Central Jersey

HOUSE & HOME

Volume 24, Issue 3

Spring PLANNING GUIDE



Swim-Mor Pools & Spas

Custom designs that help elevate your backyard *page 11*

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Taking Center Stage

Create a blissful outdoor living space just in time for spring

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Protect your home while adding value and boosting curb appeal

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Emmons Remodeling

A company you can trust for both your exterior and interior projects *page 19*

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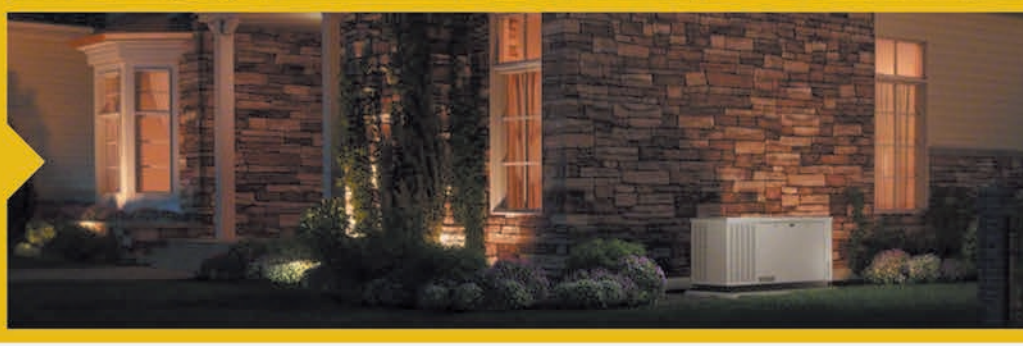
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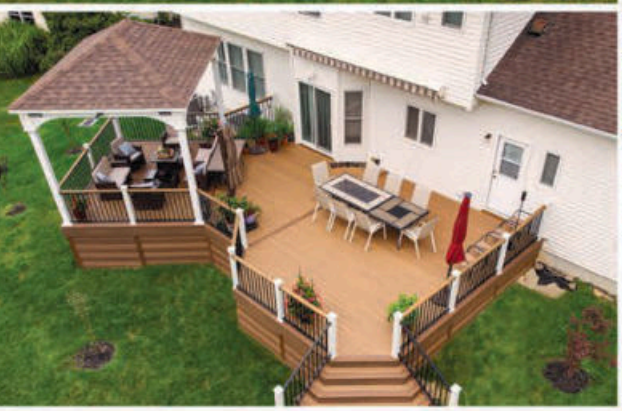
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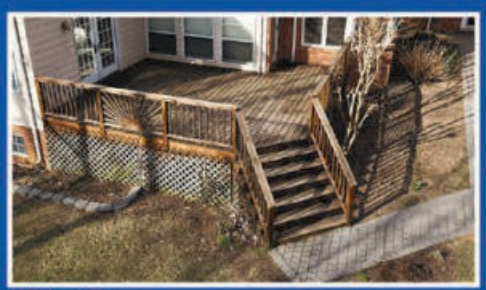




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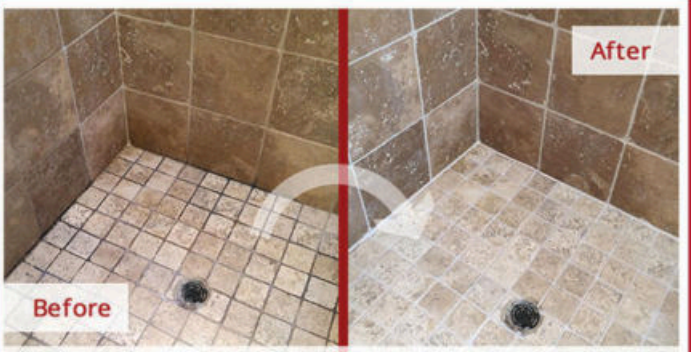
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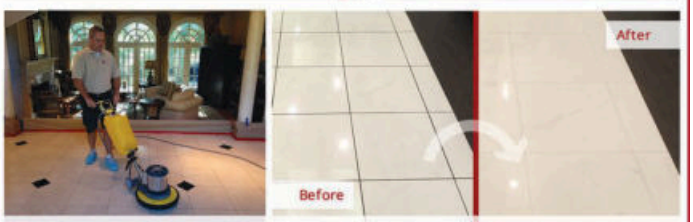
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National Sales Office:
HOUSE & HOME Magazine, LLC
700 E. Main St.
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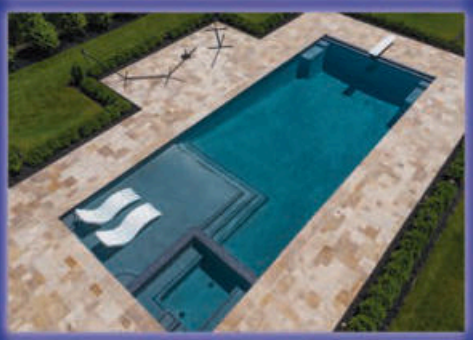
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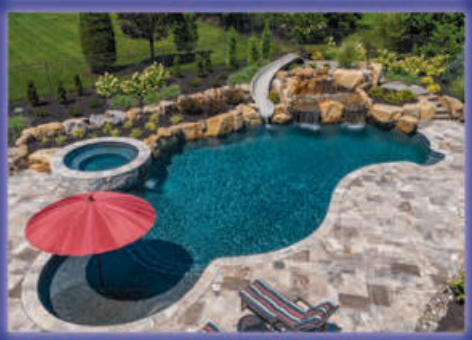
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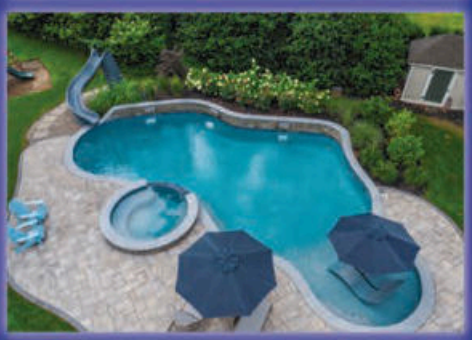


