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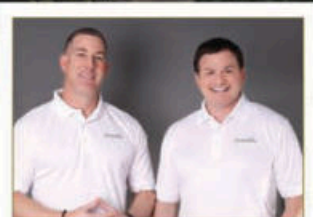


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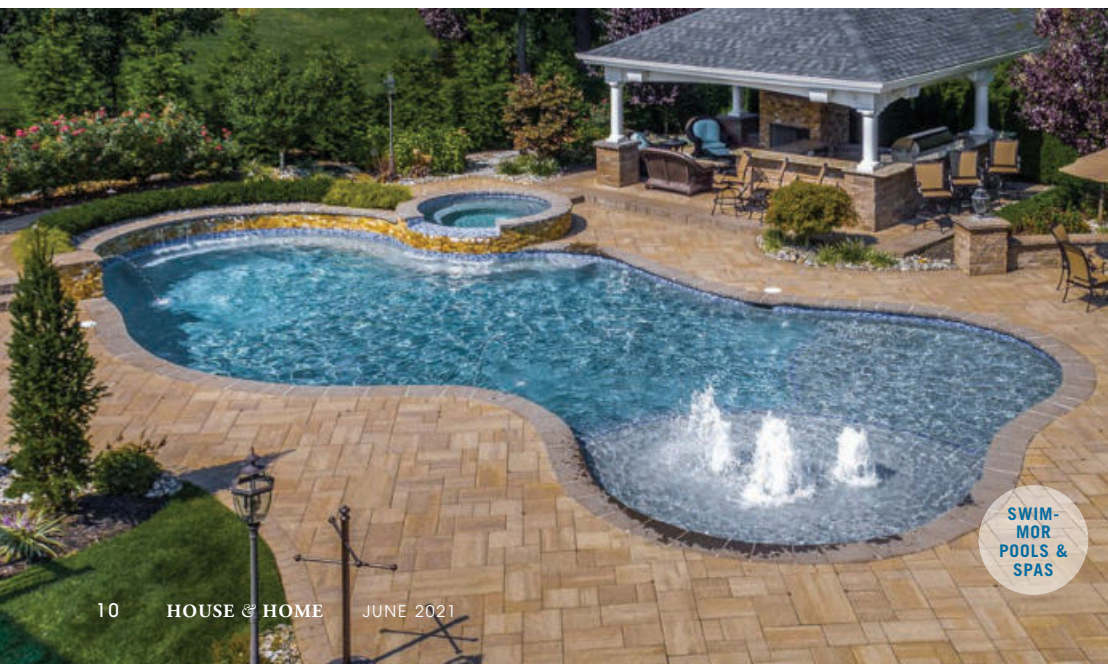


by Liz Hunter



Present and Future POOLS

Don't delay
on polishing up
your current
pool or planning
for a new
one.



There's nothing like having your own backyard pool. No swim club crowds to fight, no rule banning floats and you can swim day or night. And after a year of a global pandemic, the demand for pools has never been higher as people want a resort experience in their own yard. According to *Realtor Magazine*, there was a 21% uptick in new in-ground residential pools compared to 2019.

SWIM-
MOR
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However, that demand comes with a waiting list and possible material shortages. To put it bluntly, a new pool for 2021 likely isn't going to happen for those who want it. But there's always 2022, say pool pros.

"Honestly, having a pool installed for this summer is pretty much out of the question," says Mike McCool of Swim-Mor Pools & Spas. "Because of the boom in pool sales and the problems with the supply chain of a variety of materials, building a pool for swimming this summer is probably not in the cards. Homeowners shopping now have come to that realization and understand that they are now planning for 2022. This is important to know, as you do not want to decide to wait until the fall to plan for next year as we fully intend for this trend to continue. Pool companies are already booking for spring 2022 starts so you do not want to wait too long."

We asked experts in the industry for their advice on servicing and upgrades on current pools, as well as what decisions homeowners would have to make during the new pool planning process.

Current Pools

As the pool season progresses, you may notice maintenance issues or wish there were some new features to enjoy.

The most commonly requested or required repairs include structural cracks, broken

tiles, pool coping and plumbing equipment, says Dominic DiCesare, general manager of Blue Haven Pools & Spas. "Your pool is like any other home repair, a small issue will just continue to turn into a major one if left unresolved."

Essential equipment such as bottom drains should be replaced every seven years and be firmly secured with the proper screws and lids to avoid risk of entrapment. Newer laws also call for drains to have three feet of separation, which should be checked by a professional. Heaters may also need to be replaced every 10 years.

