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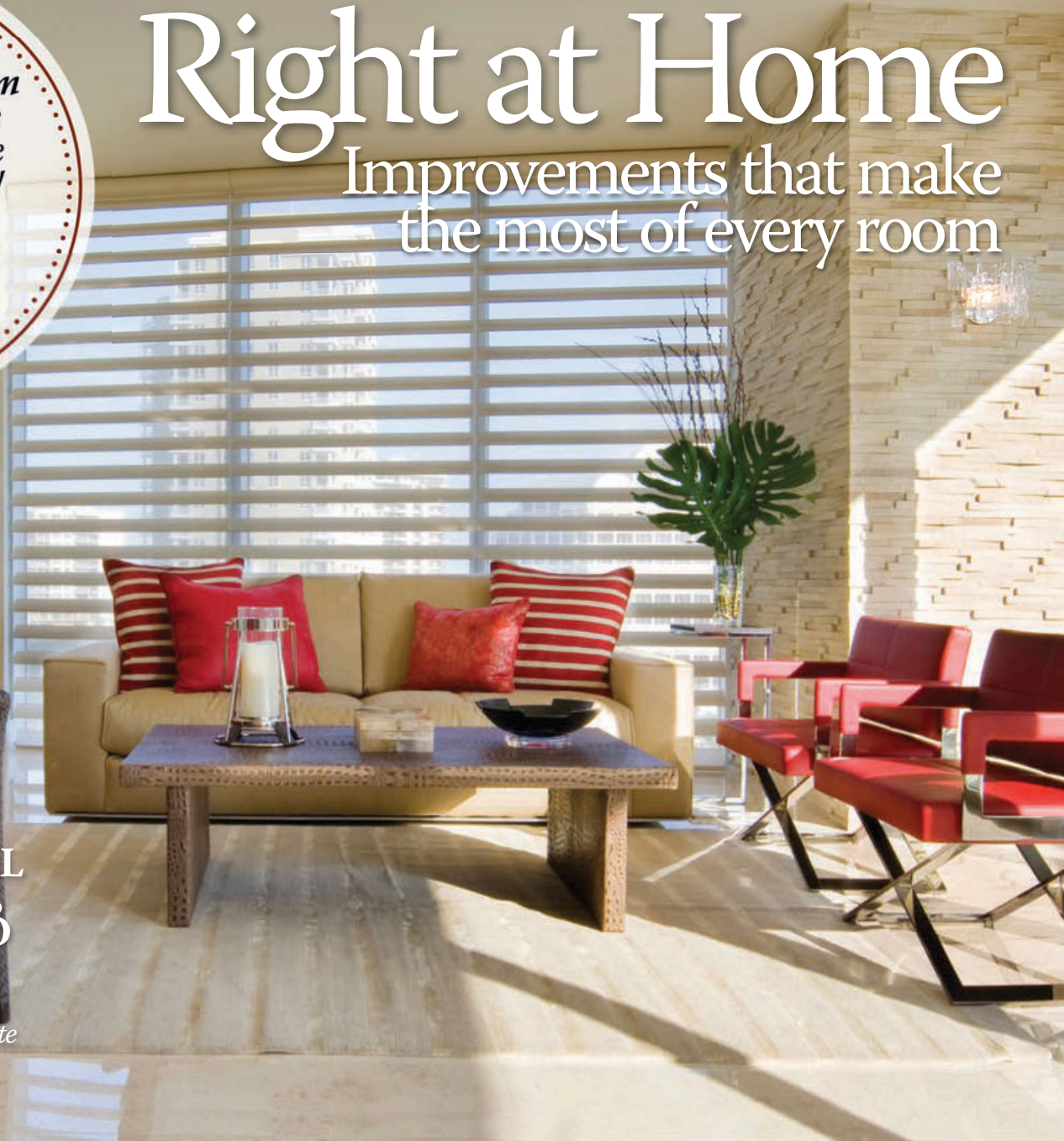
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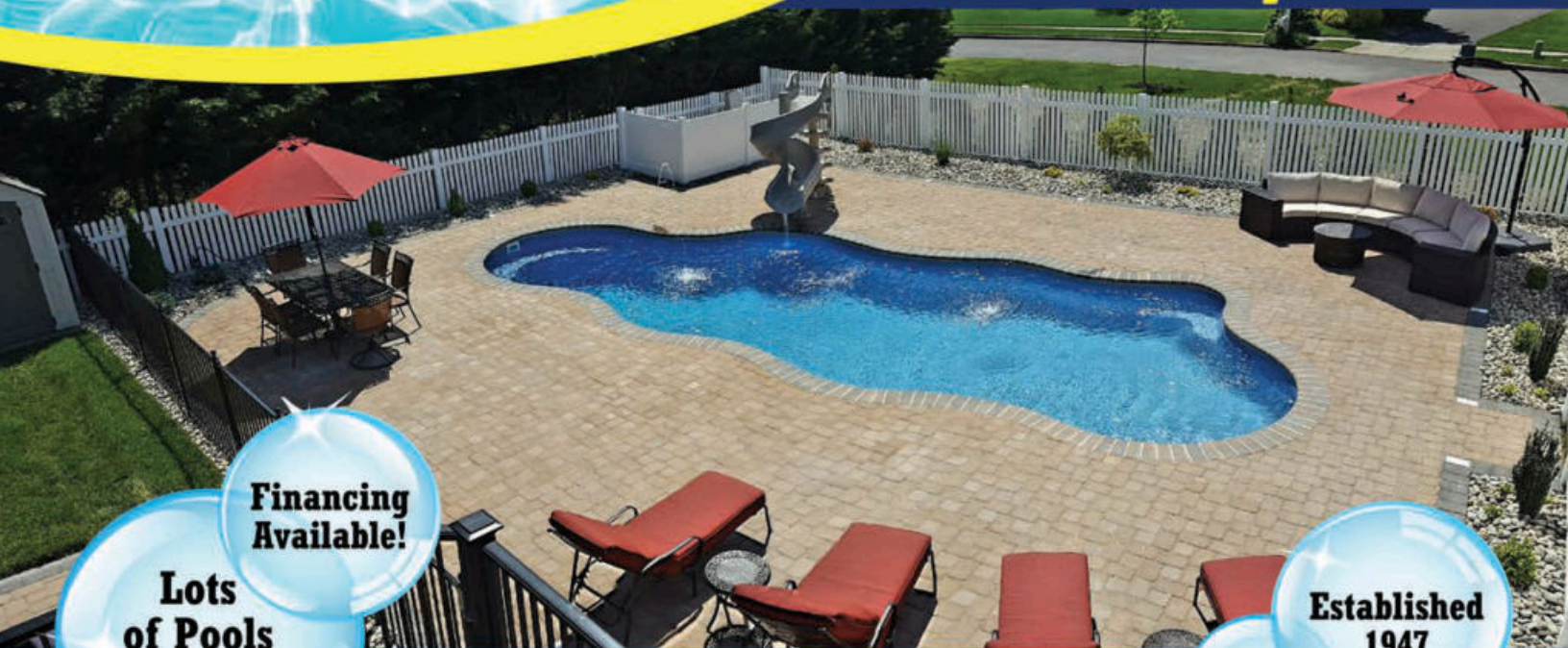
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Architectural Concrete Design can enhance your home's exterior with a spectacular decorative concrete project. *by* MATT COSENTINO

picture perfect

On the company website for Architectural Concrete Design—one of the East Coast's leaders in decorative stamped concrete for more than 20 years—there is a vast collection of photos from the thousands of residential jobs they have completed.

