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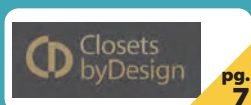
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Volume 23, Issue 8

Swim-Mor Pools & Spas

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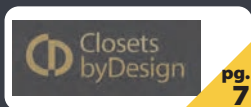
page 21



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pg. 4



pg. 7



pg. 16



pg. 23



pg. 27

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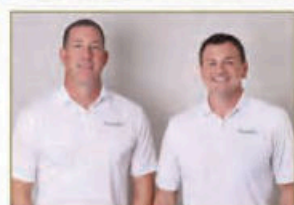
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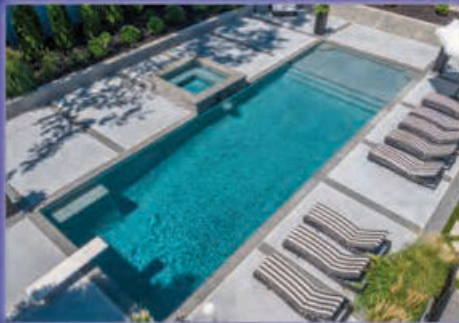
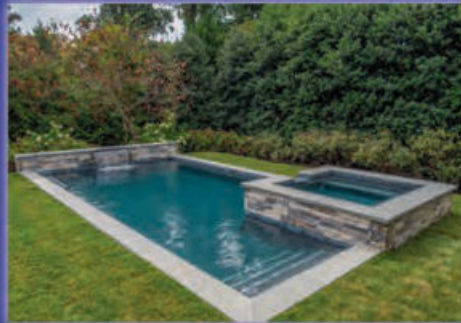
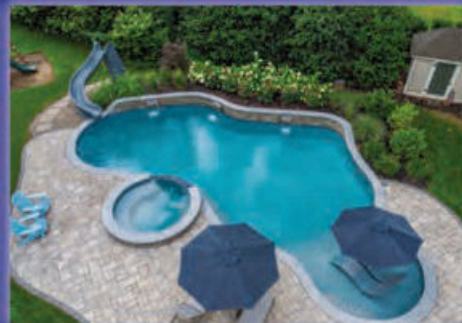
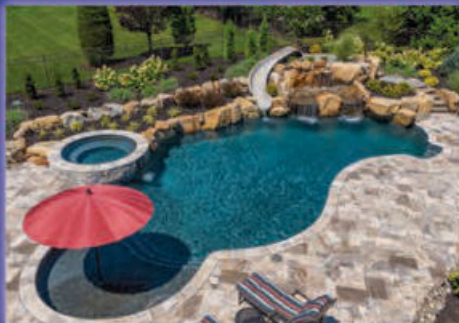
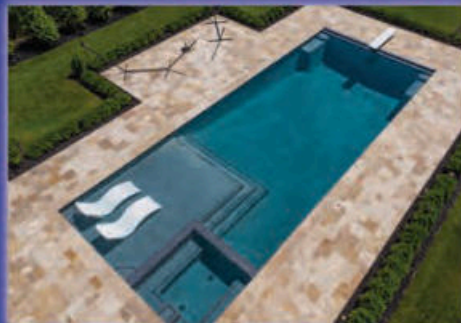
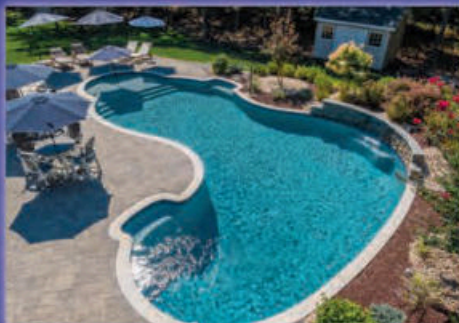
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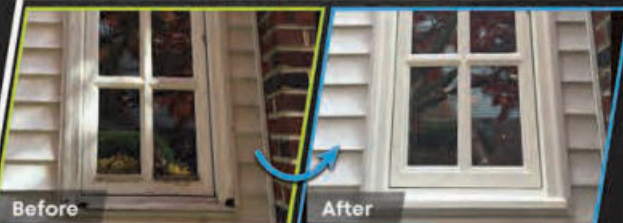
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contents

12 Hard Choices

When it comes to choosing the right stone for your project, experts can help you navigate the many options

