging. Quartz is growing in popularity for countertops, offering unique benefits and a universally pleasing aesthetic appeal. In the realm of backsplashes, homeowners are embracing more intricate patterns, unconventional shapes and elevating the classic subway tile. For kitchen flooring, durable and stylish options like terrazzo and concrete are leading the way, with a growing emphasis on larger formats and unique patterns. Some homeowners, however, take a warmer, more traditional approach by opting for natural and engineered hardwoods.

Ultimately, choosing the right stone and flooring for your kitchen depends on your personal style, practical needs and the overall design vision for your space. By staying informed about the latest trends and innovations, you can create a kitchen that is not only functional but also a beautiful reflection of your taste and personality. H&H



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A Matter of Trust

When it comes to finding the right contractor for the job, **Emmons Remodeling** offers clients both expertise and peace of mind.

When you need work done on your home—expected or not—you want to know that you can trust the contractor you've hired to get the job done well. After all, you're not an expert on what's involved in services like roofing, siding or windows, and you don't want to get taken advantage of as a result. Because of that, it's important to choose a company that you can feel confident is reputable.

But how exactly do you know a company can be trusted?

One important factor in choosing the best contractor is longevity. Only a company that performs great work is going to be able to stick around for the long haul. That's exactly the case with Emmons Remodeling, a company that has been offering expert care for South Jersey and the Jersey Shore area since 1996. They are a wellknown name in the region—and for good reason. Their success was built upon a reputation of honesty, integrity and good work.

In fact, the company is an Owens Corning Platinum Preferred Contractor. That's not a designation that any old company can have. Platinum Preferred Contractors are in the top tier of a premier-network of roofing professionals. In order to achieve this title, they must have passed a workmanship inspection, been professionally screened for financial stability and customer service, and continue to adhere to stringent guidelines set forth by Owens Corning. Fewer than 1% of roofing contractors in the United States are Owens Corning Platinum Preferred.

"It's a title that backs up our already strong reputation," says Stephanee Kelly, co-owner of the company along with her husband Matthew. "Only the most reputable companies are able to earn that designation."

Besides being able to feel confident that you've hired a contractor you can trust, this designation benefits homeowners in a more tangible way as well. That's because Platinum Preferred Contractors are able to offer 50-year warranties on their work—much longer than other companies can offer. According to Owens Corning's website, "because we stand behind these warranties, we need to make sure that we are backing up the best roofers in the business."

Emmons Remodeling has been providing interior remodeling service throughout New Jersey and Pennsylvania for more than 30 years. The company has built its solid reputation on craftsmanship and exceptional customer service.

As the family-owned company grows, it has expanded the team that is available to help design and build your projects. Several talented remodeling industry professionals have recently joined Emmons to serve its over 6,000 existing customers and help expand the growing number of satisfied customers throughout South Jersey.

And the expertise is not limited kitchens and bathrooms. Emmons provides full-service remodeling and construction services for additions, interior renovations, porches, decks, windows, doors and basement finishing. The design team acts as your trusted advisor to help you make the right decisions on products, materials, colors and selections. They make it easy using a proprietary curated design concept, which is an industry first. It's an easy, affordable way to quickly get a custom designed project without the heavy cost of a design-build process.

You can always trust Emmons to provide exceptional value and design with quality project outcomes. Now with Krista (lead designer/project planning manager), Rebecca (project design consultant), Frank (construction project manager) and Pete (director of operations) teaming up with seasoned vice president of construction Chris Kelly, key project manager Eric Gilham and 20 trade professionals, you can rest assured that your project is designed and built right. A five-year warranty and a lifetime service guarantee back up the claim of quality and craftsmanship, while providing you with peace of mind that you made the right decision.

The experts at Emmons are always ready to help you with kitchen, bathroom, additions and deck solutions. They make remodeling your home easy and affordable with exceptional financing programs and realistic pricing. Trust Emmons with your next project.

After all, the Emmons' mission statement is: "Our customer's experience builds our business and defines our reputation, which is one of trust, reliability, integrity and value for every customer we serve."

Choosing Wisely

At the end of the day, your choice in roofing, siding and window contractors can be the difference between good, quality work—and a big headache. Stephanee says that the last thing Emmons wants to see is people in their local community get taken advantage of by unscrupulous roofing, siding and window contractors.

"You should be able to feel confident that you've chosen a contractor that you can trust— not one that is going to leave you with problems to fix after they've gone," she says. "At Emmons, you are not only investing in a new roof, new siding or new windows—you're investing in peace of mind." H&H

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H&H profile *by* **Kristen Dowd**





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IN THE EARLY '90S, DECORATIVE CONCRETE WAS A LITTLE-KNOWN ARCHITECTURAL ELEMENT ON THE EAST COAST.