The portfolio of driveways, walkways, patios and pool decks is stunning to see, until founder and president Chris McMahon makes one very important observation. "Pictures don't do it justice," he says. "It looks even better in person."

McMahon made that discovery himself when he was introduced to stamped concrete while working in high-rise construction in San Francisco in the late 1980s. He immediately fell in love with the possibilities, and made up his mind to return home to the Philadelphia area to start his own company specializing in stamped concrete.

Architectural Concrete Design (ACD) was officially born in 1993 and has since become a staple in the industry.

"We are the go-to company for stamped concrete for all the major architects and big firms in the tri-state area," McMahon says. "We do all the heavy highway projects; in fact, we're working on the Pennsylvania Turnpike right now. We do all the malls, we do high schools and elementary schools and we've worked on every Philadelphia-area casino except one."

But the best part about ACD is that the same passion for the design and construction of those massive projects is applied to private residences in Pennsylvania, New Jersey, Delaware and northeast Maryland to boost

curb appeal or spice up an outdoor living space. "So that experience and that level of expertise that is demanded by those other projects, you get at your home with the same crews," McMahon says.

Most of the crew members, as well as the designers and foremen, have been with ACD for almost two decades. Their craftsmanship and knowledge in the field is something you can't find everywhere.

"Our salespeople are landscape designers, so they'll come out and create the design for you," McMahon says. "They'll look at your home, your patio and your pool and give you ideas. When I do work at my home—and I consider myself a pretty good designer—I still have one of my designers come out just to see what his ideas are."

Stamped concrete is a popular option for homeowners because it can be made to look like a number of materials—including flagstone, brick, tile, slate, fieldstone, cobblestone and granite pavers—at a much better price. ACD offers an almost endless list of styles and colors.

"We can pretty much create any surface," McMahon says. "The product is used in theme parks throughout the world to mimic every material there is."

"It's more affordable [than natural stone], it's more durable and it doesn't chip or settle. Weeds don't grow through it and ants don't live in it like pavers. Natural stone requires a lot of maintenance, but with stamped concrete all you have to do is seal it every two or three years."

Bob Nonemaker is one of the founders of

Outerspaces Inc., a company in Glen Mills, Pa., that designs and builds high-end water features. He has used ACD for multiple projects and has always been more than satisfied with the results, including a large pool deck the company recently installed at a retirement community.

"The fact that they can produce thousands of square feet in a day with something that looks really, really good, that's pretty amazing," Nonemaker says. "Most masons are lucky to get down a hundred square feet of material in a day. Everybody is always being pushed in construction to get things done. These guys get it done, and they get it done well."

Of course, with that sterling reputation comes a great demand for ACD's services. That's why McMahon encourages homeowners to start the process now, during the winter, to make sure they can have that dazzling new patio or driveway in time for spring.

They won't be disappointed in the end result, Nonemaker promises.

"Concrete is one of those things where if everything doesn't go right, it can end up really wrong," he says. "But with Chris and his guys, it's like a ballet for them. They know exactly what they're doing and they have tremendous productivity. It's pretty much impossible to find a flaw. They're just really good at what they do." **H&H**

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By Matt Cosentino

As the owner of a company that was founded by his grandfather, passed on to him from his father and will one day be run by his children, Saul Harrison takes very seriously his responsibility to uphold the family name and operate Harrison Brothers Paving with integrity.

So even though it has been a respected leader in the industry for more than 60 years and continues to earn high marks for its work, Harrison Brothers goes into each project with something to prove.

"We're only as good as the last job we installed," Harrison says. "It's nice that people leave us great reviews, but those are in the past. Each new driveway we work on has to be done the same way. I understand there are a lot of contractors in the Delaware Valley, so we try to go a step further than anyone else and give every job our full, undivided attention.

"We were built on that promise. It's a family business—my last name is the name of the company and we take pride in that. Customers know when they call us what they're getting."

Harrison Brothers offers a variety of residential and commercial paving services throughout Pennsylvania, New Jersey and Delaware, with a heavy focus on asphalt driveways. In addition to the values of the company, Harrison also learned the ins and outs of paving from his dad and grandfather.

"I grew up around the business," he says. "On Saturdays, most kids went and played sports; my brothers and I ran backhoes. In high school, most kids got to go to the Shore in the summertime, but I worked for my dad. I went from the last man on the totem pole to having my own crew underneath me, and then I had two crews underneath me and eventually I started running the company.

"I've always loved building things and making driveways. This is not a job; I really enjoy what I do."

Harrison Brothers is known for completing its jobs on time and on budget, from private roads to courtyards. But its main area of expertise in the residential sector is asphalt driveways.

Harrison notes there are many benefits to choosing asphalt over concrete for a driveway, including the fact that asphalt is 100 percent recyclable, is just as durable as concrete and is less expensive to install. On top of that, the maintenance costs for asphalt are much more manageable and can be handled by the homeowners themselves at a fraction of the cost of concrete.



"There is no comparison between the price of asphalt and the price of concrete; asphalt is hands down cheaper," he says. "Just look at all the miles of roads in the United States paved with asphalt."

The company also specializes in tar and chip driveways, a surface combining layers of asphalt with layers of stone. It is a low-cost alternative to asphalt but does not last as long and is not as forgiving.

"We're one of the few contractors left who still do tar and chip," Harrison says. "The advantage is not so much the price as the look. For example, homes in New Hope or Chadds Ford want that country look; they don't want to see a black driveway. So they tend to go with the English or French

Tudor style and it has a real, soft country look to it."

Harrison Brothers offers asphalt stamping around the edges of the driveway to act as an accent piece, along with repairs, sealcoating and crack filling. It is one of the few companies in this area to do heated driveways as well, for those customers who are sick and tired of shoveling snow.

"We lay an electric grid underneath the driveway and you don't have to plow it," Harrison says. "If it freezes at night, it will turn on and melt the snow or ice on your driveway. The homeowners don't even need to salt or anything."

No matter what the job, Harrison Brothers stands by all of its work, provides a two-year war-

ranty and will immediately rectify the issue in the rare case when a problem arises.