19 More Than a Pool

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

21 Built to Last

No matter your home's exterior needs, Dream Homes delivers the utmost quality and customer service

26 Spring Showcase Special Advertising Section

28 Dive into the Extraordinary

Exploring the possibilities for pool owners looking to enhance their swimming experience



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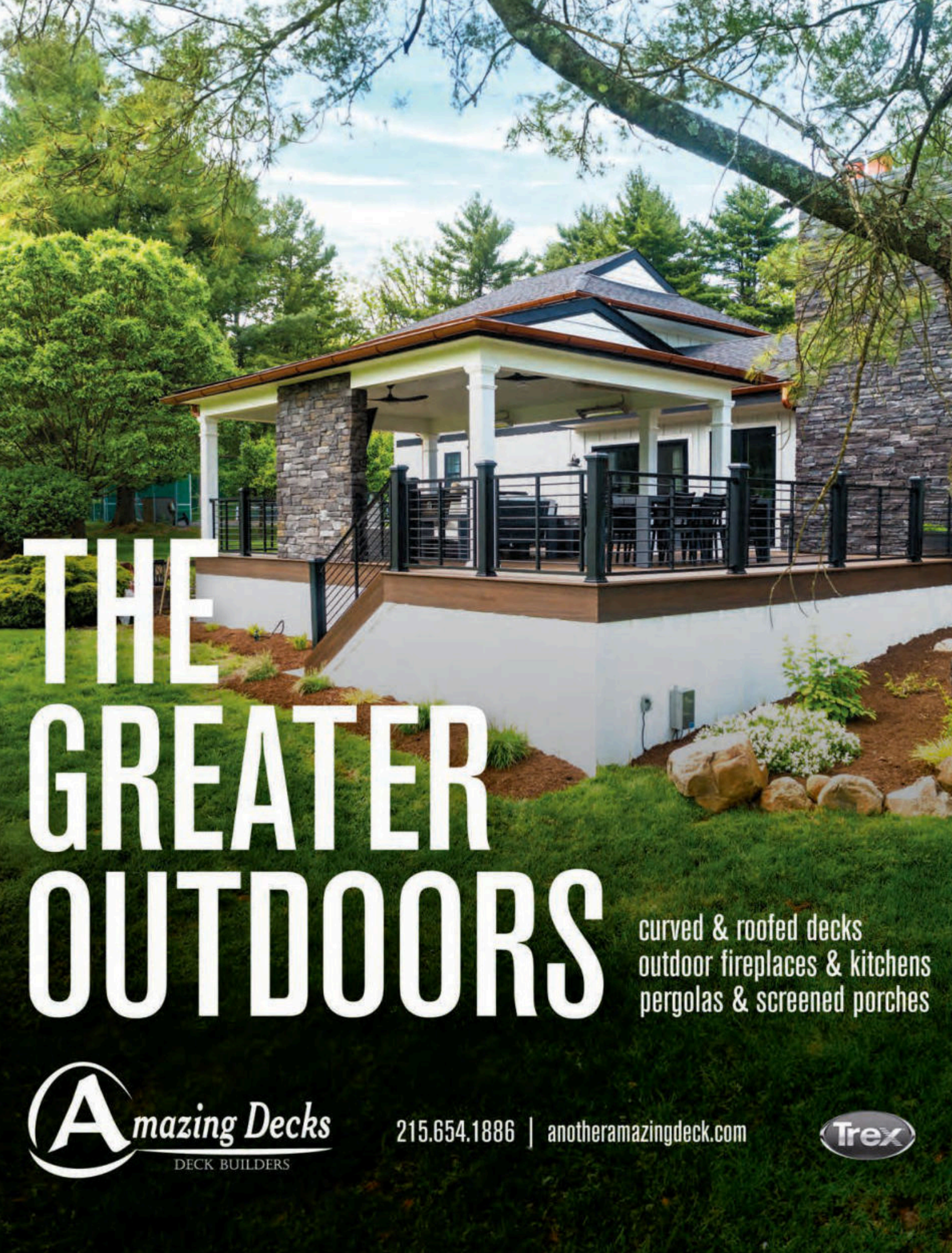
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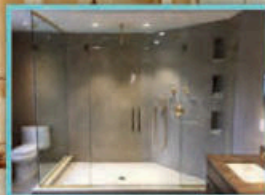
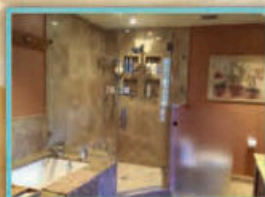


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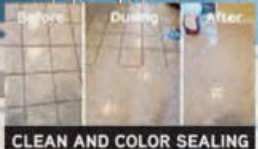
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HARD CHOICES



When it comes to choosing the right **stone for your project**, experts can help you navigate the many options.