That all started to change when Architectural Concrete Design, or ACD, came onto the scene in 1993. When founder Chris McMahon started the Levittown-based business, his aim was to introduce the Greater Philadelphia area to the innovative world of decorative concrete.

"Our foundation was built on the principle of blending aesthetics with functionality in concrete designs," ACD's Managing Partner Steve Abel says. "This innovation rapidly positioned ACD as the leading decorative concrete installer on the East Coast. Our journey of innovation continued as we developed custom stamping tools, contributed to industry-standard application techniques, and consistently delivered unparalleled installation quality."

He continues, "What truly sets ACD apart is our unwavering commitment to decorative concrete. Unlike many in the field who might dabble in various construction areas, we focus solely on this specialty. Our team, led by foremen with over 25 years of experience, understands the art and science of decorative concrete."

From its location on New Falls Road, ACD specializes in a variety of decorative concrete solutions: stamped concrete, which can replicate stones, tiles or bricks; exposed aggregate, which creates a textured surface by exposing rocks, pebbles, sand or other material mixed in with the concrete; and colored concrete, which comes in a wide selection of shades. The company also offers comprehensive maintenance services for clients' existing concrete structures.

Decorative concrete is a longer-lasting, easier-to-maintain product that is also more cost-effective than traditional materials. The design options are seemingly endless, too, with sophisticated styles and trendy finishes—or even the chance to create something completely outside the box.

ACD can install its products wherever a client is looking to improve aesthetics and functionality around their property, too. This includes pool decks, driveways, patios, walkways and more. The company strives to showcase its expertise and excellence in every project, whether it's a commercial job or residential property.

"Our approach is meticulous, ensuring the use of superior materials, adherence to optimal curing times and deployment of skilled crews," Abel says. "This dedication to quality, coupled with our 30-year legacy as both a residential and commercial contractor, has cemented our reputation among the region's top builders."

Abel says ACD's philosophy is encapsulated in its motto: "We only have one chance to be perfect, do it right, do it now, whatever it takes." This sentiment is a reflection of the company's commitment to excellence, which it achieves by ensuring top-tier talent, the finest materials and best-practice installation methods.

"Our customer-first mentality is at the heart of our operations. We understand the challenges of transforming raw materials into artistic products under time constraints, and we thrive in this demanding yet rewarding environment," Abel says.

ACD is ready to meet the needs of every client, whether it's a seasoned professional with precise requirements for the project they're envisioning or a brand-new customer who wants to find out how stamped concrete can transform their home.

"We tailor our approach to each client's needs," Abel says. "Our design team plays a pivotal role in this process, helping clients understand the product, market trends, and how these align with their personal preferences and functional needs."

Collaborating in this way ensures a customized project that is going to please the client, according to Abel.

And becoming an ACD client is as easy as giving the office a call or submitting an inquiry through the company website.

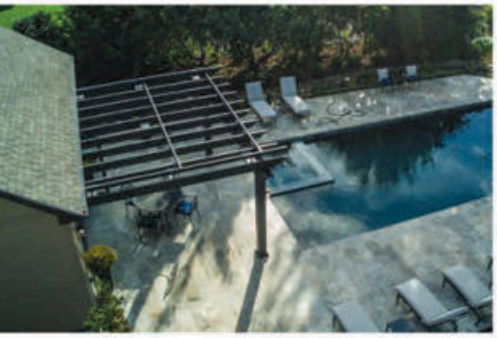
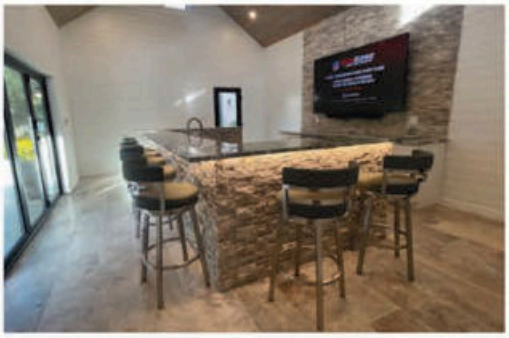
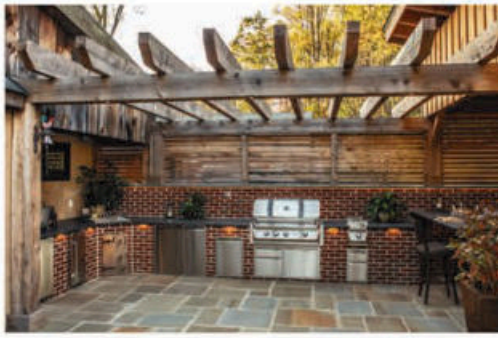
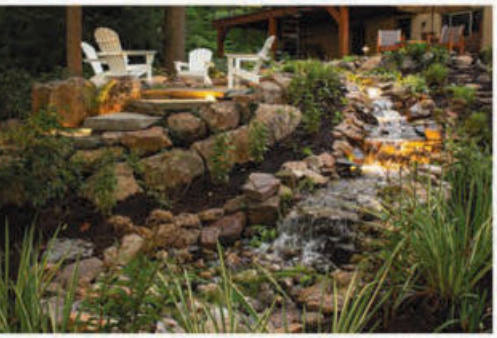
"We welcome everyone, from homeowners exploring decorative concrete options to ready-to-proceed customers," Abel says. "Our team is passionate about what we do and eager to assist clients in making informed decisions." **H&H**