Harrison has also ensured that the company is committed to being as eco-friendly as possible. Harrison Brothers has a milling machine it uses before repaving a surface, so the asphalt can be reused and have less of an impact on the environment. He also brought in all new machinery five years ago to lower the emission rates.

"We revamped our whole way of installing asphalt driveways to be softer on the environment," he says. "We're experimenting with new methods and new technologies with an eye on the future. I'm glad to be part of that movement in this area."

The next generation is especially important to Harrison because he has five children: four boys and one girl. He will be proud to one day turn the family business over to one or more of them.

"My two oldest sons, Arthur and Saul, come out with me during the summer when they're off from school," he says. "We're going strong now and I can see a great future coming with them." **H&H**

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Advice on designing a modern-day deck

BY LINDSEY GETZ

With warmer weather comes an increased desire to spend more time outdoors—and there's nowhere better to do that than on your beautiful deck. Whether you have an existing deck that you're looking to spruce up or you are interested in having one built, you already know that a deck is a great way to extend the living—and entertaining—area of your home and to create a reason to get outside.

"In general, homeowners are investing more money in their outdoor spaces, and I don't see that trend going away," says Juan Cardona, owner of Archadeck of Chester County. "They want to spend more time outside and they need the functional space to do that."

That has led to decks that are continually bigger and better. Gone are the days where a deck was a tiny space for a table and maybe a grill. Today's homeowners want amenities like entertaining areas, fire features and built-in kitchens, says Cardona.

"Many homeowners are interested in lighting so that they can get more use out of the space," he adds. "We're also seeing more interest in ways to differentiate the shape of the deck. Homeowners don't just want a simple square."

Joe Salvatore, president of First State Building & Design, says that they've definitely been incorporating "curvature" into their deck designs. It creates a unique and higher-end look. Salvatore says another trend has been adding a picture-frame design around the perimeter of the deck. This "border" is created using a complementary color to add some visual interest.

"We're also doing multi-level decks for homeowners that don't want just one giant deck but want to create a lot more functional space," Salvatore adds.

While one level might include a cooking area and "entertainment spot," a few steps down might take you to another deck that has a



table for dining and is a bit more intimate. You can get creative with the design and create a space that works best for you, says Salvatore.

“One of our most popular trends in our deck designs has been adding a section of the deck specifically built for a grill,” adds Michael Jerminski, owner of Get Decked. “It’s a bumpout in which the grill has its own designated area. This is safer and adds very little to the cost of the deck. We also design octagonal bumpouts for extra living space. It creates a modern railing design and adds a great option for landscaping.”

MAKING “ROOM”

For many homeowners, getting maximum use out of the deck means making it more of a “room,” including covered space.

Sean McAleer, owner of Deck Remodelers, says that the Equinox louvered roof has been a very popular addition to their clients’ decks as it offers the “best of both worlds.”

“If you want to let the sun in, you can have it open,” he says. “That’s particularly nice inside of the house—as a permanent structure might block the sunlight from shining into your home. But if you’re outside and need some shade or it starts to rain, you can close it. With built-in rain sensors, it will also automatically close as soon as rain starts. It’s been a big game-changer for us in terms of helping homeowners get even more enjoyment out of their space.”

Marv Esh, owner of Keystone Custom Decks, says that he’s also been getting a lot of requests for adding “structures” to deck spaces in order to make them even more like an outdoor room.

“The most popular trend in outdoor living is to put up structures that provide protection from the elements,” he continues. “From open air porches to screened porches to pergolas, an overhead structure

ALL Decked Out

ADVICE ON DESIGNING A MODERN-DAY DECK

adds a lot of character, added appeal and also extends the outdoor living season. Combine a fireplace or other heating element and you have a space that you can utilize for a longer portion of the season. In addition, this adds value to your property and provides a wow factor.”

For those who have second-story decks, McAleer says that homeowners are also now making use of the space underneath.

“With a dry space underneath, you can add recessed lighting, a fire feature and other amenities to make it a whole other room to enjoy,” he says.



A MATTER OF MATERIAL

In terms of materials, traditional pressure-treated lumber has rapidly been replaced by low-maintenance products like PVC and composite. While this shift is nothing new, the trend shows no signs of slowing down—nor do the contractors we spoke with think it ever will.

“Nobody has time to do the yearly maintenance associated with a wood deck,” says Cardona. “In our region, where the

weather is very hard on wood, composite decking is the way to go.”

Bill Wilson, co-owner of Amazing Decks, agrees. He says that when homeowners invest in a project, they like it to be a “once and done” kind of deal.

“These days, homeowners just want those projects completely checked off their list,” he says. “They don’t want maintenance tasks creeping back up on them. They want a beautiful deck that’s maintenance-free.”

“Many clients are choosing composite and vinyl decking options due to the longevity and limited maintenance of these products,” adds Esh. “Decking manufacturers such as TimberTech and Trex are leaders in the industry in terms of the overall quality of products. Today, with the advanced research and development that these companies have put into their products, there has never been a better time to use them.”

Omar Stoltzfus, sales and marketing specialist with Deck Craft Plus, LLC, says that many homeowners are seeing the benefits of these new materials and renovating their existing decks.

“We call that a resurface project, when we’re able to still use the substructures because they are sound,” Stoltzfus says. “The entire process would begin with an inspection to ensure the original deck was built up to code and is structurally sound. If it is, then we can use



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ADVICE ON DESIGNING A MODERN-DAY DECK



that subsurface but replace the deck with composite material in order to give the homeowners the low-maintenance benefits.”

Cardona says that as much as 40 percent of his deck work involves doing this—what he calls “re-decking.” He says that there are many homeowners who have decks that are 20 years old but still have structurally sound substructures which can be used in a renovation, saving them a few thousand dollars in building costs.

In terms of cost in general, McAleer adds that homeowners often come into the process assuming that these new materials are going to cost three times or more what traditional lumber does—and they’re often pleasantly surprised that it’s less expensive than they anticipated. When you factor in that you’ll no longer need to perform regular maintenance like washing and staining, it’s more cost effective than many realize.

DREAMING BIG

With so many exciting options out there, Stoltzfus says that homeowners can dream big when it comes to their decks.

“The possibilities are endless in terms of what you can do with your backyard and your entertaining areas,” he adds. “It really comes down to how you want to use the space.”

Wilson agrees.