By Carly Murray

CUSTOMIZED STONE RENOVATIONS AND ADDITIONS DO NOT HAVE TO COME AT THE EXTRA EXPENSE OF STRESS.

With the plethora of options available in design and functionality, the most difficult step can be deciding what works best for the consumer's ideal space and lifestyle. However, local design experts are there to help from the beginning of template creation to the finished product.

Choosing the right style

This year, complements of blue and green are trending in kitchens and bathrooms to add a pop of color. For instance, blue or green cabinets or backsplash can be brought out by a material with patterns or textures that match. In contrast, natural choices like soapstone and granite can achieve a more traditional and classic look. Ultimately, it comes down to individual taste, and what fits with the ideal finished product.

"Whether someone is looking for colorful granite from Brazil, white marble from Italy, or white, gray or gold quartz countertops, we have something for everyone," says Kristine Kzelian, a sales representative and designer at Imperial Marble & Granite.

Online visualizers can assist in planning, and serve as tools for determining a color palette while experimenting with elements such as countertops, backsplash, floors



HARD CHOICES

and cabinets. That way, remodels don't have to be a risk—and the result doesn't have to be a surprise.

"Since we sell only quality cabinetry and countertops, any materials from inexpensive to expensive that customers select will be durable and attractive. While customers selecting the most expensive custom cabinetry we carry can be startlingly beautiful, the greatest impact making a kitchen renovation valuable is always the design first and the materials second," says Paul McAlary, president of Main Line Kitchen Design.

What's more, stone installation isn't limited to a bathroom or a kitchen, and can be a charming addition to outdoor bars, fireplaces and laundry rooms.

"We have state-of-the-art machinery that allows us to create intricate fireplace surrounds and mitered countertops," says Dino Vogia, president of Stone Tech Fabrication.

Choosing the right functionality

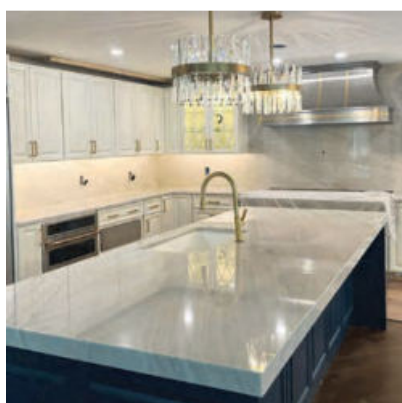
Design professionals can recommend materials to match visual and practical preferences. While quartz countertops remain the most popular choice in material, quartzite is gaining traction for its natural patterns and colors. No matter the preference, every material has its own set of advantages that, when combined with a favored visual aesthetic, can create the best possible result.

"Quartzite is a material that can kind of give you the same aesthetic look of a marble and that kind of soft pattern, but it has the density and durability that lends itself more towards granite. So it's kind of one of those materials that's the best of both worlds," says Mike Werner, sales manager at AAA Hellenic Marble.

As each individual is different, so is each material. Granite kitchen countertops are known to be great for people who like to cook because of their durability and heat resistance. Quartz, however, is easy to clean, and won't stain from oils or spices. And for a household with children, quartz can be favored because of its resistance to spills.

"Granite and quartzite are very popular choices for countertops due to their durability. Like all natural stones, they have to be sealed to prevent stains, which is always done by our team. Natural stones should be resealed once a year to make sure stone is protected from stains. Since quartz [countertops] are man-made materials, they do not require sealing. They are ideal for homeowners with busy lifestyles," says Vogia.

Each material has its own advantages,



and there are always solutions to any potential issues. Ultimately, it's about proper research and education provided by professionals.

"Within design, educating clients is extremely important. They may find a product that they absolutely love, but if you don't have the experience to say, 'This product will fail or deteriorate or discolor or have an adverse reaction due to heat' ... and then a year later it looks awful, you just killed the job. I always urge any person looking to do a kitchen or bath to seek out a true experienced individual that has been either accredited, or has been in the industry for a period of time and actually is familiar with installations," says David Cerami, president of HomeTech Renovations.