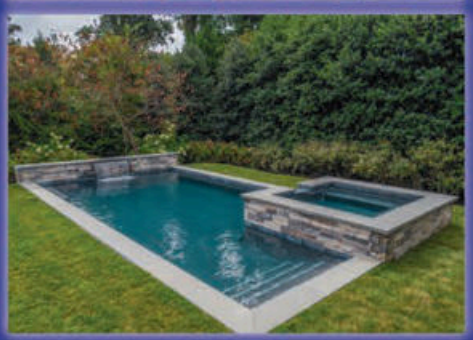


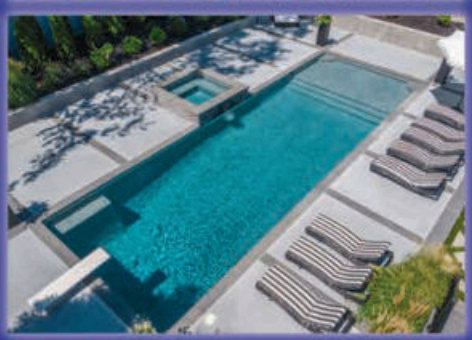


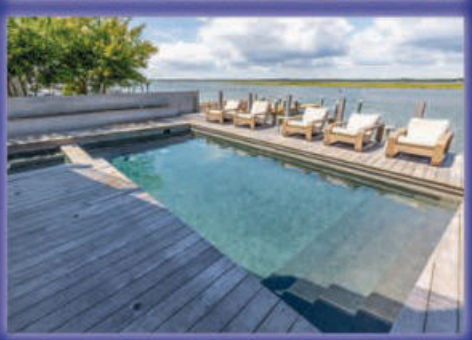












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More Than a Pool

Swim-Mor Pools & Spas elevates backyard atmospheres with quality custom designs

by **Kristen Dowd**

Swim-Mor Pools & Spas partner and general manager Mike McCool recognizes that there is a lot more that goes into a new pool than there used to be.

"The backyard has transformed over the last 10 years or so away from being just 'your yard' and into another room of your home with the same care and detail put into it," McCool says. "Because of this the design of your pool has become more than just a pool but the focus of the outdoor living room. There is a lot of coordination with creating what a customer's backyard haven is going to be."

Fortunately, the family-owned South Jersey business is more than up to the challenge of bringing a customer's backyard pool vision to life. In its 55 years of business, Swim-Mor Pools & Spas has helped to create thousands of backyard paradises throughout the region.

And what's more, they make the process as easy as possible for their customers.

"We're a start-to-finish gunite custom pool company—the design, the build and the service afterward," McCool says. "We have our own crews that handle the work which helps us control quality and makes the process go smoother."

There are six designers at Swim-Mor Pools & Spas who can help guide customers on a new pool design. The company's countless photos and 3D drawings can provide inspiration, and the final design is what best suits the backyard, according to McCool.

"Size, setbacks, elevations. We're here to help you work through that," he says.

Finding the right pool

"The first step is to give us a call. From there we'll set up an appointment to come out to your home," McCool says. "That way we can see all the aspects of the property. What the contours of the yard are. What the access is like. Even the best location based on where the sun rises and sets."

The timeline to get started is largely based on the homeowner and how decisive they are, McCool adds. Once everything is confirmed, things move to contract and Swim-Mor Pools & Spas starts working on permits.

"Time is of the essence. Permits can take from two weeks to several months, all depending on the municipality," McCool says.

Pool popularity

Prior to March 2020, business was strong for Swim-Mor Pools & Spa. That was only boosted when the COVID-19 pandemic hit the region.

"The pool business was never busier than it was in COVID," McCool says. "The lockdowns forced people to stay at home and they immediately focused on the backyard."

Although that business boom has settled down a bit, things are still busy. But pool trends, according to McCool, have held fairly steady.

Hampton-style pools have long been a customer favorite, but equally popular are the freeform designs, which can be customized to fit into any backyard environment.

"Through COVID there have not been many significant changes in the industry," McCool says, "other than the increased popularity of adding more bells and whistles to the pool."

Natural stone is popular for the coping along the pool's edge, McCool says, as well as darker finishes in the pool. A majority of Swim-Mor Pools & Spa customers are using a salt sanitation system and automated controls in their new pools, as well as choosing to add water features—waterfalls, fountains, deck jets and plenty more. The company also offers many in-pool fixtures for lounging—bar stools and benches that can tie into your outdoor kitchen or can run inside the pool, along with table areas, sundecks for your lounge chairs and custom fire features. Color LED lighting packages come with every pool, too.

The majority of customers also choose elements to lengthen their pool-enjoying season, such as heaters and spas. "It will extend your pool season by a few months," McCool says.

Why Swim-Mor Pools & Spas?

Being a local family-owned independent business makes Swim-Mor Pools & Spas a smart choice for customers, according to McCool.

"We're not national. We're not a franchise. And we do not try to sell everything. Our expertise has been building custom gunite pools for 55 years and that's what we focus on," he says.

Save for a few aspects that are legally required to be outsourced to independent licensed contractors, Swim-Mor Pools & Spas uses all of their own crews for the pool construction, which McCool says is unique for the pool business.

In addition to building new pools, Swim-Mor Pools & Spas also specializes in renovating gunite pools. The experienced team can handle everything from your standard renovation of replacing your coping, tile and plaster finish, to adding features such as raised water features, sun decks, and even spas that were not originally built with the pool. McCool says, "Even though your pool may not have originally been built with the more current popular features doesn't mean that Swim-Mor cannot add them now."

The 2023 pool season is already underway for the business, which thanks to the mild winter meant they were able to start construction early. Pool openings and service will ramp up from mid-April to Memorial Day.

But, for those looking to add a pool to their backyard this summer, it's not too late. "We're still building for this year. We're still selling for this summer," McCool says. "But don't waste time. Get in!" **H&H**

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LANDSCAPES IN BLOOM

BY CARLY MURRAY

Mother Nature takes center stage during spring, and the right **landscaping and hardscaping** can create a blissful outdoor living space that allows you to experience the season like never before.

As an extension of the home, an outdoor area can tap into boundaries previously unexplored. The space beyond four walls offers opportunities to finally create the entertainment, relaxation or gathering area that couldn't fit inside the home, all while benefiting from both the special addition of and amalgamation with nature. Natural elements can not only elevate the appearance of an outdoor addition, but also provide the ambiance necessary to uplift the spirits of homeowners and their guests alike.