Upgrades can bring a new look and feel to your existing pool, and make it run more efficiently. "Variable speed pumps are being used rather than having a one-speed pump," says John Pezzetta of Pezzetta Pools & Patios. "It is easier to control and saves on electricity and energy." If run at a lower RPM for a longer period of time each day, these pumps contribute to clearer, more chemically balanced water.

Salt systems reduce the need for added chemicals and can be added to existing pools. Saltwater prevents pool water from turning green and leaves skin smoother without that chlorine feel.

At Blue Haven, something of particular interest during this new era in which we're living is the company's exclusive SmartFilter with Microban.

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Homeowners may even consider transforming the surrounding landscape of their pool to really bring their backyard oasis to life. Something even as simple as a fire pit with benches can make your pool area more inviting.

“This filter is coated with Microban to resist mold, mildew and bacteria. Even when your pool is not running, there’s no chance for bacteria to grow,” DiCesare says.

You can still bring some fun features to your pool this season. “Depending on the type of pool will

determine what homeowners are able to do with regard to enhancing an existing pool on a renovation,” says McCool. “With gunite pools, a wide variety of features can be added as part of the renovation. Outside of simply upgrading to the more decorative materials and finishes being used today, some of

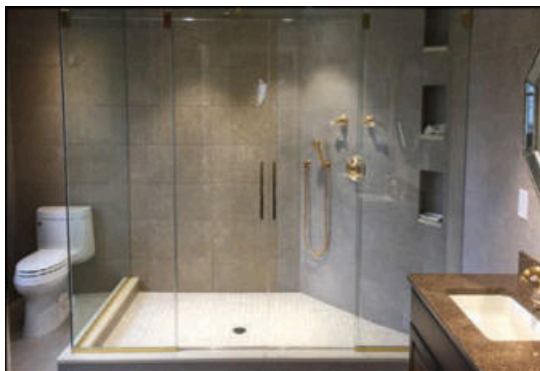
the most popular features added on a renovation are a spa, sun shelf or tanning ledge, raised walls, water features or rock waterfalls. Each are features that are commonplace on today’s pools but were not popular 20-plus years ago.”

Homeowners may even consider transforming the surrounding

landscape of their pool to really bring their backyard oasis to life. Something even as simple as a fire pit with benches can make your pool area more inviting.

Next Year’s Pool

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your 2022 pool now will pay off in the long run.

DiCesare says there are quite a few compliance-related hoops to get through first—township requirements, engineering, setback distance codes, to name a few. “We first need to come out and look at your property,” he says. “Some townships have more rules than others, but we always want to complete a topographical survey and check out stormwater management to make sure there are no issues. A new pool can’t just be planned and done in a month if done the right way. It can be a drawn-out process.”

Townships may also be backlogged due to the pandemic, so the sooner your plans are submitted, the more time cushion you have.

As you interview pool contractors, find out their areas of expertise. For instance, Blue Haven works exclusively with concrete (gunitite) pools. “Our focus is on in-ground, custom gunite pools because they are a permanent structure,” he says. “Over the years, ren-

ovations can be made to these pools to update the look or features or make it look brand-new. It’s more valuable for homeowners to invest in this type of pool.”

Fiberglass pools are another option and many prefer to work with these, such as Chuck Ordini of Ordini’s Best Fiberglass Pools. He says, “Fiberglass is the best product pool-wise on the market starting with the lifetime warranty and the very low maintenance involved. It’s a no-brainer—you will never refinish a fiberglass pool like a concrete pool or change a liner in a vinyl pool. Vinyl replacement is \$6,000-8,000 and resurfacing a gunite pool is \$15,000-25,000.”

Ordini’s is known for its one-day installation of fiberglass pools, although it is booked out until spring 2022. As a Latham Grand dealer, these pools are available in over 70 shapes and sizes and 12 colors.

“Freeform pools are a new trend as far as shapes are concerned,” adds Pezzetta. “Very few

people are asking for the traditional rectangles or squares.”

Knowing which company will get you what works right for you is important. Check the Better Business Bureau for ratings and reviews, and nothing beats word of mouth.

“It is important that the builder shows up on time, and is consistent,” says Pezzetta. “Check their reputation with past customers and make sure that they have references. Look at jobs they have done to make sure that they have experience, high-quality workmanship and take pride in what they do. Also look for someone who has been building pools for a minimum of 15 to 20 years.”