“A deck is no longer just a space for a table,” he says. “It’s an extension of the heart of the house. It’s like you’re adding a

room to your home and anything that comes with that can be part of your space—a roof, a fireplace, a kitchen, water features—it can be whatever you want it to be.” **H&H**



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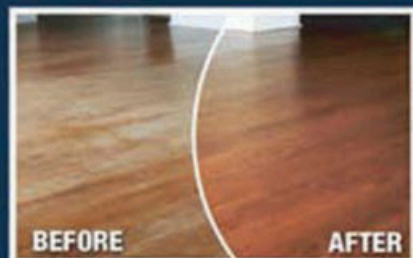
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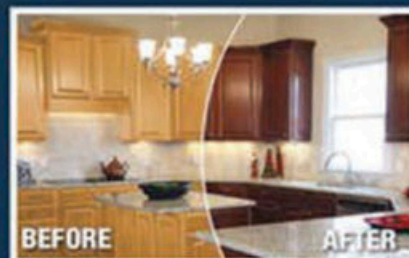
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HARD CHOICES

Beautifying your property can mean many things and one area people don't always think about are the hard surfaces under their feet. Hardscaping has become a crucial facet in design and from the concrete driveway to the flagstone patio, there are various areas that call for different paving materials. *House & Home* spoke with industry insiders about each variety and where it might be best applied.



By Daniel Sean Kaye



HARD CHOICES

Asphalt

The consensus among many is that asphalt is most fitting for driveways.

“It’s the most affordable, and it’s really durable,” says Michael Harris, owner of Harris Paving Industries, LLC. “Other products can be five times the cost, with half the life span. An asphalt driveway can last 18 to 20 years and offers a lot of control where water is pitched.”

And when compared to concrete, asphalt wins out again. Gianni Calabretta, owner of Maintain It All Paving, says, “Asphalt is less expensive, easier to repair and is flexible, so it better handles the extreme temperature changes in the Northeast.” He says oil stains and spills are not as noticeable on asphalt, and a new layer of asphalt offers a brand-new look at a low cost. To keep it in its best shape, he says to remember to sealcoat the asphalt every two to three years.

For driveways, asphalt is cost effective and 100 percent recyclable, explains Saul Harrison, owner of Harrison Brothers Paving. “We can repair asphalt, while concrete is more expensive and difficult to fix. We can also recycle old asphalt driveways. We just grind it out and make a new driveway.”

Asphalt can also be enhanced for curb appeal, says Chris DeMato, owner of Rock Bottom Landscaping & Fencing. “A com-

“Asphalt is less expensive, easier to repair and is flexible, so it better handles the extreme temperature changes in the Northeast.”

— Gianni Calabretta,
owner of Maintain It All Paving

bination of asphalt and brick can really enhance the plain black asphalt. Sometimes a border or a nice entranceway of brick can break up the monotony of the plain asphalt,” he says.

Calabretta agrees, adding that Belgian block aprons or edging are something to consider. “These gray stones are set in concrete and provide a long-lasting decorative look.”

A specialty idea that has been growing in interest is the tar-and-chip process, which Harrison says gives the surface the look and texture of a gravel surface. “We’re one of the only companies in the area that does it,” he says. “It’s a beautiful country look.” Other options include red asphalt, which

holds color permanently, or the white or beige color asphalt can give based on the color of the rock and granite used. “Stamping asphalt gives a specific look at a fraction of the cost of concrete stamping or using pavement stone,” he says. “There is herringbone or cobblestone. In fact, anything can be matched.”

However, these professionals note that asphalt paving is also a very seasonal business, running mainly March through Thanksgiving. “Good compaction is crucial for asphalt, which is why you don’t do as much during the cold, wet months when the ground isn’t in the best condition,” says Harris. And to keep it in its best shape, homeowners will need to sealcoat the asphalt every two to three years.

Concrete, pavers and natural stone

Concrete has many benefits, including needing less maintenance and lasting longer than many materials. However, it is more difficult to repair than asphalt and can also be damaged by salt and de-icing products in the winter, says Calabretta.

Gwen Kunkel, president of New Castle Artisan, says her company has a process of repairing

and resurfacing concrete using a specialized polymer-concrete blend. “We give the homeowner the opportunity to use their strong existing concrete in order to give their home an upgrade,” she says. “Concrete resurfacing allows for affordable ways to create a stunning home upgrade.” This process can be used on any existing concrete—pool decks, driveways, porches and sidewalks, as well as interior projects like basements and garages. “The products are twice as strong as original concrete, and are resistant to chemicals and salt,” she says.

Some suggest man-made pavers where concrete might otherwise be used. Tom Fox is the manager of Eddington Supply, a distributor of EP Henry, CST products and Cambridge Paving Stone. “Where we live in Pennsylvania we have to keep in our minds expansion and contraction. These can cause a lot of cracks. If you use concrete, you’ll need expansion joints every 10 feet and you could still have cracks,” he says. “Interlocking pavers move with the ground. They can be lifted for pipes and wires. They are also good for pool areas since they are anti-slip, and you can change the color, texture and size



Image courtesy of Maintain It All Paving

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HARD CHOICES

of the pavers, too.”

One bonus for using pavers, says Fox, is permeability. “This is a big advantage. Water goes between pavers and actually leaves the surface cooler. You can use interlocking sand to stop weeds, as well as special fabric between the stone and bedding sand,” he says.

Fox says that these paver products are especially popular for casting stone walls. “They look like real stone, but the way they are created to be put together means saving time in labor. The structure goes up quicker,” he says, adding that they don’t crack easily, offer tons of designs and can be used in outdoor kitchens, bars, walls and fountains.

“Natural stone and concrete brick pavers have been the most popular products used for patios walkways and pool decks,” says DeMato. “Natural stone is beautiful and can be very unique to each project. As no two stones will be exact, therefore giving a more natural look, however cost can sometimes be prohibitive.”

DeMato says brick paver manufacturers have created products that have a natural stone-look at a much more affordable cost, and there are stone and concrete products that remain cool in hot weather. “Brick manufacturers are also offering life-time warranties, which is an added selling point. Going green

is a very popular theme today and the brick manufacturers also offer many products that are permeable. The brick and block manufactures continue to create new styles and color options to give customers a wide array of options,” he says. **H&H**