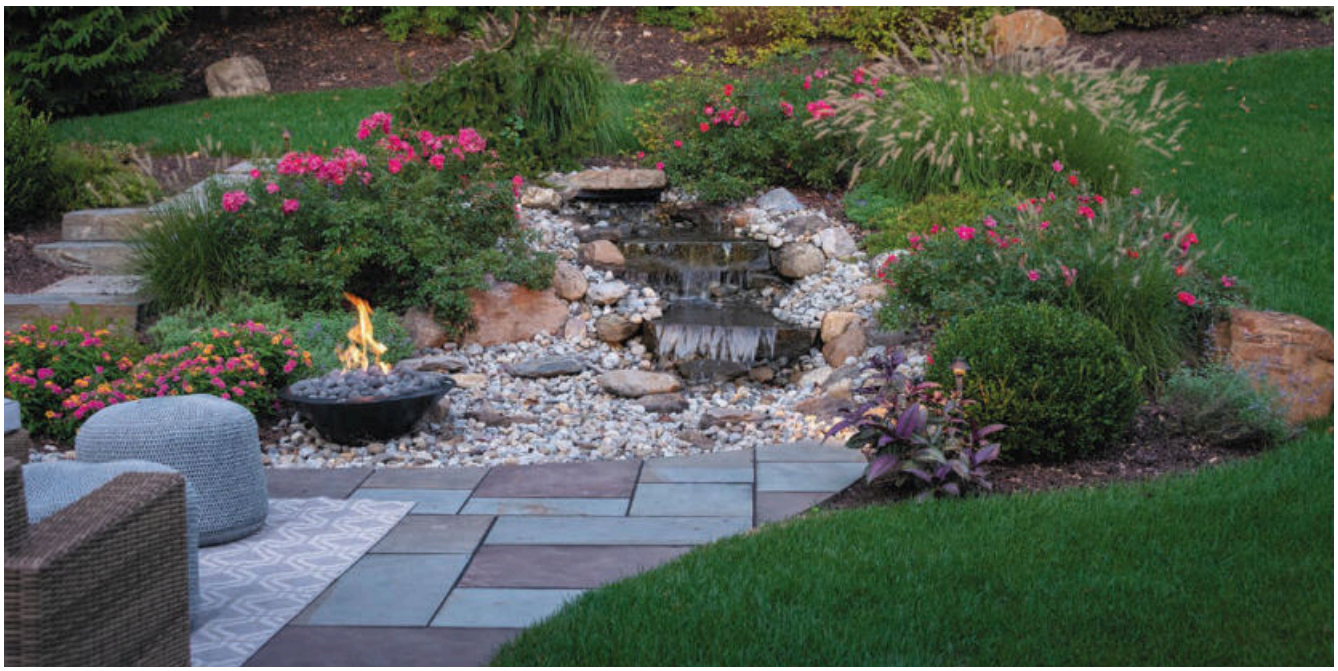
"I view the outdoor living space as an extension of the home and the client's personal style. The colors in the architectural details of the home are important when choosing materials and colors for the outside space; they don't have to be an exact match, but it will all flow together if the colors and tones complement each other," says Keith Frederick, owner of ELA Outdoor Living.

While the main attraction might be a water feature, outdoor television set or a high-tech lighting and sound system, what truly makes outdoor living spaces special are the plants complementing them. Implementations to reduce an ecological footprint are trending most right now, both inside and outside the home. With such considerations, a cosmetic rejuvenation can give back to the earth to help create a symbiotic relationship. While spring is a fantastic time to enjoy an outdoor living space, it is always best to be conscious of how plants will interact with local native species and the changing climate.

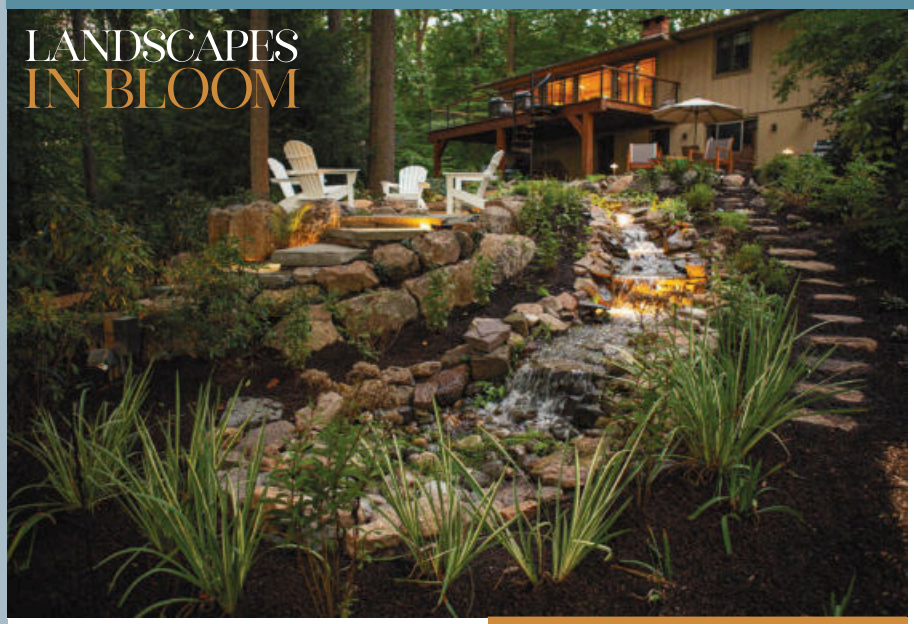


"Everyone and everything is being affected by climate change. Therefore, my focus is to incorporate as many plantings into a design that can handle extreme temperature swings throughout the year and satisfy the aesthetic needs of the client," says Ronni Hock, landscape designer and owner of Ronni Hock Garden & Landscape. "It's a balancing act that's essential from my perspective. … Beauty plus environmentally sensitive practicality seems to be the formula going forward."