“You want to make sure you’re dealing with a professional company, and if it’s a right fit for you because it is major construction and you have to live with the outcome of the job,” says DiCesare. “You have a lot of small builders and landscapers that start pool projects that go upside-down real quick.” **H&H**



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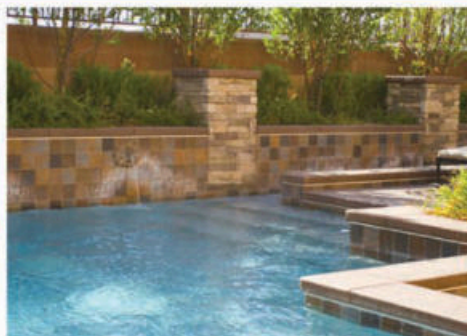
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WHEN SELECTING THE BEST TILE OR STONE FOR YOUR PROJECT,
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By Liz Hunter

tHE TILE AND STONE FEATURES IN YOUR HOME CAN SET THE TONE. Classic, farmhouse or modern? Porcelain, ceramic, glass, marble, granite, quartz or luxury vinyl? And what about size and color? It's enough to make one dizzy.

Luckily, there are experts to rely on. "Tile can transform a space. We believe it should be one of the first design decisions made when remodeling a kitchen or bathroom. There are so many colors,

shapes and styles available to work with your home," says Julie Ward, showroom manager/design consultant at Renaissance Tile & Floor.

Stone is not like any other element of home design. "Working with stone has many challenges since each stone has unique characteristics that come in different sizes and densities," says Nikos Papadopoulos, president of Colonial Marble & Granite. "Some stones are brittle, others solid and very hard. From engineered stone to marble, each type

of stone needs to be handled differently depending on the quality of that specific stone. Working with a company that understands the differences and has an experienced and knowledgeable staff makes all the difference and can save you time and money."

Kyle Eisele of Coast Tile & Marble Supply, says consumer education is an important aspect. "People may get upset when a slab comes in and it has color variation or if it needs maintenance. If consumers go where there's no knowledge,



“

Working with stone has many challenges since each stone has unique characteristics that come in different sizes and densities.”

—NIKOS PAPADOPOULOS,
COLONIAL MARBLE & GRANITE

they’ll be blindsided. Stone is expensive and it’s fickle. It’s important to talk to someone who can adequately explain what you’re spending money on,” he says.

Natural or Man-Made Stones

Using these experts as a guide, homeowners can rest assured they are being steered in the right direction when it comes to choosing a product of the moment.

Dave Cerami, CKBR, design/build specialist and owner of HomeTech Renovations, has been in the industry for 38 years. He has seen shifts throughout his career. “I can’t remember the last time I used polished granite in a design. Most stone now is brushed or sandblasted for a weathered finish. The reflective, shiny surfaces are not being done so much,” he says.

An ongoing trend he sees is more people seeking a transitional

to contemporary look. Quartz, which is a man-made stone, is a good product for this. “The process of making quartz creates more consistency in coloring, with simpler patterns. There are no less than a dozen companies we deal with for quartz: Cambria, Silestone, Pentel, and more,” Cerami says.

“Quartz is definitely trending for good reason,” says Sandra Phillips, director of new business development at Colonial Marble & Granite. “Quartz is an engineered stone that is non-porous and durable which makes it low maintenance. Quartz manufacturers such as MSI and Cosentino consistently introduce new designs that embody the current trends, strikes of color and gold paired with warmer tones.”

There is a control element that people like about natural stone, says Eisele. “If you saw

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STONE *Stunners*

something you liked at a friend's house, you can get something close to it, unlike with natural stone," he says. "On the other side of it, there is not much maintenance to worry about with quartz. It's a good investment in Shore homes because people don't want to worry about sealing it or if something will stain it when renting out the property."

However, says Papadopoulos, although quartz is lower in maintenance there is nothing that compares to the look and feel of natural stone. "From exotic marble to the unique patterns and colors that can only be found in nature, natural stone will always be in fashion."

"There are some marbles and granites out there that are unbe-

lievable," says Eisele. "There are some out there that have beautiful colors. I've seen some bar tops with a black and gold combo that will blow you away. These are natural things coming out of a

mountain—some that have little specks, or natural veining or exotic colors. You could spend an hour going through the slabs we have from Italy."