Choosing the best for each budget

Just because a preferred material may not be within one's budget, it does not mean that their dream kitchen or bathroom is no longer obtainable. With all of the choices available, there are always alternatives that are more beneficial toward each individual's lifestyle. Aside from materials, pricing will depend on the level of customization. "The investment that many people don't make to get a great kitchen is often not money, but their own

time," says McAlary. He also advises that the key to smooth kitchen renovation is to "plan, plan and plan some more." Part of planning and budgeting is to figure out exact measurements so there aren't extra charges for excess material.

"We have a couple of suppliers that we've been dealing with for a couple of decades [and] we have a great relationship with them. They give us great pricing and great availability, so we have a whole list of colors that we get a square foot pricing on, as opposed to the requirement of buying a whole slab," says Lorraine Farkas at Sterl Kitchens.

Pricing can also depend on the source of the material, its appearance and its rarity. Quartz, for instance, can differ in cost for attributes like pattern and color. This is where options come in handy yet again, with local, national and international stones that vary in visual effect and lifestyle practicality. "If a stone's coming from halfway around the world—from Madagascar—that's going to be more pricey than something mined in Vermont," says Cerami.

Design experts can often help to recommend similar alternatives that achieve the same look and feel without causing the price of a project to skyrocket.

Choosing everything else

While in a home renovation mindset, additional services and products can be both tempting and seem like an extra hassle, especially if the project is "do-it-yourself." However, several businesses offer either recommendations or in-store products to further streamline the process.

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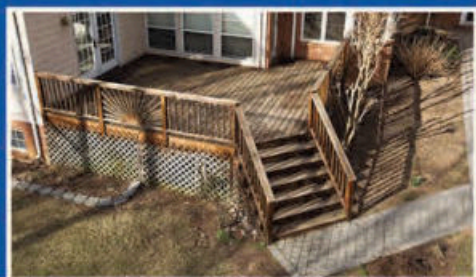


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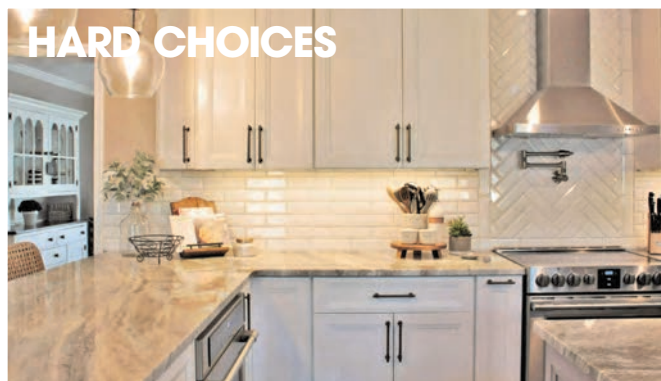
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“Usually if there’s a general contractor involved, they have the ability to have everything coordinated through that person. If they don’t have that luxury, then we can help assist with plumbing services, removal and disposal of the countertops,” says Werner.

It’s also about knowing what products work together, and which do not.

“We also have sinks, so when they are getting their countertop, they can get their sink and their faucet. ... Sometimes people don’t realize they need to get a new sink just because they’re getting a quartz or granite countertop, and they say, ‘I have a sink already.’ But it was a drop-in sink for Formica. They’ll need to get an undermount sink to use with granite or quartz,” says Farkas.

Compared to the limited options available in the recent past, stone renovations have been greatly innovated in the last decade. It may seem daunting to begin a room renovation, but the wide variety of both products and design experts can turn an idea into a reality. And for customers who prefer to be as “hands-on” as possible, there are stone fabricators that will allow a customer to make specific decisions every step of the way.

“Most clients have a vision for their remodel and our sales representatives offer our services to find the right countertop to bring our client’s vision to life. When choosing Imperial for countertop services, we request clients to be present at both the field measurement and installation in the event questions arise from

our technicians and to sign off at the time of our services,” says Kzelian.