Describing one of her favorite projects as an example, Hock explains how an intri-



Images at left and right courtesy of CLC Landscape Design. Image above right courtesy of Ronni Hock Garden & Landscape



cate home was customized to her client's specifications. This complete renovation of a contemporary home in a wooded area for a young family emphasizes the realm of possibilities in landscape design when using the natural surroundings to spark creativity.

"One of the client's principal concerns was to create a series of gardens with native plantings that would complement the location of the home and be safe for the children and pets," she recalls. "My intention was to create an 'inspirational journey' for the girls that would lead from the main house, through a woodland maze and into their playground near the lake."

Placement can make or break a final product. That's why it is vital to balance looks and utility while also envisioning these attributes from all perspectives: changing weather, night and day, and the relationship with both natural and manmade features.

"What's your priority? If you're cooking, you need an area for cooking, but you also need your traffic patterns to go to a social area where you can just relax—say, by a fire pit or a water feature," says George Mihalchick, owner of Ponds By George. "A lot of people don't really think about this, but it's your angle, your exposure to the elements like the sun. Is your dining area going to be right in the sun rays in the evening hours as the sun is setting?"

With any project that has an everyday impact, a household's unique lifestyle should be a significant consideration in determining what works best. Families with pets likely want to enjoy the outdoor living space alongside them, but they'll also want to take into account what popular plants are toxic to dogs or cats. While working with natural elements, carefully planning around all the living things that may interact with it can yield the best and safest results, while also providing new inspiration.

> "I view the outdoor living space as an extension of the home and the client's personal style."
>
> —Keith Frederick
> Owner of ELA Outdoor Living

"At ELA, we have excellent horticultural knowledge and will always advise on which plants and shrubs are better for different soil types, areas of the garden, if they're deer-resistant and, of course, whether or not they are a good choice if the client has children or pets," says Frederick. "Some things which might look beautiful are not a practical choice in reality for the local climate and the ways in which it is intended to be used."

Practicality and safety are two guiding principles when it comes to selecting from the many different types of water features, especially if an area is intended for small children to run around and play. Conferring with an expert can help narrow down that plethora of choices to best accommodate one's ideal scenario.

"The most popular water feature we do is called a pondless water feature, meaning there's a stream and you've got all these nice little waterfalls, and it's beautiful. You get the sound of water, you get sunshine, you get birds, your dogs can go in and your kids can play in it. But, it disappears into a gravel bed; it doesn't go into a pond and therefore it's totally safe," says Rich Cording Sr., owner of CLC Landscape Design.

Fire features alongside water features are popular ways to add a wow factor with contrasting elements, from a fire pit to sit around after getting out of the pool, to actually combining them in a fire and water bowl where both flow simultaneously.

"We call it living the lifestyle—even when you're inside and you look outside, you always see a water feature. That's your focal point. That's where people are going to gather. That's where the conversations are going to happen if you have seats by it.



Image at left courtesy of Ronni Hock Garden & Landscape. Image above left courtesy of ELA Outdoor Living

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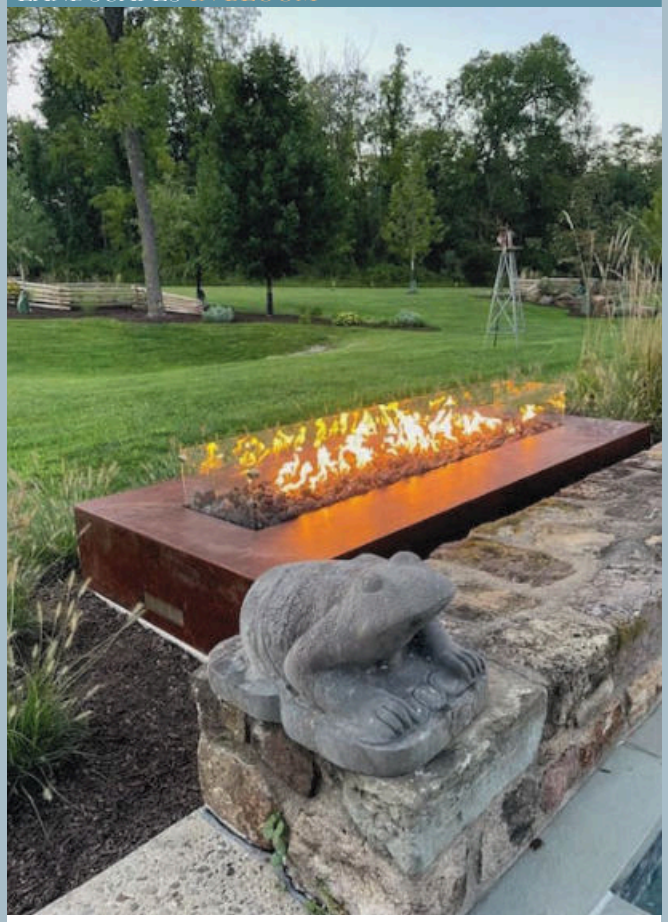


Image above courtesy of ELA Outdoor Living

And I can tell you that a fire pit will usually be by a water feature, because it's soothing, it's relaxing," says Mihalchick.

The best time to make the leap toward beautifying an outdoor living space is right now. With planning design, consultations and construction, there are permitting considerations to account for, as well. Knowing your town's standards and laws can minimize the potential for any hurdles moving forward.

"The sooner, the better," Cording affirms. "Everything in every town in North Jersey requires permits or what's called a zoning review. What normally used to take weeks is now taking months."

Any vision in home renovation these days can become a reality with adequate planning, expertise and time. Allowing the climate provided by spring to demonstrate the endless opportunities for an outdoor living space can guide you in making the choices necessary to create your family's new favorite hangout destination. H&H

RESOURCES

CLC Landscape Design
Ringwood, N.J.
(973) 839-6026
CLCDesign.com

ELA Outdoor Living
Doylestown, Pa.
(215) 794-2400
ELAOutdoorLiving.com

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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 well-known 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."

Protect Yourself Against Storm Chasers

Unfortunately, when it comes to contractors for roofing, siding and windows, there are a lot of fly-by-night companies out there and it's important for homeowners to protect themselves. In the business, many of these companies are called "storm chasers." They follow severe weather from area to area, knowing that there will be a lot of work.