Eisele highlights Calcutta Car-

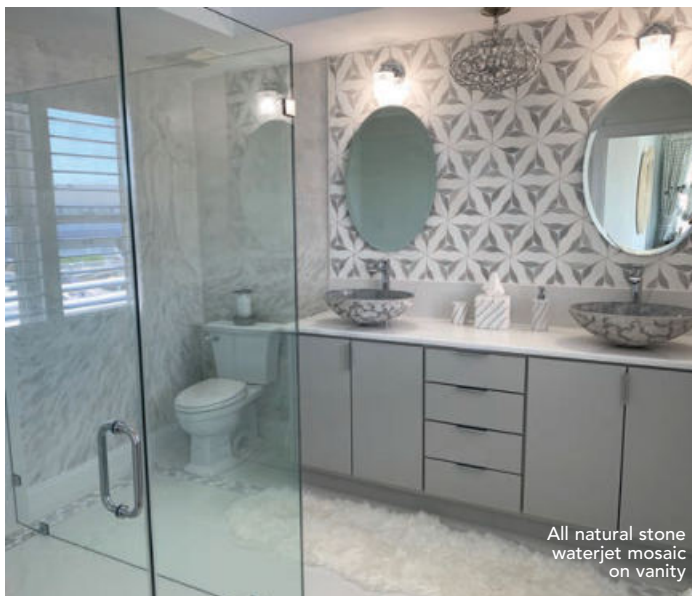
era, which has a heavy variation and is a popular choice, or Dolomite, which has a more subtle pattern.

"With natural stone, just remember that you're rolling the dice on what stone will show up. No stone is like the past," he adds.

Color and Unique Trends

"It's an exciting time to design a kitchen with trends focused on color, color and more color," says Papadopoulos. "Coming out of the all-white kitchen trend, everyone is hungry for something different—bluish greens, warm tones with gold streaks are showing up everywhere with metallic accents. Warm, moody dark kitchens are making a comeback with rich walnut cabinetry paired with dark textured countertops."

"Maybe because of COVID, people are finally getting bolder. They want flair," says Eisele. "It's interesting. The U.S. is behind



All natural stone waterjet mosaic on vanity

Photo at left courtesy of Coast Tile & Marble Supply. Photo at right courtesy of Colonial Marble & Granite

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BEST of HOUSE & HOME 2020



Europe in terms of trends in bolder colors, and we're finally seeing the pops of blue and cool greens find their way into tiles and stones."

Ward says handmade tiles have been huge this year. "We have been getting so many new colors/finishes/shapes coming in and our customers are loving

them. They pair so well with a marble vein or a colorful pattern tile. Depending on how the tile is set, it can go with contemporary design or more traditional feel," she says.

Don't forget the other applications for stone and tile outside of countertops or backsplashes.

Ward says porcelain tile and

luxury vinyl tile (LVT) are worth considering for kitchen and bathroom floors. "They will not stain and are very easy to maintain. Design does not have to be sacrificed when not choosing a natural stone, and we have many porcelains that resemble real stone," she says. "Wood-look porcelain tile has become very popular over the years. Because of its durability and ease of cleaning, it is being used all over the home in bathrooms and kitchens to entire first floors. The high-definition image that is printed is very realistic and has become a popular choice for homeowners."

In the end, a quality remodel is some of the best money you'll ever spend, Cerami says. "It makes sense to work with an experienced design professional because you have one chance to get it right. Good results start with a good plan and it pays to work with a design professional." **H&H**



RESOURCES

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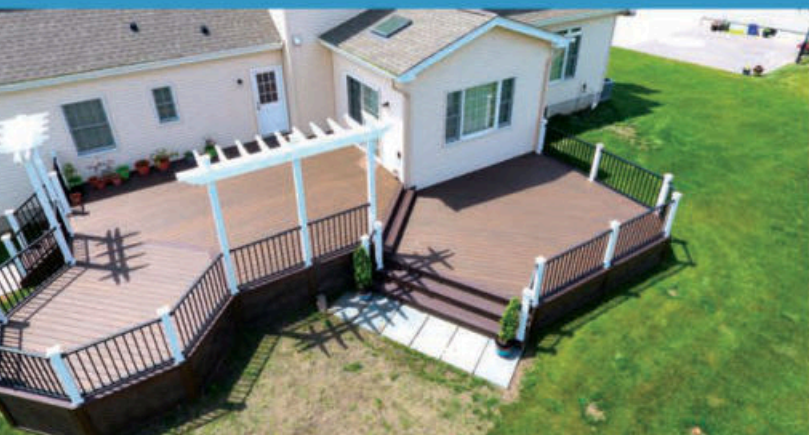
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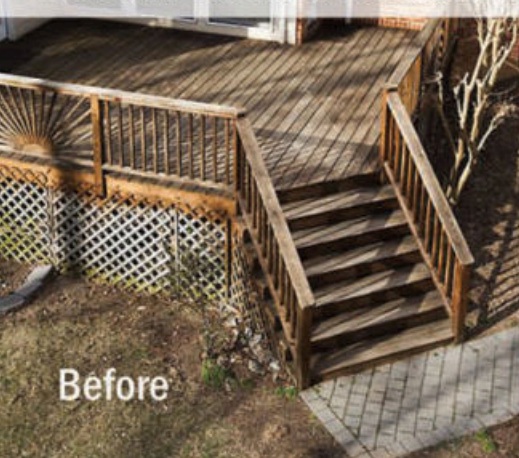
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CHRIS DEMATO, OWNER OF ROCK BOTTOM LANDSCAPING & FENCING, and his team of professionals have been in business for more than 35 years, and they can help you create a lush and healthy setting for all of your seasonal outdoor activities. DeMato says he is personally involved in every project, and his company's lifelike imaging service, which shows before-and-after photos, can help homeowners in the design process. *House & Home* spoke with DeMato about the importance of using professionals in landscape design and how you can get your yard ready for this season's fun in the sun.



