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Volume 19, Issue 10

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It's all in the Details

Putting together the elements
of a bathroom remodel

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**DNA ROOFING
& SIDING**

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your siding or roof* page 7



**HOFFMAN'S
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*How to protect your home from termite
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On the cover: Remodeling a bathroom requires knowledge of both big and small details, from showers and vanities to tile and flooring. On page 10, industry professionals tell us how their expertise—combined with a homeowner's ideas—can add up to a beautiful space.

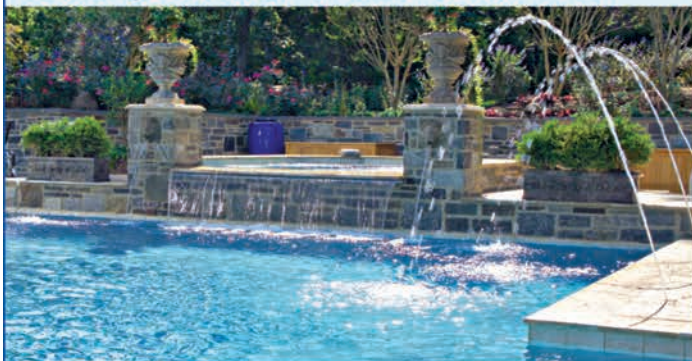
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National Sales Office:

HOUSE & HOME Magazine, LLC

700 E. Main St.

Norristown, PA 19401

Phone: 610-272-3120 Fax: 610-272-2805

Email: info@housemagazine.com

Regional Editions:

Bucks County HOUSE & HOME - PA

Central Jersey HOUSE & HOME - NJ

Delaware HOUSE & HOME - DE

DelChester/Main Line West HOUSE & HOME - PA

Montco/Main Line East HOUSE & HOME - PA

Northern Jersey HOUSE & HOME - NJ

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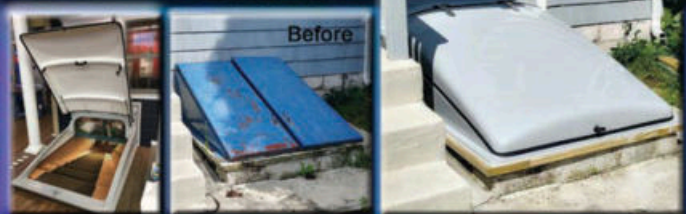
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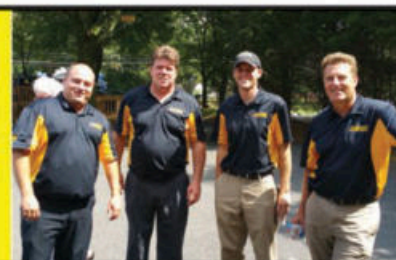


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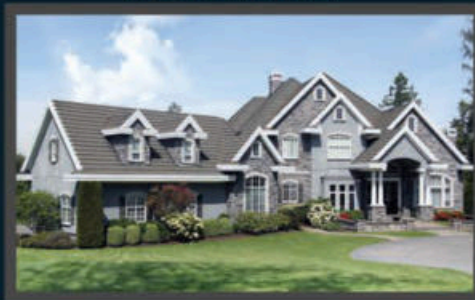
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DNA Roofing & Siding

by **Matt Cosentino**

It seems inevitable that most homeowners will suffer through an unpleasant experience with a contractor or other professional at one time or another.

Choose a large company, and it is easy to get lost in the shuffle, as they are often unable to deliver personal attention and can leave their clients feeling like a number instead of a person. On the other hand, smaller operations might not have the level of expertise that every project requires.

Dave Lyons and Tom Kulon, the owners behind DNA Roofing & Siding, aim to fix those issues by offering a perfect blend of a large firm's know-how and a small company's service.

We spoke with Lyons to learn more about their approach to business, along with the trends in the industry and what to look for in a warranty.

DNA Roofing & Siding is a new company, but you and Tom have more than 50 years' combined experience. Tell us about your background.