They typically have no community roots and therefore no knowledge of local building codes. Their "rush job" often has shoddy work, and since they typically leave the area in chase of the next storm, they can't be reached when there are problems.

How can you spot a storm chaser? Stephanee says it's critical to be wary of contractors who may not have a physical office—again, an indicator that they may be a fly-by-night company. They'll do the work poorly and then disappear, leaving you with problems.

"We are a local small business in Williamstown with real people answering the phones—not an answering service," Matthew says. "We don't work out of a house and we do not have a 'virtual office.' Be wary of contractors that will not provide you with a physical address but instead only have a P.O. Box or suite number and only use an answering service."

Some of the worst storm chasers don't even carry the proper insurance and are therefore putting you at risk.

"We are fully insured and also carry liability insurance, which is required for roofing operations," Matthew says. "But many contractors carry cheaper insurance that does not include liability insurance, leaving you, the homeowner, liable if a worker is injured while working on your roof. Make sure the insurance certificate sent to you by your contractor's insurance agency specifically includes liability insurance."

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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EmmonsRemodeling.com



Elevating Your Exterior

by Kristen Jorgensen

TRANSFORMING YOUR HOME INTO A STUNNING SHOWCASE IS EASY WITH THE HELP OF A PROFESSIONAL.

Your home's exterior is the first impression you give to guests and passersby, making it essential to ensure it reflects your style and personality. From the roof to the landscaping, every detail contributes to the overall aesthetic and curb appeal. Read on to explore the latest options in roofing, siding, paint, lighting and other ways to liven up the look of your exterior with advice from some of the region's leading professionals.

Unveiling the Beauty of Stone and Brick Veneer

In the realm of home design, few elements evoke a sense of timeless beauty and sophistication quite like stone and brick veneer. These versatile materials have long been cherished for their ability to enhance the aesthetic appeal of any structure, whether it's a cozy cottage nestled in the countryside or a sleek modern residence in the heart of the city.

"You can transform your home with the timeless elegance of stone and brick veneer. Thin stone and thin brick veneer can add that earthy, yet elegant allure that full-thickness stone and brick provide at a cost savings," shares Michael Chadwick from Riverside Supply Company.

Crafted to mimic the natural beauty of authentic stone and brick, these veneers offer a stunning facade that enhances any architectural style.

"Thin stone and brick are made from extremely light and durable materials that do not add significant weight to your home while still offering the look of refined sophistication," Chadwick continues. "The versatility of the products allows for the material being used on the outside of the house to be introduced on some focal points in the interior of the home as well."

Once stone and brick veneers are installed, there is little to no maintenance. So whether you're looking to add rustic charm or contemporary flair, stone and brick veneers provide durability and versatility, creating a lasting impression for your home.

Roofing: The Crowning Glory

The roof is not only a functional component of your home but also a significant architectural feature. Advances in roofing materials offer homeowners myriad options to enhance curb appeal while providing durability and energy efficiency. Traditional asphalt shingles remain a popular choice, but metal roofing, with its sleek appearance and longevity, is gaining tremendous traction.

"A roof is one of the most integral parts of a home, as it is one of the most critical lines of defense against protecting it from the elements," says Isaac Huyard, owner of Silverline Exteriors. "Metal roofing not only looks impressive from a design aspect, but is also very eco-friendly and incredibly durable."

Though metal roofing costs more than other materials, it offers better roof insulation, providing energy savings and a return on your investment, and can last for several decades.

"Metal roofing can last up to 75 years when installing a standing seam metal roof. It's worth the initial investment if a

homeowner has the budget for it," says Huyard.

Global Home Improvement has also had great success over the years with the installation of metal roofs and recommends that option of its durability and aesthetic appeal.

"Asphalt roofing can show its age quickly," says Adam Parnes, marketing manager for Global Home Improvement. "It may last 15-plus years, but typically after five it will show discoloration and staining. Metal roofing has no discoloration issues and will last longer and look better on your home. Metal slate roofing turns your boring asphalt roof into a dynamic and aesthetically pleasing focal point of your home."

Siding: Style and Substance

Siding also plays a crucial role in protecting your home from the elements while also defining its exterior style. Engineered wood siding is an option Huyard highly recommends, specifically LP siding—or LP SmartSide—a type of engineered wood siding that mimics the look of natural wood but is more durable and resistant to weather, rot and pests. It's made by Louisiana-Pacific Corporation and consists of wood strands or fibers bonded with resin and zinc borate.

"The core material is wood. However, it has undergone an extensive treatment process to enhance strength and resistance to some fungal elements and moisture," explains Huyard.

Another emerging trend is the use of board and batten style, which combines the natural beauty of a more traditional farmhouse look with the low maintenance of engineered materials, providing a timeless style with modern convenience.

"Wood siding that consists of narrow vertical strips or battens installed over a flat base or board is known, logically enough, as board and batten, or batten board. It has been popular for centuries on the exterior of houses, and has since become a trendy way to add visual interest to the exterior of the home," says Vic Fiore of Magnolia Home Remodeling Group.

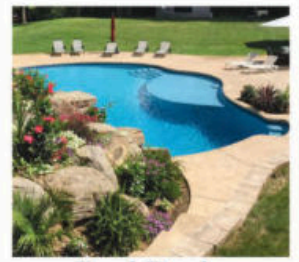


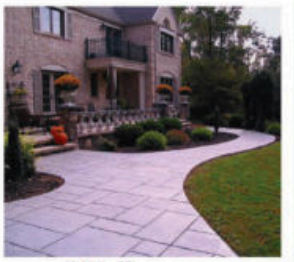
Paint: Adding Personality

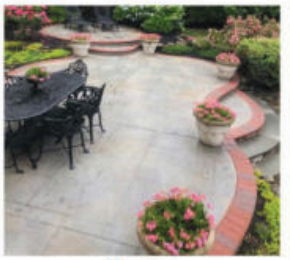
A fresh coat of paint can instantly transform the appearance of your home, breathing new life into tired exteriors. When selecting exterior paint colors, consider the architectural style of your home and the surrounding landscape. Neutral tones like beige, gray and taupe are timeless choices that complement a variety of architectural styles, while bold hues like navy blue or forest green

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can make a striking statement.