Chris DeMato,
owner of Rock Bottom
Landscaping & Fencing

WHY HIRE A PROFESSIONAL LANDSCAPER WHEN IT'S EASIER TO GO TO A HOME IMPROVEMENT STORE, PICK OUT AND PLANT EVERYTHING AND POTENTIALLY SAVE A LOT OF TIME AND MONEY?

I think there are many advantages in hiring a professional. First, a professional will recommend plants that will thrive and do well, with an understanding of the conditions and other factors such as soil makeup. Secondly, a professional will take the proper precautions when planting and

transporting plant material. Plants are often damaged or suffer in the transporting from the location of the purchase to the job site; therefore, a homeowner is usually not properly equipped with a truck and the proper coverings to transport plant material. Large chain stores may have nice plants but oftentimes these plants have been sitting out of the ground on hot asphalt and are not properly irrigated as they would be at a garden center, making it very difficult for them to sustain vibrant plants for a period of time.

AS A LANDSCAPER, WHAT ARE THE MOST IMPORTANT VARIABLES TO CONSIDER WHEN DESIGNING A JOB FOR HOMEOWNERS?

There are many variables that a professional

will consider when designing a job. A professional should consult with the customer to find out their immediate and future goals first, then they can steer you in the right direction as to what plant materials will thrive and do well in the areas you are designing. Budget will play an important role in understanding and designing your job as well. Ultimately, a professional should understand your style, taste and budget and combine that with his expertise.

WHICH PLANTS AND FLOWERS ATTRACT BENEFICIAL INSECTS, LIKE BUTTERFLIES, BUMBLEBEES AND LADY BEETLES, AND WHICH REPEL PESTS, SUCH AS MOSQUITOES, HOUSEFLIES AND APHIDS?

There can be benefits to selecting certain varieties of plants—for example, butterfly bushes will attract butterflies to the garden, which can be relaxing. There are also many plants that can attract certain insects that will eat other damaging insects to your plants. Coreopsis is a beautiful perennial that offers a mass of flowers in the summer, but will also attract lady beetles. The lady beetle and its larvae will eat many damaging insects, such as aphids and mealybugs. Catnip and hydrangea will attract soldier beetles, which will feed on aphids and caterpillars. There are also plant varieties that can repel mosquitoes, such as lemongrass and marigolds.

WHAT ARE SOME OF THE BEST ADDITIONS TO A LANDSCAPE THAT WILL EXTEND ITS ENJOYMENT?

There has been a rise in outdoor kitchen features. Built-in grills, as well as pizza ovens, have become quite popular. Pizza ovens offer a great and different means of cooking. The oven is not only for pizza, as it can reach much higher temperatures than the traditional oven, and can offer restaurant-quality options for preparing meals. This can also be great fun for parties and entertaining.

Pavilions and pergolas are a beautiful way to bring your living room outside. We can add stone piers to set the pavilion, as well as brick paver flooring which really enhances the simplicity of the structure. Adding electricity will allow you to hang a TV, fans, lighting, stereo, etc. The latest patio furniture has increased in comfort with some of the latest fabrics being water resistant, and can remain outside. This is just another structural option to bring the indoors out and allow you to enjoy the beauty of nature. **H&H**



GO BIG AND GO HOME



OUTDOOR KITCHENS

remain one of the most in-demand renovations homeowners are making as they continue upgrading their living spaces.



By MADELINE MACCAR

As the trend of bringing indoor living spaces' comfort to the outside continues, backyards have seen some serious upgrades throughout the past year—and industry experts say that doesn't seem to be changing anytime soon.

Outdoor kitchens remain one of the most popular additions since the pandemic's onset, and they've only gained more interest as at-home entertaining has increased while people adjust their comfort level with indoor dining. Throughout the region, builders and appliance-suppliers alike have seen a spike in homeowners making permanent, personal changes to their domiciles with new or upgraded outdoor cooking and dining options.