My dad was a general contractor so I grew up in the construction business. I assisted my dad and uncle with his home improvement company (The House Doctor). We did all kinds of projects: siding, roofing, additions and more. We also operated a hardware store for 20 years. For the last 15 years I worked for two different large roofing companies as the production manager in charge of all production. I have the highest accreditation from CertainTeed Roofing, which is master shingle applicator wizard. I am also a master craftsman from CertainTeed for siding, and a certified siding installer from the Vinyl Siding Institute. And my partner Tom has been one of the best installers in the roofing business.

What makes DNA experts in the science of roofing and how do you stand out from other companies?



EXPERTISE: ROOFING AND SIDING



Dave Lyons, co-owner

Typically in this business, you have two options. You can go with one of the big companies, where you talk to a salesman to start the job, and he probably doesn't know much about the project. Then you'll deal with one or two other people and get one of their subcontracting crews to do your work. You'll never talk to the salesman again and you'll never talk to the owner. You're a number to them, and I know this for a fact because I worked for one of those companies.

Then there's the small business that doesn't really have any accreditations. They'll probably be less expensive, but they may or may not have insurance and you run the risk of them actually honoring their warranty. (Compared to the DNA roofing warranty, which is backed by CertainTeed.)

With our company, we're like a concierge service for roofing and siding. You're going to talk to an owner and you might even have an owner onsite doing the work. We'll be providing better service and expertise in getting your job done.

What should a homeowner be looking for in a warranty?

We offer a CertainTeed four-star warranty program, so it's an extended warranty. A standard shingle warranty—whether it's a 30-year warranty, 50-year warranty or lifetime warranty—is not worth a whole lot, because it only covers the prorated shingle. It is not going to fix the problem. The four-star warranty covers everything, including dumping, all the mate-

rials and labor. So if after 20 years your roof fails, you get a new roof at no cost to you, not \$1,000 to cover the prorated shingle. It is also transferable, so it has value to you if you sell the house. It's really not that much more expensive, either. If the basic roof costs \$10,000, the four-star roof would be \$12,000.

What are the latest trends in siding?

The trend is a lot of people are switching over to James Hardie, which is probably 40 to 50 percent more expensive than vinyl. If you just want the cheapest siding job, you get cheap vinyl, the same that everyone else in your neighborhood has. Even with that, you can make it look different by adding trim to the windows, bigger outside corners, maybe change the color of the corners. With James Hardie, you can go basic or add a full trim package or a decorative package. There are lots of ways to dress up your house, it just depends on how much money you want to invest.

What are signs to look for that it's time to replace your siding or roof?

If you start noticing the granules coming out of your down spout or you're cleaning the gutters and the gutters are filled with granules, you need to start thinking about replacing the roof. If you can physically go and look at the roof, you want to look for missing granules, cracks in the shingles, missing shingles, rusted nail heads or cracks in the pipe collars. Most people get new siding because they're tired of the way their house looks and they want to give the house a fresh new look. **H&H**

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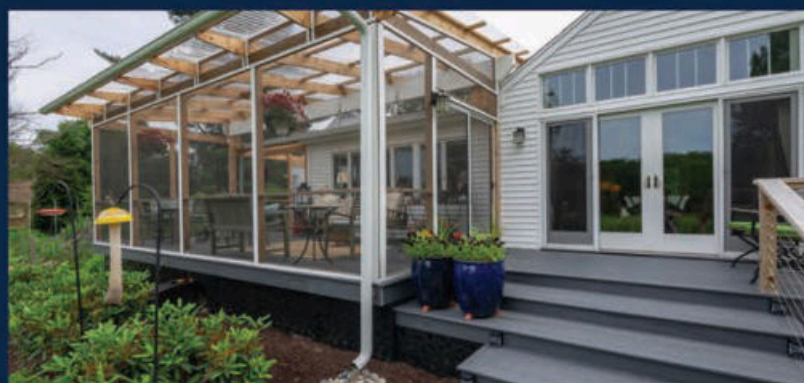
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BY DANIEL SEAN KAYE

Big or small, every element of a bathroom remodel adds up to a look you'll love.

ONE THING IS FOR SURE: THERE IS MUCH TO CONSIDER WHEN IT'S TIME FOR A BATHROOM

REMODEL. From styles to tiles, you can spend a lot of time and energy making decisions. What homeowners need most is information, and this is where our experts can help.