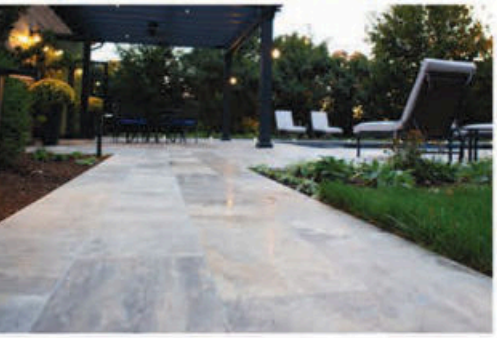


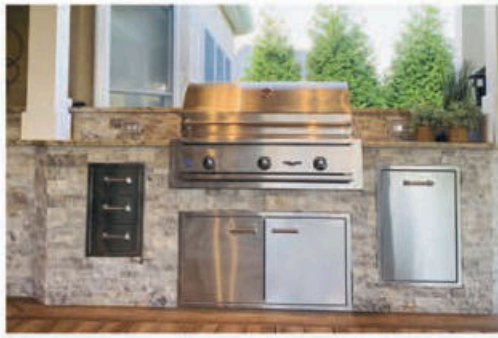
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House & Home **spoke with Keith Frederick, President and CEO of ELA Outdoor Living about the company's 35th Anniversary.**

This year you celebrate your 35th anniversary. What thoughts and emotions come to mind when you think about that?
When I think about 35 years as a local business, I'm grateful to the local community for recognizing us as a company they can trust to create a beautiful outdoor living space for them. I'm also grateful that they continually come back to us for landscape maintenance and new projects.

What made you start ELA Outdoor Living?
I started doing landscape work when I was still in college for horticulture and landscape design. I couldn't wait to get out in the field and had so much passion for the industry. My father always took time to teach me all he knew about horticulture and building when I was a child and that's where my passion began.

What were your visions in 1989 and how have you met them or even surpassed those visions?
Back in 1989 when I started, I never envisioned ELA would become the design-build company that is today. I only thought about doing a great job on every project I took on and in the early years I did a lot of the field work myself. Over time the forward thinking in the industry and keeping up on the new trends led me to become stronger in the build side of the industry—hardscape, masonry and carpentry construction. In 2000 we built our first outdoor kitchen, fireplace and multi-level deck project. We used that project as a flagship marketing piece and attracted a videographer from HGTV. This is what inspired me to start shooting videos of my bigger projects—people buy what they see, which led us into the resort style outdoor living. This in turn led us into the swimming pool industry because most clients were looking for that element in their backyard retreat.

In what different ways have you grown ELA over the past 35 years in business?
Understanding what the client needs and designing to meet those needs is at the center of everything we do. The biggest growth in ELA over the 35 years has been understanding that you do not need to hold all the knowledge yourself, but you do need experts in every division on your team who are loyal and just as passionate as you are.

What do you see as the biggest accomplishment since your start?
Maintaining a motivated and loyal team is a huge accomplishment for any business owner. Some of my team members have been with me for as long as 20 years.

What products/services do you currently offer that you think a homeowner values the most?
As a full service outdoor design-build company, we offer the combination of architecture and horticulture, professional design and common sense skills in the construction trades. This allows the customer to benefit holistically from one point of contact.

What is your favorite part of the job and what excites you the most?
Every day is different and I while I enjoy meeting new clients and designing, I also thrive on the challenges each day brings and the logistics involved in synchronizing all the elements to ensure a successful project, regardless of the size.

Where do you expect to go in the next 15 years? In what ways do you expect to continue to grow?
Future growth depends on many things, but being on trend with new styles and products while fully understanding their functionality and durability for the client is key. Our 35 years of experience while also continuing to learn and grow, enables us to design and deliver boutique, one-of-a-kind projects which both ELA and our clients can be proud of.