Image above courtesy of Legends Home Improvements

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Like so many of the motivations behind the pandemic's home renovations, outdoor kitchens have reflected individual tastes and are tailored to each family's needs more than anything else, though one common desire is enjoying a different kind of dining experience in a time when most restaurants adopted delivery-only models. From appliances to hardscaping, from updates to groundbreakings, local professionals have handled the smallest details and biggest expenses for projects of all sizes, especially in the past year as the money that would typically finance family vacations and daily commutes is instead reinvested in the home.

Steve Compton, general manager of the family-owned CKC Landscaping, has seen trends come and go since his father began the company in 1995. While he says that home improvement projects have been on the upswing for more than a year, the focus on outdoor kitchens stems from a decidedly indoor development.

"Kitchens have really become the heart of the home: It's where people congregate," he says. "If I had to pick one overarching statement, what's driving the design-specific features for each family is that what they've been doing inside, they want to do that outside. It's really been fascinating to see the investments that people are making, specifically in these outdoor kitchen spaces."

Gone are the days of a rusting backyard grill that sees intermittent use even when it's grilling season. A great outdoor kitchen might start with a thoughtfully selected grill, but it also might include any combination of a stove, meat smoker, pizza oven, refrigerator, dishwasher, cabinets, ornate countertops and even bars complete with beverage taps. And with electronics also being among those features, coverage is important, too.

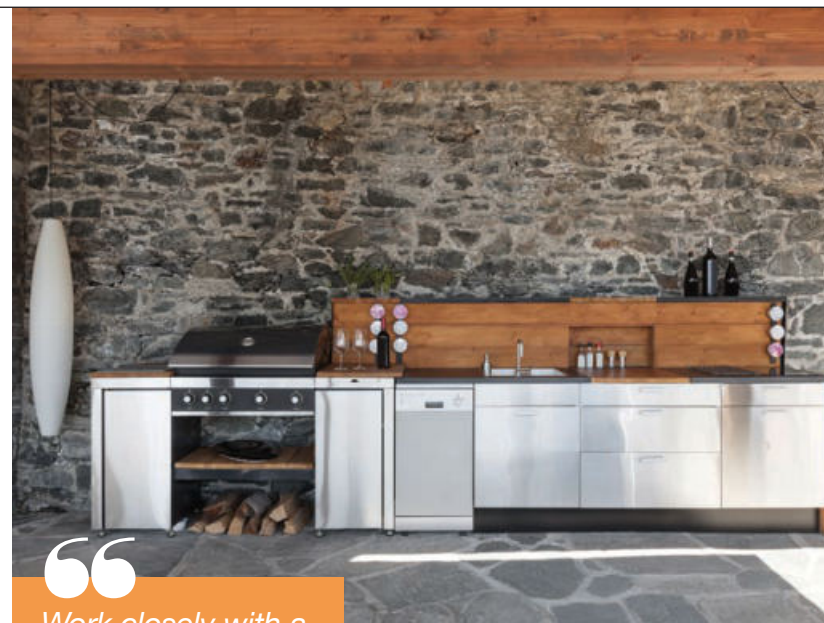
"Putting a roof over your deck is really popular, that's huge," says Bill Lecorchick Jr., who has grown up working in his family's Legends Home Improvements, founded by his father in 1975. "Most of what I'm doing now has roofs on it. You've got sunlight until 7 o'clock so you need something so you're not boiling out there."

Keith Fry of Amazing Decks agrees that adding any kind of cover, such as a roof, pergola or canopy, can be what levels-up an outdoor kitchen. But convenience remains a priority.

"Refrigerators are very popular—it's always good to have a cold drink nearby when grilling," continues Fry. "Sinks are also always wanted. But sometimes they're limited to the logistics of the job site [in terms of] plumbing water feeds and drainage."

Considering spatial, layout or geographical limitations is crucial when designing an outdoor kitchen. Brenda Kieffer of Kieffer's Appliances agrees that some elements of outdoor kitchens will "depend on how your home is situated."

Kieffer's, too, has benefited from more and more people regarding outdoor kitchens as less of an add-on and more of a necessity, though they operate in more of a B2B capacity by directly working with construction companies, landscapers and suppliers to provide a project's appliances.



Work closely with a designer to choose a manufacturer that ensures kitchen elements are rated for the outdoors and can withstand seasonal extremes.

In fact, within the past year, Kieffer's has added the Urban Bonfire line of outdoor cabinets to its inventory to meet that increased demand.

"It's a collection of metal cabinets for the outside that have many, many finishes," she explains. "You can either get the stainless steel look or one that doesn't look like metal with the many colors you can get."