So whether you’re ready to renovate the kitchen, add some modern elements to a bathroom or beyond, there’s no shortage of stone and industry experts to help you create a functional space with tremendous aesthetic appeal based on your style, preference and budget. **H&H**



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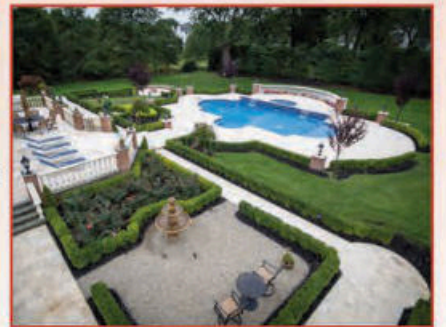
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More Than a Pool

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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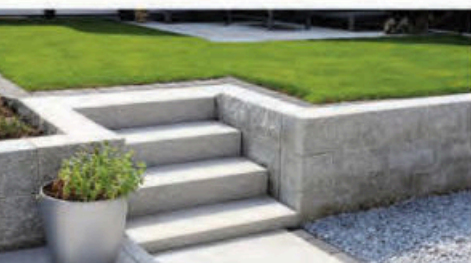


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No matter your home's exterior needs, **Dream Homes** delivers the utmost in quality and customer service. *by Carly Murray*

HOME CONSTRUCTION OR REPAIR CAN SEEM LIKE A CONSUMING UNDERTAKING—ESPECIALLY WHEN FACED WITH AN UNEXPECTED STRUCTURAL COMPLICATION. However, choosing the right company to assist with a project can make all the difference. Dream Homes is a one-stop shop for cost- and time-efficient home exterior services including roofing, masonry, chimneys, steps, siding and gutters.

Indrit Ahmeti has 25 years of experience in the industry and has built a stellar reputation based on the quality work and personalized customer service he provides homeowners. This not only means dedicating himself to projects to make sure they are built to last, but also being able to inform customers of the types of things that may not be on their radar but can be problematic if not properly addressed.

“One thing that is often not discussed

enough are the accessories and specific components needed when replacing your roof, such as ridge vents. Ridge venting provides a very important function and should be evaluated in your replacement, as ridge vents are the most efficient and cost-effective roof ventilation system you can add on. Our recommendation is to include these, especially if you are installing a new roof. You want to extend its life as long as possible. Other components to be addressed are roof flashing [and] underlayment,” says Ahmeti.

It is a common misconception that roofing doesn't need to be inspected until it presents a problem, when really, it should be inspected every five years. Maintenance is also important to make a roof last, and to preserve the resale value of a home. With 24/7 support and a family business that prioritizes the customer, Dream Homes' expertise will guide toward a quality decision—and they will pay attention to every factor and aspect along the way. For instance, gutters may become damaged or clogged, causing them to stop functioning properly. Gutter replacement and roof repairs/replacements can help a homeowner to avoid not only an eyesore, but damaging leaks.

When it comes to choosing materials, Dream Homes offers several options for the roof, specializing in shingle, tile, wood and flat roofing. When it comes to other areas of the house, such as siding, the customer can choose from colors that won't stain or need to be repainted. No matter your exterior improvement needs, Ahmeti and his expert team can help homeowners find the right product that is both functional and visually appealing.

“We offer all the top name brands ... although there are some key differentiators be-

tween them such as warranties, price, etc. During the initial estimate, Dream Homes will go over those aspects to help you decide on the best avenue for your home,” says Ahmeti.

After deciding what materials and extra components will work best, the installation process will typically take one to two days. The only project that takes more than a 48-hour turnaround, Ahmeti says, is masonry work to give the concrete time to cure and for more in-depth design elements.

When it comes to the masonry, or the brickwork, around a home, uneven structures can cause a safety hazard. Cracks in outdoor steps or uneven concrete may cause dangerous falls, so not only will masonry repair help with accident prevention, but it can also boost curb appeal. Ahmeti says another consideration to help make an outside stairway safer would be the installation of handrails.

So if you're looking for a credible company for your home's exterior renovations, look no further than Dream Homes. Ahmeti prioritizes the importance of trust and communication with clients in order to create projects that are done reliably, on schedule and accommodate a client's budget. For this family-owned business, these values are integral to not only meeting a clients' expectations, but exceeding them.