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This year you celebrate your 15th anniversary. What thoughts and emotions come to mind when you think about that?
We are excited that we will celebrate our 15th anniversary servicing the local community! Now rebranded as Simply Cabinetry, we are buzzing with excitement. Reflecting on our journey from humble beginnings to now gearing up for franchising in every major suburb across the country. It's been an absolute blast, and we're just getting started!

What made you start the company?
We founded Simply Cabinetry because we saw an opportunity to make the cabinet buying experience simpler and more transparent for everyone. With a background in real estate and a clear vision, we wanted to create spaces that were not just functional but also brought joy to every homeowner.

In what different ways have you grown over the years?
Over the past 15 years, we have grown from just the two of us to an entire team sharing our same passion all while fostering long lasting relationships in the cabinetry design market. We've broadened our horizons with three chic showrooms, embraced a dynamic rebranding and we're now on a thrilling path towards national franchising. Every step has been about enhancing our selection, service and simplifying the entire experience.

What products/services do you currently offer that you think a homeowner values the most?
Homeowners really value our tiered product offerings—simple, premium and luxury options that cater to every budget and style, ensuring there's something for everyone. Our sales approach focuses on educating each client and simplifying their experience from planning-to-purchase. We also are a partner with the installation professional throughout the project. We continue to foster important relationships with builders, contractors, developers, interior designers and other industry professionals that also use our services.

What is your favorite part of the job and what excites you the most?
It's definitely the creative process of designing and the joy of revealing the final product to our clients. There's nothing quite like the excitement in their eyes when they see their vision realized. Every day is different when it comes to spaces and clients, they are all unique and present new exciting challenges. Plus, we truly love fostering a vibrant, passionate team that's as excited about cabinetry as we are.

In what ways do you expect to continue to grow?
Looking ahead, the next 15 years at Simply Cabinetry are set to be spectacular. We aim to light up every major suburb with our showrooms through franchising, bringing our blend of top-notch service, extensive selection and seamless purchasing experiences nationwide. We're not just growing in size—we're growing in passion, expertise and community impact. Get ready for more fun, more flair and more fabulous cabinetry, all made simple!

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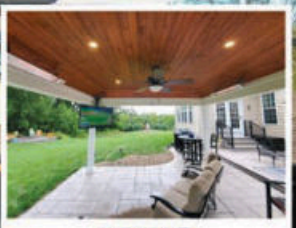
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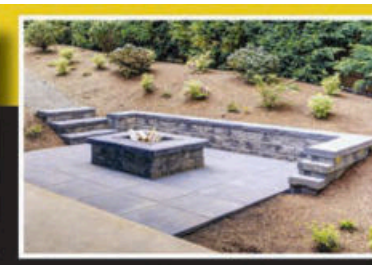


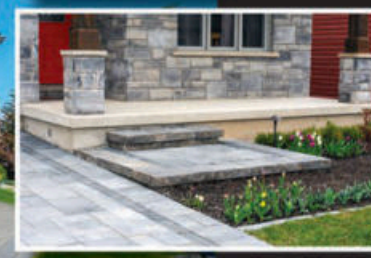
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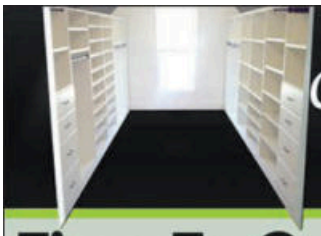






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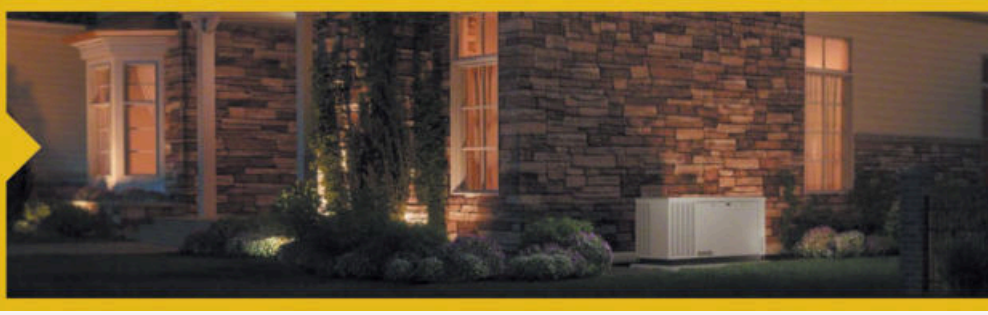
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