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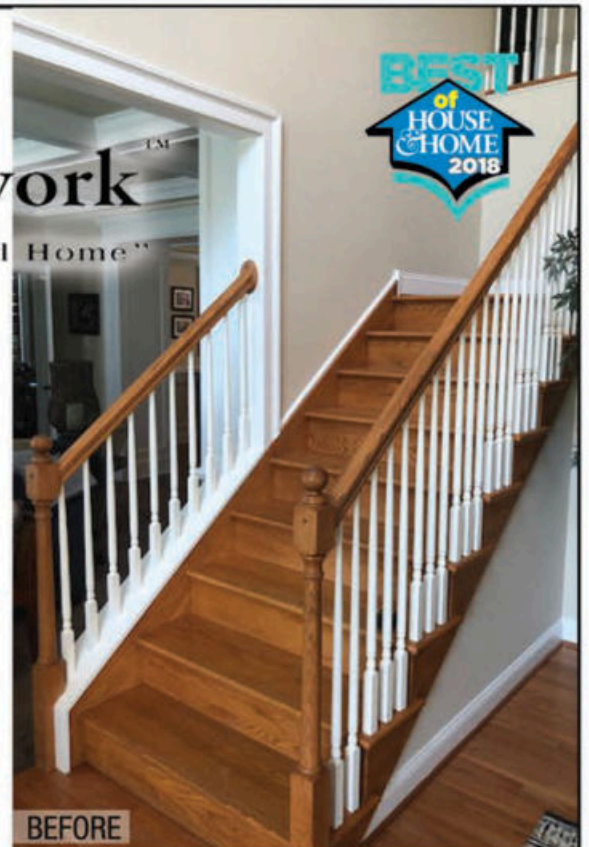
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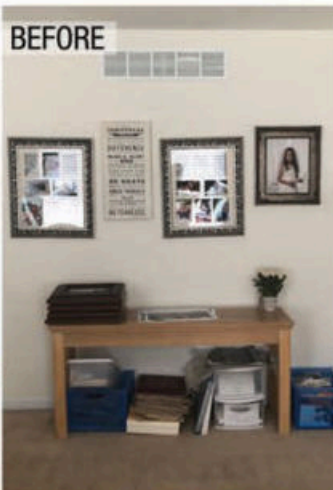


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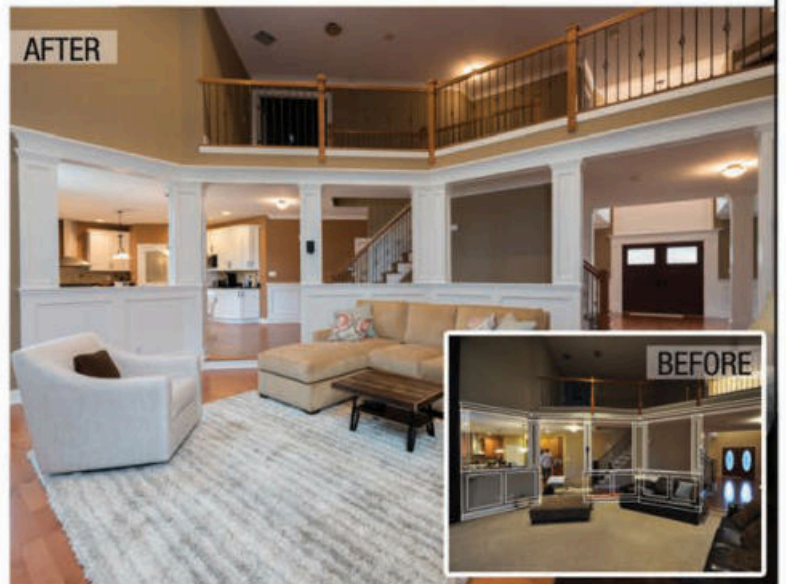
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A visit to **Sequoia Out Back** puts homeowners on their way to the backyard oasis they always dreamed about.

SOME OF US HERE IN THE NORTHEAST enjoy the changes that come with all of the different seasons, but others just don't want to deal with temperatures in the 20s or the threat of a blizzard every other week during the colder months.

For those who are counting down the days until spring, nothing beats the winter blues—other

than a trip to the islands—quite like a visit to Sequoia Out Back's stunning showroom. It is the perfect spot to forget about the snow and slush on the ground, plan a backyard oasis and daydream about the warmer days ahead.

The 30,000-square-foot showroom has no comparison on the East Coast, and as impressive as it seems on the company website,

it has to be experienced in person to get the full effect. That's why it comes as no surprise that some people journey hundreds of miles just to see it.

"People will come to check our showroom out just for the experience," owner John Keller says. "There's nothing like it anywhere, so it's worth the trip for sure. No one who makes a long trip to get

here is ever disappointed.

"This is the best time to come see what we have to offer. This is when we have the most inventory of furniture, and if you're building a deck or patio you want to give yourself enough lead time so you can enjoy it when the warmer weather arrives."

Keller has vast experience in the outdoor arena dating back to

his days as a deck builder. In 1998, he opened Sequoia Supply—one of the premier retailers of decking and railing products in the country—and he added Sequoia Out Back 10 years later to offer everything imaginable for outdoor living.

That includes beautiful, high-end furniture from popular brands like Gensun, Tropitone, Winston, Lane Venture, Pride, Woodard and many more. Fire pits and outdoor kitchens continue to be in demand for outdoor living spaces, and all of the necessary components can be found at Sequoia, such as a full line of grills and smokers. No outdoor space is complete without a shade element, and Sequoia has you covered with pergolas that not only add relief from the sun but an attractive design element as well.

Dozens upon dozens of displays are set up in the showroom complete with decking, railings, furniture and a faux-blue sky overhead to give customers a genuine feeling about the products.

“When we set out to build this showroom, our goal was really to make it life-like,” Keller says. “The displays are the size of the decks you would build in your backyard so you can get a good idea of how it’s going to look and feel on your own house. We also have all the amenities and furnishings once your deck or patio is finished.”

Keller and his team have

worked tirelessly over the winter to update all of the displays and ensure the latest and greatest products on the market are being showcased. In terms of decking, Sequoia works with all of the leading manufacturers—such as Trex, TimberTech, Wolf, Zuri and Fiberon—who continue to develop different styles and dazzling colors.

“

People will come to check our showroom out just for the experience.

There’s nothing like it anywhere, so it’s worth the trip for sure.”

— John Keller, owner

Keller is also excited about the new composite boards being offered that are closer in price to pressure-treated wood. “Although it’s the opposite in this area, across the country pressure-treated wood is still by far the leading product used for decking,” he says. “So Trex and TimberTech came out with new composites at a lower price point that we have installed in our showroom. In addition to being aesthetically pleasing, homeowners are drawn to these composites because there’s a lot less maintenance than with pressure-treated wood.”

Sequoia welcomes customers of every type, from those looking to start a DIY project to those who have been sent by their contractor to make product selections. A knowledgeable and friendly staff is on hand to answer any and all questions.