Builders and suppliers alike agree that it's up to the manufacturer to ensure that appliances are rated for the outdoors and can withstand seasonal extremes, though their teams are up to the task when it comes to educating and guiding those who are new to outdoor kitchens.

Part of that client education means ensuring early on that they're up for the size of the project and the overall commitment.

"Outdoor kitchens have become more and more popular, but what people don't always realize is how much it costs," says Keith Frederick of Environmental Land-

scape Associates. "It's a nice-to-have element, but it adds up when you want quality appliances."

Working with a professional means that well-trained, experienced eyes are assessing a property's unique geography to consider elements like appliance configuration, guest seating, the sun's position, proximity to the indoor kitchen and more.

"Working and talking with professionals, I think that's the biggest thing people need to do," Lecorchick says. He advises homeowners to really consider practical elements, like where the grill range should face so people aren't staring at their neighbors or have their backs to their guests: "Think it through. Just understand what you want because you don't want to pay to do it twice."

Professional assistance can also help get more than just two seasons' worth of annual use out of an add-on that was once only the domain of the warmer months. While water features might still have a limited run, Fry says that fire and heating options are certainly one way to extend an outdoor kitchen's yearly utility into fall's crisper days and even milder winters.

Kieffer agrees: "It was thought—and rightly so—that an outdoor kitchen, like an outdoor



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pool, is only usable, at the most, half of the year. But it's not impossible to use that kitchen much longer than originally thought by adding a roof, rollout sides and patio heaters."

The same roofs that keep the heat and sun at bay in the summer can also stave off the cold of winter, making outdoor kitchens a practically year-round amenity with anything from stand-alone pavilions to attached roofs covering a patio or deck, plus moveable walls or heating elements.

"They're very advantageous for utilizing that space all year long," says Frederick. "Even when it's in the high 30s, you can still be outside."

It is important to note that while most companies have options for all price points, they do not have infinite supplies, no matter how diligently they've stockpiled resources. Clients who've been working on their homes for a while generally know to expect shortages, delays or shifts in their original visions, but it's still frustrating to deal with rising prices and diminishing supplies, especially since a hike in material costs tends to become the new standard.

"For some of our patio projects, we've had to go back to customers and talk about changing colors, changing designs, because it's hard to get some things; other things, they're not making right now," Lecorchick explains. "Two years ago, a sheet of plywood cost me \$13. This year, it cost me \$57. ... I get a lot of people saying, 'Oh, I'll just wait till next year, maybe prices will be down'—but prices don't go down."

The pros know how to pivot a project to accommodate surprise hiccups and still deliver a quality result that satisfies client expectations. Because, in the end, it is all about ensuring that everyone is able to see the outdoor kitchen of their dreams come to life, whether it extends a carefully chosen decor to the backyard or

gives celebrity chefs' configurations a run for their money.

"Indoors, you have four walls that contain your kitchen; outside, you have your entire space," says Kieffer. "Do you want to bring the styling of your indoor kitchen outside—or do you want to go crazy and make it island-themed? Because if that's what you want, that's what you can do."

No matter what direction you take with creating your outdoor kitchen, it all starts with having a clear path to a final product—with a little flexibility along the way to allow for the possibility of unpredictable snags.

"I really want to stress the importance of having a plan and having patience," Compton says. "In four or five years from now, if you rush something ... that's when it's going to bite you. If you do have patience, you do plan properly, in four or five years from now, you're not going to even think about those six months you delayed the project."

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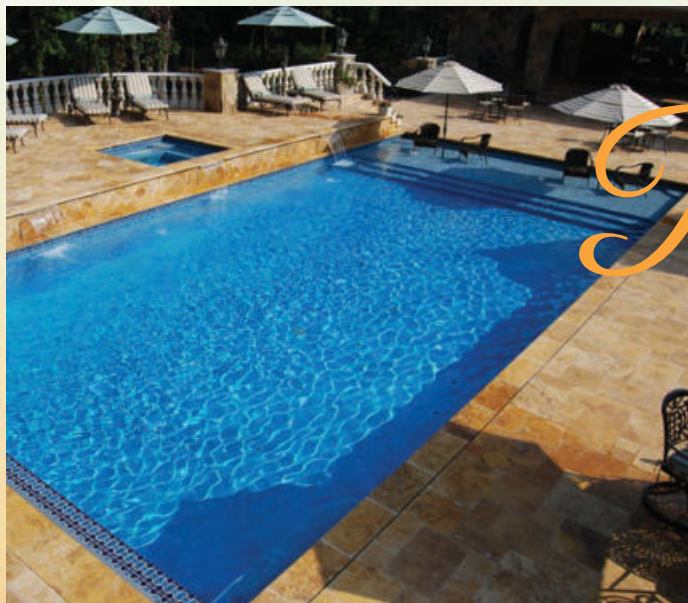
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Architectural Concrete Design can enhance your home's exterior with a spectacular decorative concrete project. *by* MATT COSENTINO

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 are 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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Be Inspired!