"The industry is still seeing clients opt for lighter color homes—whites, creams and neutral tones—whether when painting or selecting siding materials," Fiore says.

Fiore also points out how certain details can add further visual interest to your home's façade. "You can also add stone veneer to the trim areas of the home for an extra pop of character. It really adds an upscale look to the home."

Lighting: Illuminating Your Home's Beauty

Outdoor lighting not only enhances the safety and security of your home, but also adds both ambiance and drama to your exterior space. From sleek wall sconces to dramatic uplighting, the options for outdoor lighting are virtually endless. Consider installing pathway lighting to guide guests to your front door or highlighting architectural features with strategically placed spotlights. For a touch of elegance, add string lights or lanterns to your porch or patio, creating a warm and inviting atmosphere for outdoor gatherings.



"We will never lose the trend of homeowners wanting to spend more time outdoors when the weather gets warmer, hence the continued popularity of decks, porches, patios and pergolas," says Fiore. "Adding ambient lighting to those areas creates a more inviting feel and allows the homeowner to enjoy the space after dusk."

Landscaping: Adding the Finishing Touches

No exterior transformation is complete without attention to landscaping. Thoughtfully designed landscaping can enhance the overall curb appeal of your home, framing it like a work of art. Start by assessing your yard's layout and consider incorporating a mix of trees, shrubs





and flowers to add color and texture. Define your outdoor spaces with hardscaping elements like pavers or stone walls, creating visual interest and adding functionality to your landscape. Don't forget to maintain your landscaping regularly to keep it looking its best year-round.

Your home's exterior is a reflection of your style and taste, making it essential to invest in upgrades that enhance its curb appeal and overall aesthetic. From roofing and siding to paint, lighting and landscaping, there are countless ways to elevate the look of your home's exterior and create a stunning showcase that you'll be proud to call your own. By incorporating these latest options and trends, you can transform your home into a welcoming retreat that leaves a lasting impression. H&H

RESOURCES

Global Home Improvement
Serving Pa. and N.J.
(866) 735-1121
GlobalHomeInc.com

Magnolia Home Remodeling Group
Union, N.J.
(855) 624-6655
MagnoliaHomeRemodeling.com

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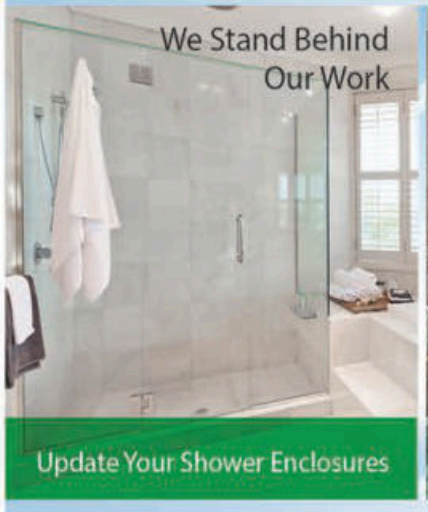
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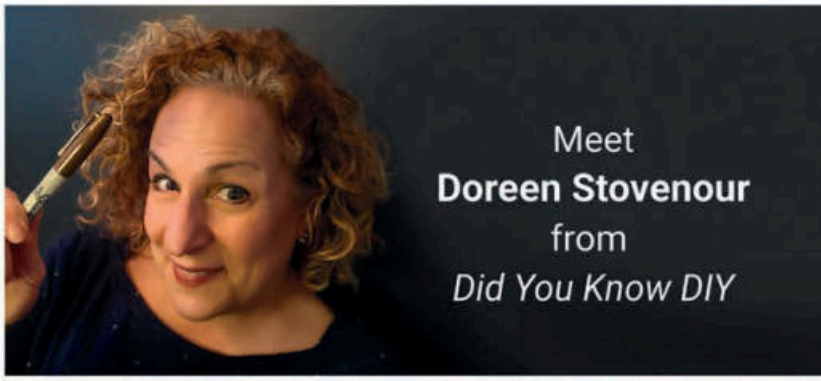
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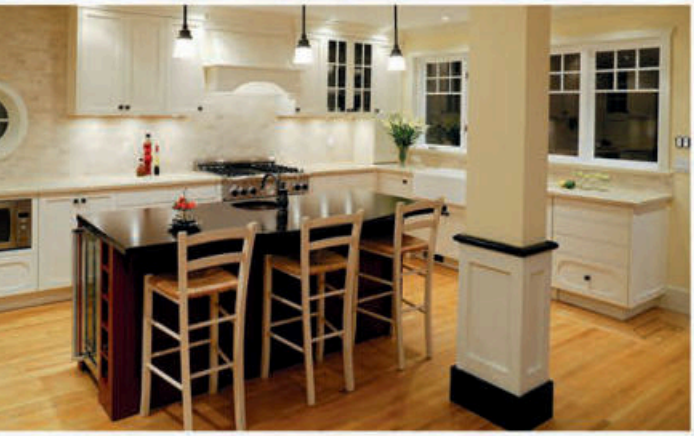
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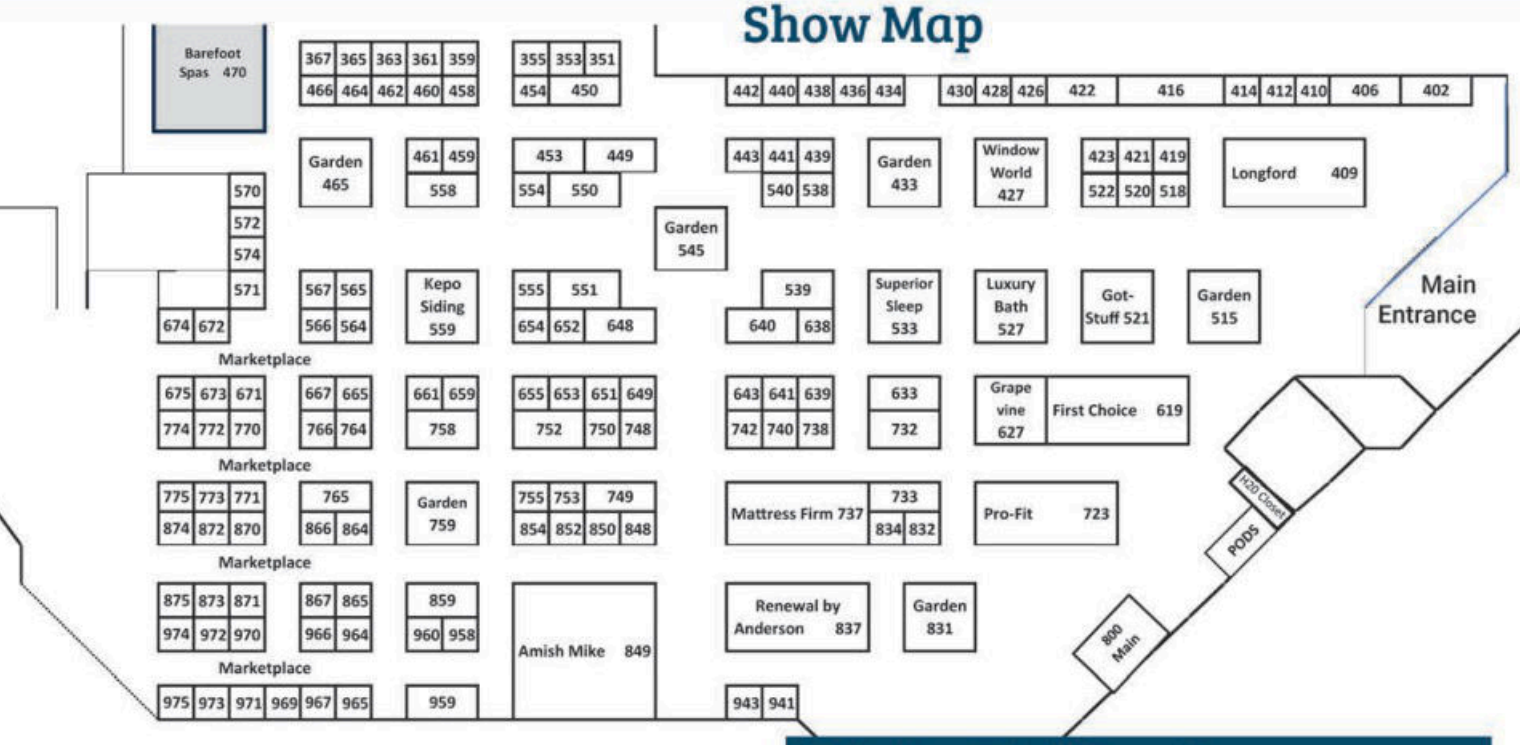
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Saturday	12 PM, 2 PM, 4 PM
Sunday	12 PM, 2 PM, 4 PM