“It’s not really a showroom for browsing,” Keller says. “Most people need help and we are here to guide each one every step of the way. Backyards are big right now—everybody wants to be outside. We want to help them get the relaxing space they desire.” **H&H**



Photos courtesy of Bob Graham Jr. Photography

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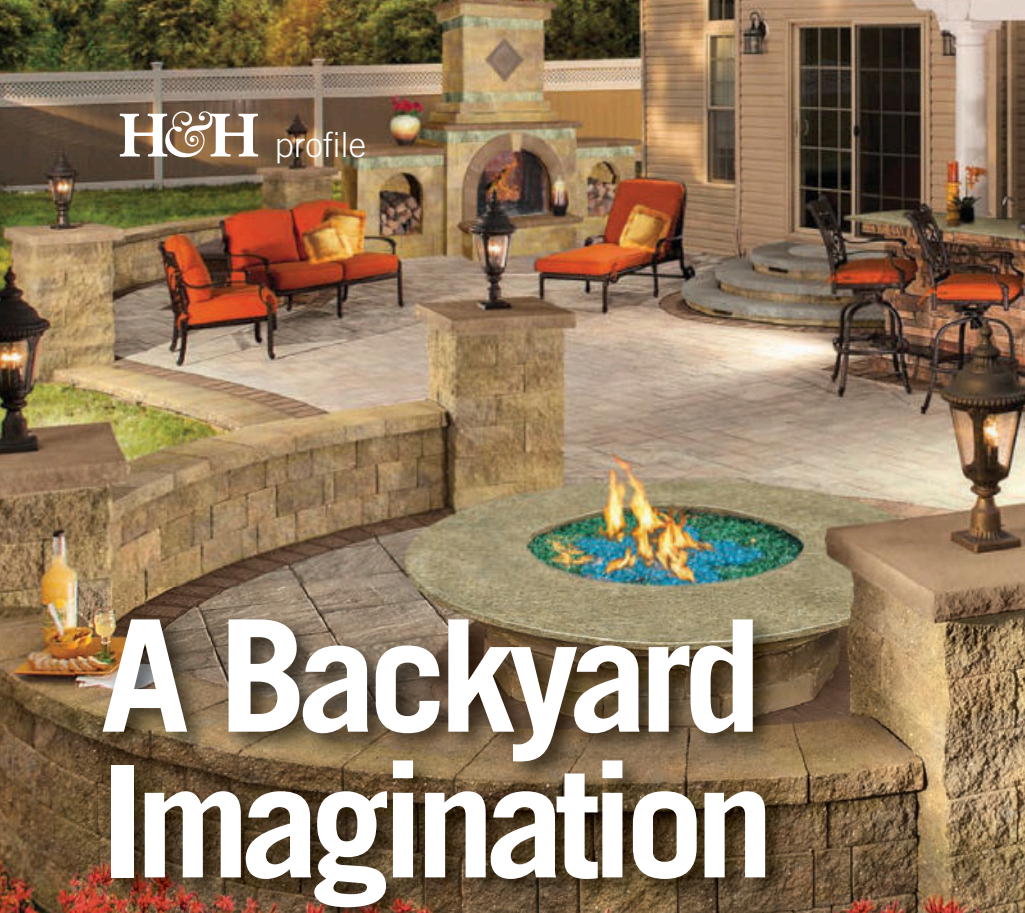
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A Backyard Imagination

Nyce Crete and Landis Block & Concrete turns imagination into reality by helping homeowners build the backyard of their dreams. *by Josephine Cusumano*

A backyard has the potential to become the paradise a homeowner has always imagined. With the right help and knowledge, turning imagination into reality is possible thanks to the experts at Nyce Crete and Landis Block & Concrete.

"We have tons of different options from a full working kitchen to a simple backyard fire pit," explains Vice President Jarrod Nyce, who along with his brother, is a third-generation owner of his family-operated company now in its 76th year. "We have waterfall [and] fire applications [and] outdoor TV sets. It comes down to, in my opinion, simple factors [like] space, how much room you have, imagination and budget.

"What we do here at Landis Block is we're kind of a facilitator," adds Nyce. "A customer comes in here with a bunch of ideas, and we go, 'OK, here's what you can do.' We help them make a decision on: Are they capable of doing it or do they need help?

"If they need help, we help them find a good contractor. We have a suggested list of contractors, who we trust, who are on that list for a reason because they've earned our trust and will provide a great job," adds Nyce. "If they're a do-it-yourself type

of person ... we have all the materials, all the equipment and all the knowledge to help walk [them] through that whole process, step by step."

That step-by-step process starts with a solid foundation and the pavers themselves, which as Nyce explains, are akin to the carpet or tile floor inside a home. "Everything starts with your floors and you work your way up," he says.

"If you're thinking about a kitchen [and] you want to have a nice place to cook your meal, we can give you a couple different options of what kind of grill would work with what kind of pavers, and those pavers just accent everything else. It's your



foundation [and] it's where you start."

With Landis Block's vast array of products spanning pavers and wall systems from Cambridge, brick pavers, Belgian blocks or concrete products, the options are endless. It's especially true if a homeowner is looking to complete the space in small projects over time.

"The nice thing about the pavers we sell, [from] Cambridge Pavers, is they have what's called ArmorTec, a special surface layer they put on that's made of very hard granite and they have a promise that their colors won't fade or change," says Nyce. "They understand that not everybody can go out there and do their dream backyard all at one time, so you're going to buy pavers from [them] this year, next year [and] the following year and [their] colors aren't going to change, they're going to match."

Going beyond the foundation, Landis Block also offers homeowners kits that complement pavers of their choosing to further curate a livable outdoor space. From a barbecue to a propane grill, each kit can be built within the hardscaping, while accompanying features from waterfalls and fire pits can also be incorporated.

"Everybody seems to want to have an outdoor living room experience," says Nyce. "People are putting in a lot of fireplaces and a lot of fire pits. We haven't done a lot of water features yet, but they seem to be on the cutting edge now."

Yet, with all the possibilities, Nyce advises homeowners to do their due diligence before embarking on a project or moving forward with a contractor. "Ask questions," he says. "Get as much information as you can, do your research [and] be smart about what you're doing. Come talk to us, we can help you make those decisions."

If a homeowner is using a contractor, Nyce also suggests asking for their references beforehand. "I always suggest that with any contractor ... ask him for references," he vouches. "There's nothing wrong with that."

Beyond that, it's also crucial that plans for an outdoor project start months before the summer season. "If you're meeting a contractor, a lot of them are getting booked up already," Nyce warns. "It takes a month to get something done ... so start making your plans on it now. We can't get anything done right now because of the conditions outside, but it's imperative to start your planning and get your process rolling right now." **H&H**

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Collegeville-based Basement Waterproofing Specialists is a “family” business, in every sense of the word.

They are fourth-generation American contractors. Every employee feels like a member of the family. The office employees work together in an environment intentionally reminiscent of a large family home. And the company's philosophy, its formula for success from the very beginning, has been to treat each customer as they would a family member.

“When I started out, the simple management tool that I learned from my father and grandfather was, ‘If this was your mother's house, how would you take care of it?’” says Ken Klinger, CEO. “We have instilled that same philosophy in every one of our foremen on every job, and everyone who answers the phone.” Klinger and his wife Debbie recently handed the ownership reins over to daughter Anne and son-in-law Scott Graham. Ken and Debbie Klinger remain highly active in the company.