“I love working with my family because, of course, there is the trust factor, camaraderie and together we share the same vision: Our No. 1 priority is the customer and their satisfaction in our work,” says Ahmeti. **H&H**

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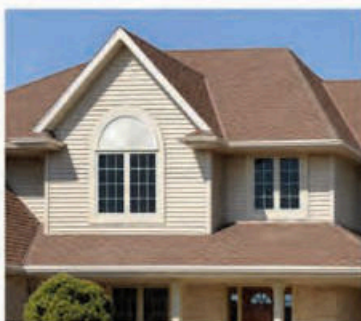


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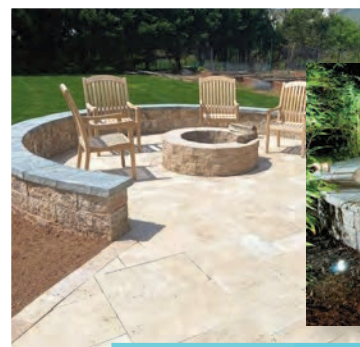


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DIVE INTO THE EXTRAORDINARY:

Exploring the World of Extreme Pools

by Kristen Jorgensen

When it comes to swimming pools, most people envision a rectangular body of water surrounded by deck chairs, a place to relax and cool off during hot summer days. However, there is a breed of swimming pools that transcends the ordinary, pushing the boundaries of design, engineering and imagination. These extraordinary marvels are known as extreme pools. Join us as we dive into the world of extreme pools, where creativity knows no limits and aquatic adventures await.

Take the Plunge

Since living in a post-COVID era, homeowners are still finding the appeal in investing in home projects and creating escapism right in their own backyards. According to industry professionals, pool installations and custom design projects have increased over the last five years. “We have seen a vast range of projects over the past few years,” explains Sam Waddell from SLS Landscaping. “We’ve designed and installed pools as small as 10 feet by 10 feet and as large as miniature

water parks. It really comes down to the interest and budget of the client.”

Bryan Hull from Del Val Pools & Spas concurs. “There are many new amenities from sun decks to swim-up bar tables that can be shared with people out of the pool, to gas-driven creative fire illumination. Waterfalls and fountains are long-lasting staples. It’s about how to get the most out of your pool oasis.”

A unique style of pool that seems to be growing in popularity is the plunge pool.





While traditional backyard pools are typically 15 feet wide and 30 feet long, plunge pools tend to be no larger than 10 by 20 feet. They are also flat-bottomed and shallow, usually around five feet deep, and less expensive to maintain and easier to build. “A plunge design allows for a pool to fit snugly into a sloped backyard without interfering with a 100-year-old live oak on the property,” Waddell explains. “I think people that are drawn to plunge pools are looking for a smaller footprint

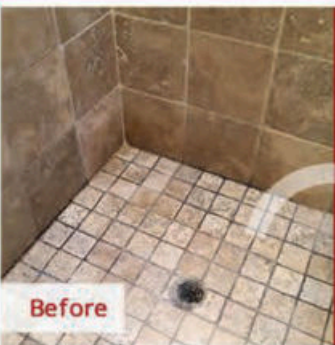
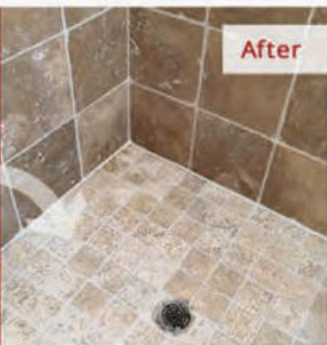
because maybe they have more functional areas in their yard, which is also a more modern look.”

Larger swimming pools don’t allow for much else in the typical backyard, Waddell adds, while plunge pools leave space for dining and play areas. They can also “make your yard look and feel like a staycation spot.”

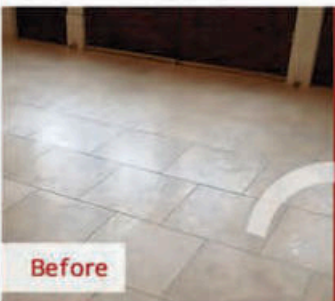
Tanning Ledges

Don’t let the name fool you, the shallow entry design of a tanning

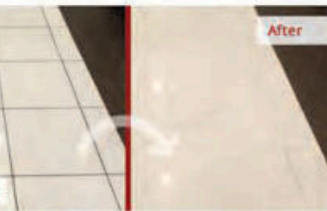
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ledge, or often referred to as a sun shelf, offers plenty of entertainment and options for adults, as well as kids too. So while you can use this feature as a spot to relax and to work on your tan, the benefits of a tanning ledge go beyond just catching a few rays.