Don Engebretson, The Renegade Gardener



Don Engebretson, The Renegade Gardener, is eager to help gardeners severely limit the "staggering failure" part of the equation, and does so in his presentation, *"Top 10 Gardening & Landscaping Blunders – and How to Avoid Them."*

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Saturday	11 AM	Top 10 Gardening & Landscaping Blunders
Saturday	1 PM	Yes You Can! Landscape Design for Homeowners
Saturday	3 PM	Top 10 Gardening & Landscaping Blunders
Sunday	11 AM	Top 10 Gardening & Landscaping Blunders
Sunday	1 PM	Yes You Can! Landscape Design for Homeowners
Sunday	3 PM	Top 10 Gardening & Landscaping Blunders

Russel Siegel, The Wallpaper Artist



Russel Sigel, The Wallpaper Artist from Rockaway believes, *"Every home should be wallpapered, one strip at a time."* Learn the 9 P's for perfecting your Wallpaper Art and bringing new life into your home.

Friday	6 PM
Saturday	1 PM
Sunday	2 PM

For more show information, visit www.NewJerseyHomeShow.com

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ACRE Windows & Doors	538
All American Gutter Protection	661
American Quality Remodeling	550
Amish Mike	849
Artisanal Chandler	775
Atlantic Shore Heating & Air Conditining	755
Awning Design	473
Bachmans Roofing, Building and Remodeling	758
Balic Winery	752
Basement Waterproofing Specialists	449
Bath Fitter (O'Gorman)	859
Bin-Drop Waste Services	653
Blazing Bella	971
Blue Mountain Landscaping	539
Brothers Landscaping	649
Buffalo Valley Spice	871
Carbonic Heat	753
Cecile's Bath & Body	874
Corbin Electrical Services, Inc	633
Cream Ridge Winery	832
Cutco Cutlery	771
Dainty	865
Dark Run Jerky	765
Dazzle	964
De' Vora	430
Deck Guardian Inc.	450
Delta Water Solutions	464
Designs by Jodie	571
Dior Construction	459
Drywall Dr., Inc.	574
Elle Elle Craft Collection	867
Emma's Fine Designs	875
First Choice Heating & Air Conditioning	619
FLGXNJ	850
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Four Seasons Sunrooms	941
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Goodway Bakery	975