Serving the entire region, Basement Waterproofing Specialists is headquartered in a refurbished 150-year-old stone farmhouse in Collegeville. Its main office consists of Second Avenue and they have a new addition of a 150-year-old building on River Road. Their Second Avenue location has a spacious fenced-in backyard where the Klingers' beloved Turkish boz shepherds, Clarabelle and Calvin, can frolic while they work during the day.

“We bought this building for our business because it is our other home,” Klinger explains. “We have created a family environment. We are really lucky because we have the most amazing people who work with us. Everybody here, we really assume is our extended family and we take care of them that way. That's why we are so successful. That's why we've increased our business tremendously.”

The building's converted rooms bustle with activity. Smiling, cordial office staff—Steve Johnson, Donna Wardle, Dominic Corrado, Jennifer Armstrong, Sharon Love, Vicki Cipollini, Paul Sumler, Paul Mathewson, Jessie Kanagie, Nichole D'Arconte, Shane Harris, Linda Mullin, Rob Mullin, John Cappelli, Shirelle Watkins, Alyssa Florentino, Justin Weatherill, and Jim Welsh—stay busy with phone calls and managing projects. All of the office staff and all of the production crews out in the field contribute to the company's success, Klinger says, emphasizing that he and his employees truly identify with their customers and the issues they face, and they are serious about treating each job as if it is for a member of their family.

“What's interesting is, people call a lot of the times and they are not sure what their problems are,” Klinger says. “They think they know. Any one of our guys will go in and honestly pretend it's their house. They do a full inspection, inside and outside, and they determine what they feel the customer needs. We don't try to sell them anything. It's about determining what they actually need. When you communicate that to a customer, they realize you are not talking at them, you are working with them, and that is really important.”

Through the years, Basement Waterproofing Specialists has accumulated a long list of satisfied customers throughout Pennsylvania, New Jersey and Delaware. “We are so grateful to our customers for referring as many customers as they do,” Klinger says.

Basement Waterproofing Specialists distinguishes itself from others in the industry not only in terms of excellent customer service, but also in terms of the superior quality of their work and track record of success, based on their ability to correctly diagnose and correct the specific issue unique to each situation.

Klinger points out that most basement waterproofing companies specialize in just one form of waterproofing, the installation of a basic inside French drain. That will work in many applications, he says. “But if you go 75 miles away and you're in New Jersey with high sand content, or inversely if you go into the Pocono Mountains or Lancaster County, you're going to find different environments and conditions.” You may also want to redirect the water away from your home so it never enters your foundation, he explains.

“We have 13 different levels of waterproofing systems, which are customized per a particular job,” Klinger says. “These water management systems can be installed both inside and outside of your home. We also do inside and outside foundation repair whereas most of our residential competition does one type of waterproofing system and foundation repair and it's always inside.”

Basement Waterproofing Specialists provides an extensive array of services to address virtually any issue related to waterproofing; foundation structural repairs and/or replacement; drainage systems; mold and mildew inspection and remediation; and much more.

“Customers can sense when you really care about their problem,” Klinger adds. “Yes we are there to do a job to make money, but it's not always about that. In this day of complications, it still comes down to one thing: It's what's inside of you. It's what's inside your heart. It's about relationships. What you see is what you get with us. Even down to something small. Our contracts have an American flag on the back and no small print. It's the way we do business.” H&H