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helps homeowners take their backyard living dreams and make them a reality.

IT'S SAFE TO SAY THAT THE PANDEMIC HAS TAUGHT US TO APPRECIATE THE OUTDOORS EVEN MORE.

While backyard outdoor living areas have been soaring in popularity for years now, for many, the stay-at-home orders and the experience of being stuck indoors for so long have made homeowners absolutely crave these spaces more than ever. They are truly a must-have—a fact that's been increasingly evident at Sequoia Out Back, where owner John Keller



says that he's seeing even more people come into the showroom than ever before.

From the moment that homeowners walk through Sequoia Out Back's front doors, the experience is really unlike any other. The 30,000-square-foot showroom has everything you could want for your personal oasis on display so that you can envision it in your own backyard.

When you walk through a typical patio store or a big-box store, items

aren't usually set up or paired together the way they would be in your backyard so it can be difficult to visualize your finished space. At Sequoia, you can see an entire outdoor living space the way that you might set it up on your own patio. It inspires so many ideas.

The goal of the showroom has always been to make homeowners feel like they're stepping into a real-life outdoor space. This helps homeowners make the best choices when it comes to furniture and decking supplies that will work for their own projects.

Pair these gorgeous displays with the knowledgeable and helpful team members who are ready to assist, and homeowners can really appreciate the showroom visit experience. Customers always leave Sequoia with a lot of great ideas and information.

Of course, in general, inventory has been a major issue since the start of the pandemic. Homeowners who have tried to purchase furniture and decking may have noticed limited stock. But Sequoia Out Back has been fortunate to be able to keep a lot of inventory in stock thanks to its relationship with manufacturers and its purchasing power, as well as having a large quantity from the start. Even so, there is still plenty of time to enjoy your outdoor space, or plan ahead for next year."

"The sooner you can start planning, the better," urges Keller. "The number of visitors coming to the store right now is higher than ever for this time of year. It's definitely not too early to start thinking about setting up your outdoor space."



“[H]ere, you can see an entire outdoor living space the way that you might set it up on your own patio. It inspires so many ideas.”

— John Keller, owner

As you start planning, Sequoia Out Back has all of the amenities that you might want to consider. This includes fire pits, patio furniture and all of the material supplies including decking and railing and hardscaping. Sequoia works with all of the leading manufacturers including TimberTech, Wolf, Trex, Zuri and

Fiberon—all of whom continue to offer innovative products.

Whether you're a do-it-yourselfer or your contractor tasked you with finding materials, Sequoia's showroom can accommodate everyone.

It's all about making the experience as easy and as enjoyable as possible for homeowners. As the true outdoor living experts, Sequoia and its team are ready to help make homeowners' backyard dreams come true.

"Outdoor living has been a trend for a long time but it's hotter than ever," Keller sums up. "I think we're all ready to start spending more time outside." **H&H**



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When Global Home Improvement was founded 20 years ago, the company set out to work with only the best manufacturers in the industry. Whether homeowners are investing in roofing, windows, siding or gutters, they can rest assured that Global Home Improvement stands behind the products they install.

Over the course of two decades, one manufacturer has stood above the rest: Marvin Windows and Doors. Global Home Improvement is the area's premier installer of Infinity Fiberglass Windows and Doors from Marvin. The company has been hand-selected by Marvin Windows and Doors to handle their absolute best-looking and best-performing window, says Adam Parnes, marketing director.

"Infinity Fiberglass Windows from Marvin are custom-built using Ultrex® fiberglass, which allows us to measure and order your windows to the exact size. We believe in accuracy from appointment to install," he continues.

Shopping replacement windows can be a confusing and at times frustrating process but this partnership with Infinity Windows

from Marvin aims to simplify things for every homeowner. "Our consultants are here to help you break through the clutter and confusion so you can focus on the window solution that best fits your needs," Parnes says.

Because Global Home Improvement offers a full range of exterior home remodeling solutions such as metal roofing, James Hardie Siding and Infinity Windows from Marvin, they can handle your entire renovation from start to finish. "Every project is assigned a dedicated project manager and our in-home consultants are also there to help with accurate pricing, design and ideas without the high pressure tactics of other companies," he says.

If your home is due for exterior renovations, Parnes advises not to delay. "Planning your renovation ahead of time is always the way to go." **H&H**

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