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Health Wristbands	655
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Laura's Raw Honey	872
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Patio Enclosures	470
Popcorn For The People	969
Power Home Remodeling	958
Precision Tech Home Services	454
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Progressive Expressions	971
PSE&G	852
Queen Honey	673
Renewal by Andersen	837
Retro Ny Metro	970
Rollin Thunder Home Accents	774
RTI Builders LLC	518
Sam's Air Control	640
Savvy Fit Soaps by TASCOFit	773
Scentsy	665
Soldier Solutions LLC	873
Spray Foam Genie	570
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Superior Fence and Rail	638
Superior Sleep Experience	533
Sweet Dreams	738
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Turmeric Boss	772
Ultra Pure	458
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Window World of Jersey Coast	427
Wood-N-Dreams	959
Wow Fudge dba Chocolate Moonshine	567
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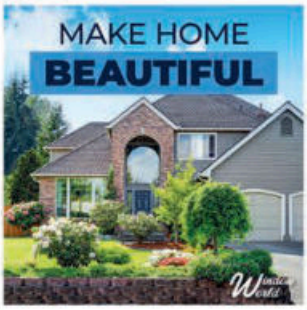
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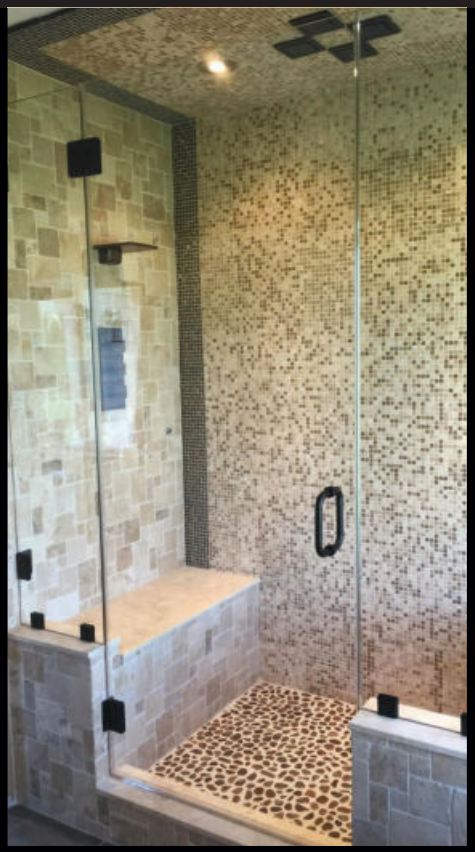
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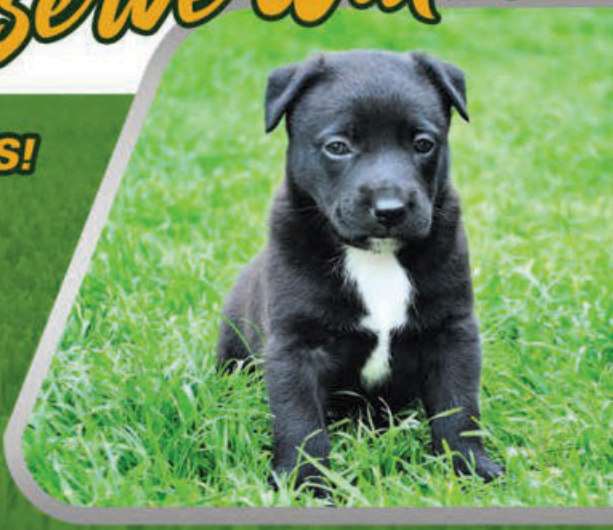
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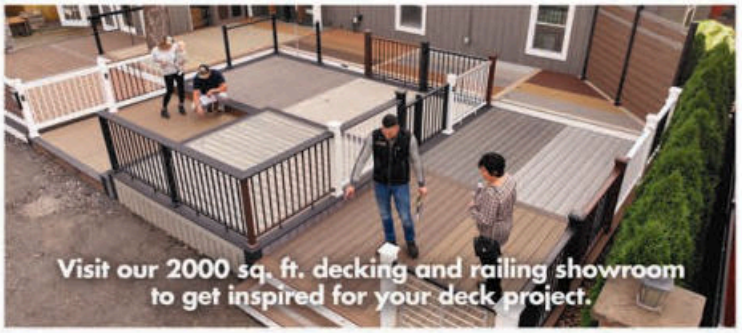
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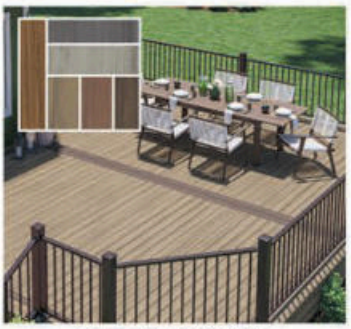
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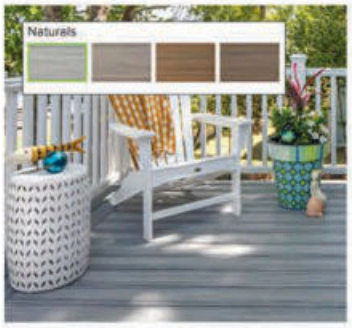


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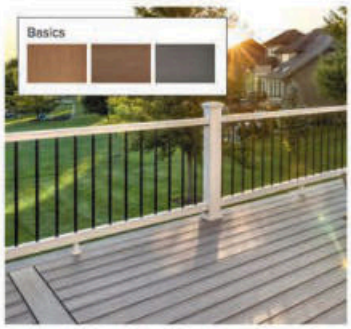

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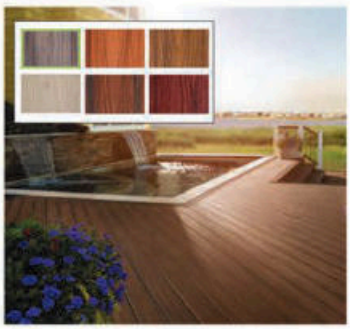

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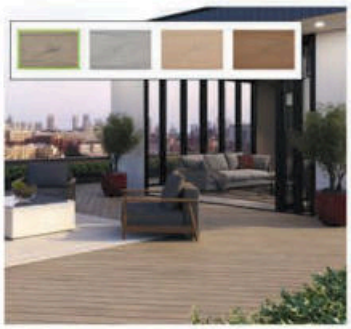


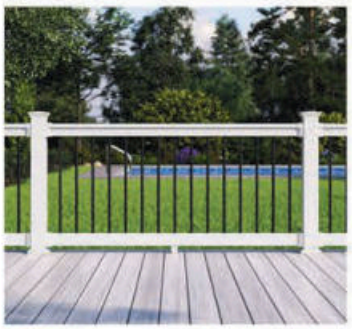
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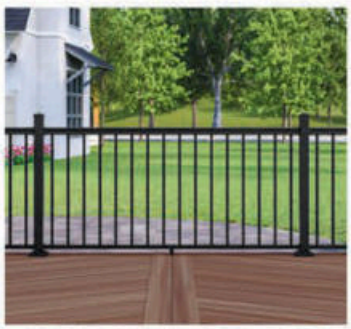


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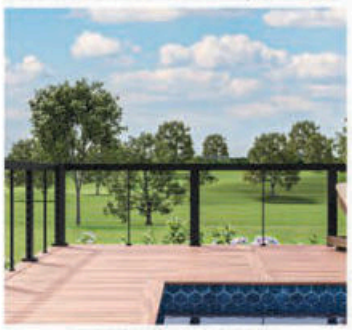

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