For families with young children, tanning ledges offer babies and toddlers a place to splash and play without having to be fully submerged in the pool. It also gives little ones an easier entryway since pool steps can be difficult for young swimmers.

Tanning ledges can also be large enough for several pool-friendly lounge chairs to be partially submerged in the water, and umbrella stands can be incorporated into the design. It's like having a resort in your backyard.

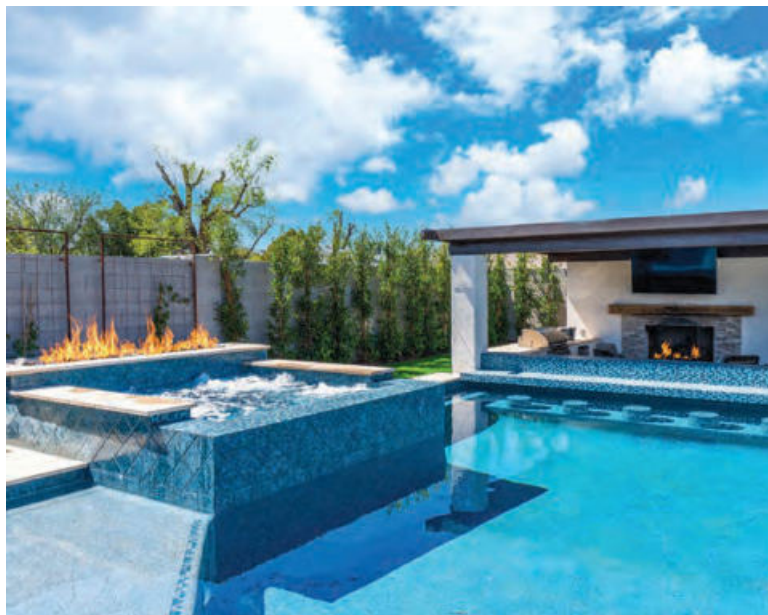
Pools That Are Making a Splash

Freeform pools have also skyrocketed in popularity over the last few

decades, and for good reason—they are a beautiful pool design concept. The freeform pool design is meant to mimic a natural body of water and to blend in with its surroundings, contributing to a more peaceful and natural backyard landscape.

“The benefit of freeform pools is the overall design flexibility. It doesn't matter what shape your backyard is, how much space you're working with, or whatever other unique requirements you have—a freeform design is a blank canvas, and you can make just about anything work,” explains Andrew McFarlane of California Pools.

Another benefit of a freeform-style pool is all of the additional features you can add to the design. “We build a lot of freeform pools that feature everything from a classic large water slide to more unique additions like grottos. We also completed a project which was a freeform pool with a vanishing edge that looked off the top of the hill into the hillsides: A really stunning design and one of my favorite builds,” says McFarlane.



Fire and Water Features

While outdoor fire features, like fireplaces and different varieties of fire pits, tend to be located on patios and decks, the latest pool design trends blend fire and water together. Both elements add drama that can elevate the look and feel of your pool. Whether you are

looking for some added ambiance, warmth and lighting for nighttime swims, or a place to roast a few s'mores, there are plenty of ways to incorporate both fire and water features into your overall design.

“Rectangular pools with entertaining spaces, sunken bars, or fire pit areas, seem to be popular

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and are also creating those social spaces homeowners are looking to gain when designing their pool,” McFarlane adds.

Walk-in Pools

One of the most obvious upsides to a walk-in pool is the fact that you can just walk right in—it’s right there in the name! You’re replacing corner stairs with a long, wide slope. The slope in these types of pools means that it will get gradually deeper as you go. It’s a lot like a wave pool you might see at an amusement park, minus the waves.

There’s also no denying that walk-in pools can be aesthetically pleasing. Depending on what sort of patio you choose, you could make the whole space look just like a beach in your backyard.

The Spool

By blending the words spa and pool, you get a “spool.” In recent years, pool builders have increased business with homeowners with tighter budgets and smaller properties who request water features

that are smaller than traditional swimming pools but larger than standard spas. Many homeowners use a spool mostly for relaxation and entertaining—a place to soak and cool off on hot days or to enjoy drinks with friends on pleasant evenings. Spools may even have directional jets against which you can swim.

“Depending on how you outfit your spool, this type of pool will cost significantly less than a standard pool installation. Maintenance is also usually easier than with larger pools, but you will still have water chemistry and filter equipment to manage,” explains Wadell.