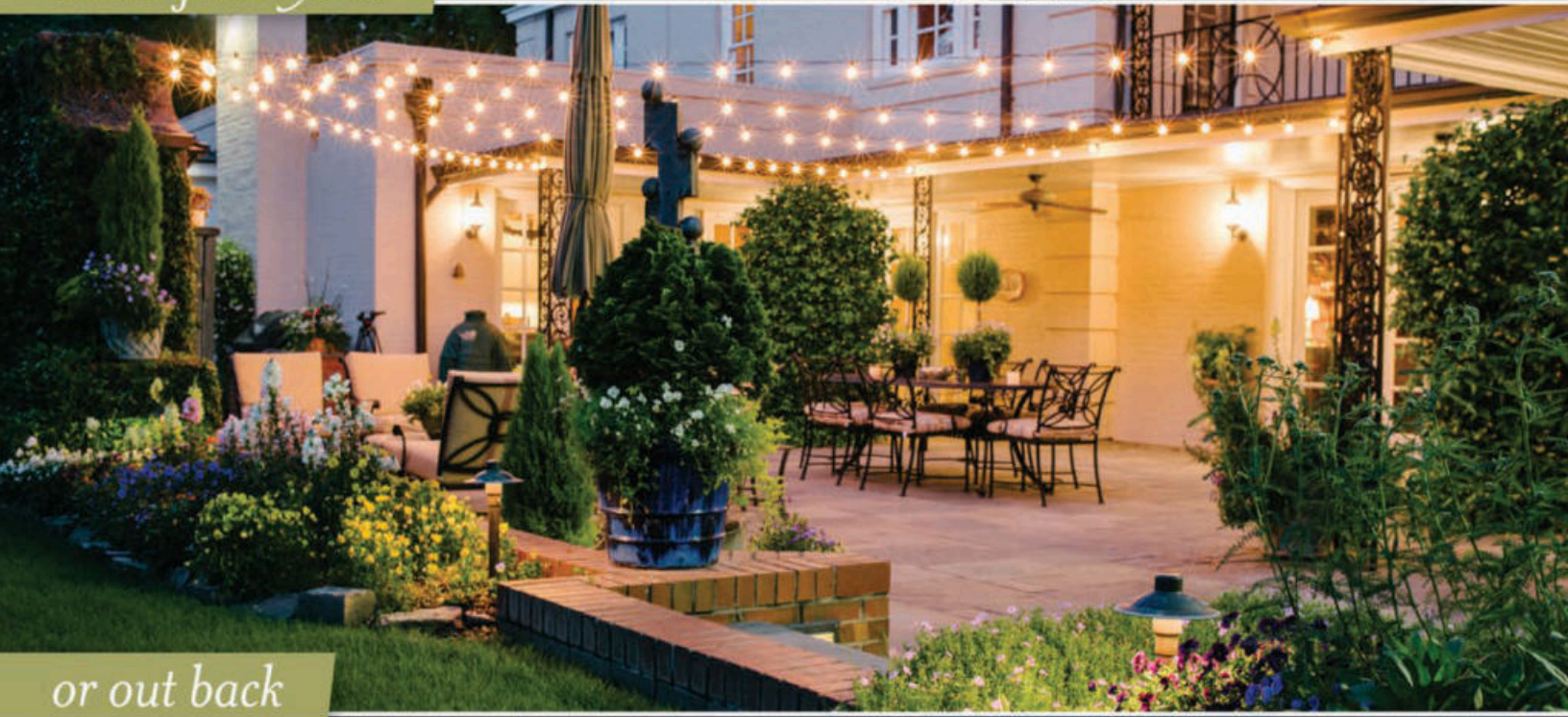
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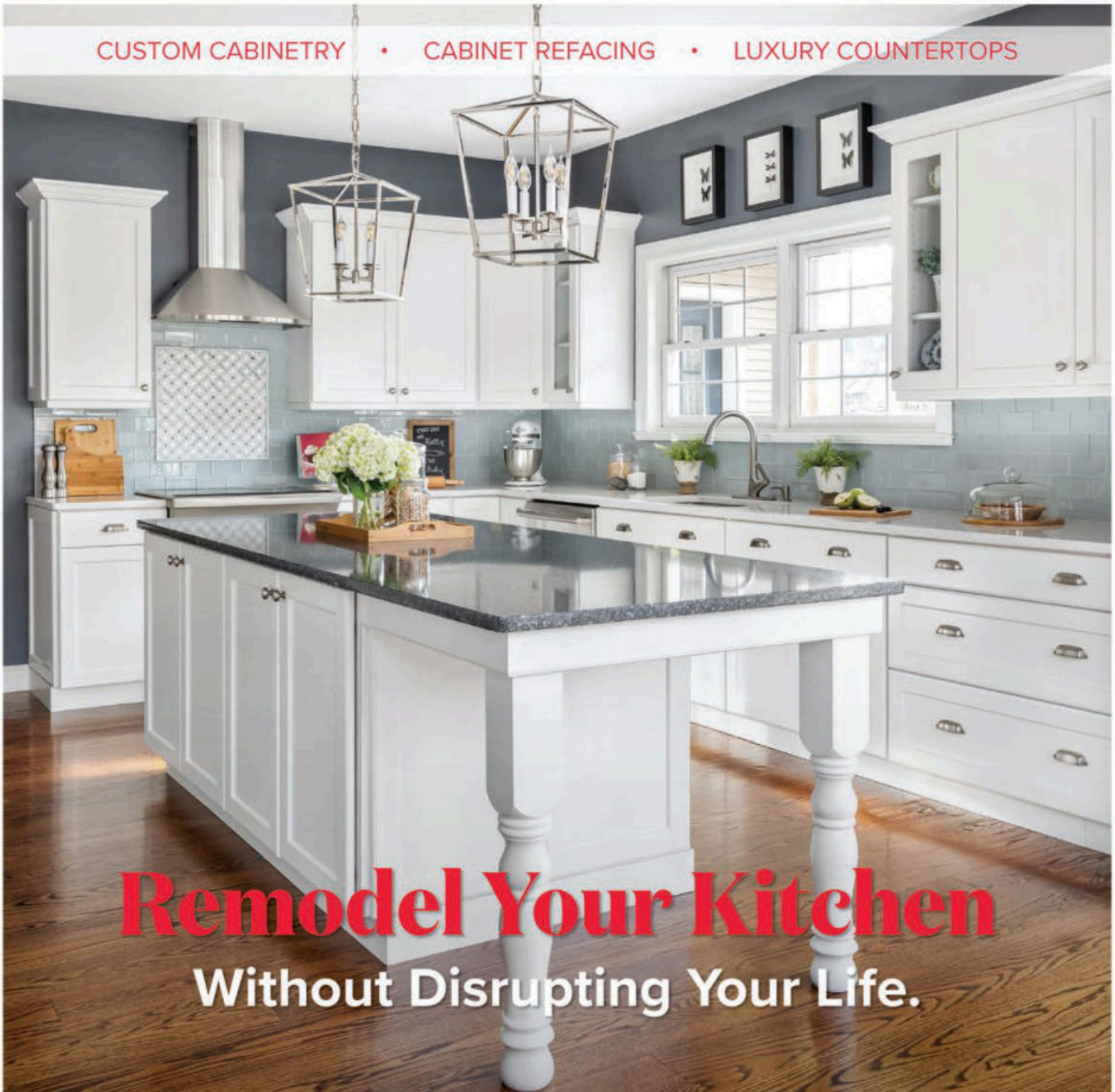
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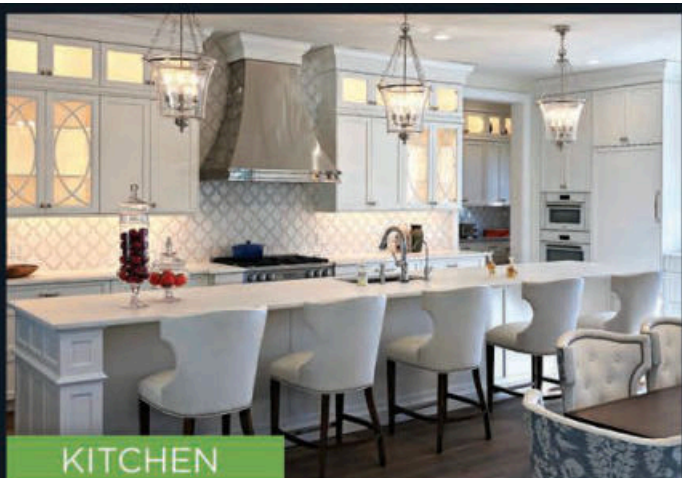
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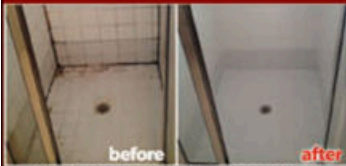
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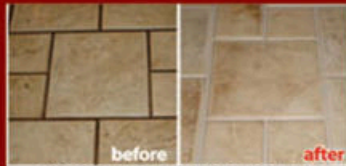
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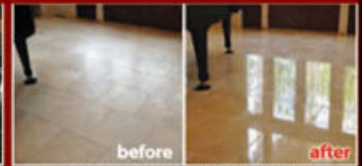
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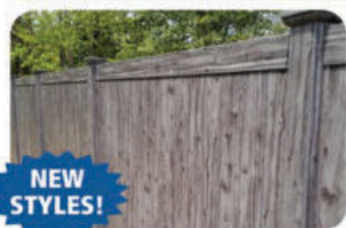


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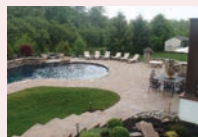
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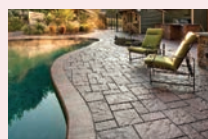
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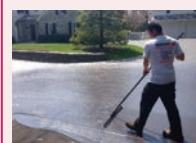
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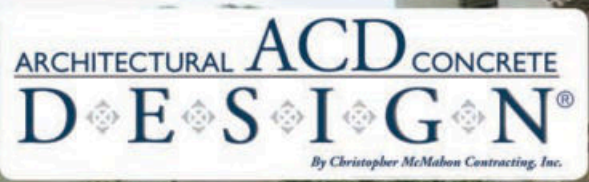
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