Classic is Still Cool

With a world filled with architectural aquatic marvels, the classics have also had a resurgence according to Mike McCool from Swim-Mor Pools.

“Exotic pool styles are trending, but I have seen a major comeback in the classic Hamptons-style pool. Homeowners who are investing a lot of capital into their backyard projects are looking for

longevity of style.”

A great way to complete the Hamptons style aesthetic is to incorporate complementary landscaping. “We typically deck out the yard with landscaping and hardscaping native to things you would find in the Nantucket area. Plants like manicured boxwoods, hydrangeas, and variations of roses,” says McCool.

Extreme pools are not merely places to swim; they are architectural masterpieces, audacious experiments, and gateways to new experiences. From suspended transparent pools to infinity pools blending with the horizon; from natural wonders to underwater kingdoms; and urban oases defying conventions, these extraordinary aquatic creations take swimming to a whole new level. Whether you seek adventure, luxury or a harmonious connection with nature, extreme pools are designed to captivate and awe. So, dive in, explore the extraordinary, and let the magic of extreme pools transport you to a world where dreams become a reality. **H&H**



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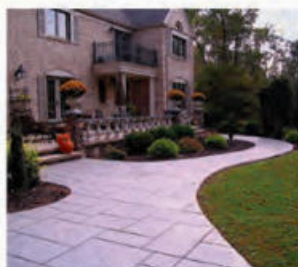
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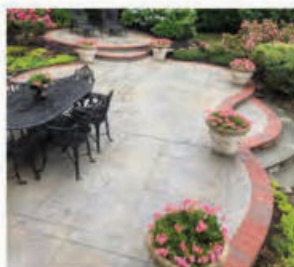
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SPECIAL**

\$500 OFF

Tri-State's largest builder of
decorative concrete systems,
for over 25 years.
Residential & Commercial



BUY 1 WINDOW

GET 1 WINDOW



40% OFF¹



RENEWAL
by **ANDERSEN**
FULL-SERVICE WINDOW & DOOR REPLACEMENT

We're not discounting just **some** of our windows; buy one window or door, and **any other window or door is 40% off!**¹

- › **EVERY** double hung, casement & sliding window
- › **EVERY** entry and patio door
- › **EVERY** Fibrex® material window—available in nine colors
- › **EVERY** bay & bow window
- › **EVERY** specialty window

Help make your home instantly more comfortable

Limited time offer – call within 30 days!

BUY 1 WINDOW OR DOOR, GET 1

40% OFF¹

WITH

\$0

DOWN

0

PAYMENTS

0%

INTEREST

FOR 1 YEAR²

Why can't you buy our windows from stores or contractors?

Renewal by Andersen takes care of the entire process—from selling to installation to the warranty—on our windows and doors, so if you ever have an issue, you're covered.

How much stronger is our window material compared to vinyl?

Our Fibrex material is twice as strong as vinyl, and—unlike wood—requires virtually no maintenance.³

[2X]

FIBREX® MATERIAL
HAS **DOUBLE THE**
STRENGTH OF VINYL

How are we able to install windows in just one day?

Our teams of installers are exceptionally trained, tested and skilled. This is why most installations—including the cleanup—are completed in just one day.

Call or scan the code
for your **FREE** Window
& Door Diagnosis

833-339-1828
SmartWindowChoice.com



RENEWAL
by **ANDERSEN**
FULL-SERVICE WINDOW & DOOR REPLACEMENT

¹Subject to availability, on a total purchase of 4 or more. Buy 2 windows or doors and get the second 2 windows or doors, of equal or lesser value, 40% off – applied to lowest priced window and/or door products in purchase. Cannot be combined with other offers. ²No payments and deferred interest for 12 months available from third-party lenders to well qualified buyers on approved credit only. No Finance Charges will be assessed if promo balance is paid in full in 12 months. ³See limited warranty for details at <https://www.renewalbyandersen.com/homeowner-help/warranty>. Products are marketed, sold and installed (but not manufactured) by Renewal by Andersen retailers, which are independently owned and operated under PA Lic. # 001884. NJ Lic. # 13VH05055400. J&M Windows, Inc, d/b/a Renewal by Andersen of Greater Philadelphia. See complete information and entity identification at www.rbaguidelines.com. ©2023 Andersen Corporation. ©2023 Lead Surge LLC. All rights reserved.



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