BATHROOM BASICS

Approaching a bathroom remodel can be more challenging than any other room in the house, according to John Lang, owner of Lang's Kitchen & Bath, who suggests a good starting-off point is finding that one thing you really love in the space and then working from there. "This gives the designer a good understanding of a style the homeowner likes."

The bathroom should reflect the homeowner's aesthetics, says Mike Werner, sales manager of AAA Hellenic Marble. "Whether it's trends, looks or materials, make it right for the people using it. What makes it functional for them? What are their personal preferences?"

The best designer will marry product selections with the home's look, says Quinn Harbright, designer for Brindisi Builders. "Also, they will help to ensure that products are ordered in proper quantities and sizes."

Fran Isaacson, CKBR, owner of Inspiration Kitchen & Bath, says that it's "to the homeowner's advantage to work with a designer/contractor who can supply quality materials versus

Photo courtesy of Amiano & Son Design-Build

bathing IN THE details

chased by someone who knows the correct sizes needed for the project.” It’s also crucial to know the quality of the tile. You can never tell that of the ones sold at big-box stores.

Experts in this industry often consider details that may be overlooked elsewhere. “Bathrooms have higher moisture than the rest of the house and having cabinetry that is built to withstand elements will look better and last longer,” says Steven Matteo, the co-owner and designer for Matteo Family Kitchens and Flooring. Cabinets using plywood built in the U.S. allow for better moisture control whereas imported cabinets that come by ship can have issues as they acclimate to our climate.

Product selection can also be influenced by which type of bathroom is being remodeled. “There’s a big difference between master and hall bathrooms,” explains David Cerami, CKBR, owner of HomeTech Renovations. “In the master you usually have a tub or shower to consider. But most people no longer want the large fiberglass or whirlpool tubs. They take up a huge space and people typically don’t have time for a long bath. In addition, they are often not plumbed right. People want large multifunction showers with body sprays, bench seating and music.”

DECIDING ON SPECIFICS

When it comes time to pick the various design elements in the bathroom, many homeowners get too hung up on what has the most staying power.

“There are no tried and true elements in bathrooms,” says Matteo, who has been doing slate looks and textured tiles with glass accents for years, but now is finding people want tile planks that look like wood for the floor and clean simple lines for shower walls. “As the DIY trends go, so do we. Farmhouse looks are what we are seeing. Thank you Chip and Joanna Gaines for that,” he says. Also, cabinet, tile and countertop manufacturers are trending to similar colors—gray tones, taupe and similar looks.

Many homeowners want bathrooms that pop and make a statement, says Sophia Amiano, design assistant at Amiano & Son Design-Build. “Large mirrors, different colored metal faucets,

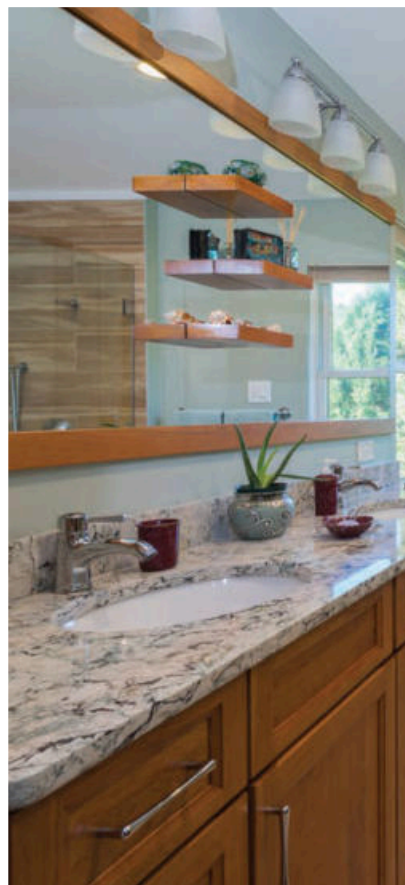
items purchased online. You never know the quality of items sold online until they arrive to the home, oftentimes broken or the faucets leak, etc. Cabinetry is best purchased by someone who knows the correct sizes needed for the project.”

It’s also crucial to know the quality of the tile. You can never tell that of the ones sold at big-box stores.

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accent walls, etc., have all been popular options,” she says. “One thing you can never go wrong with is a neutral palette in a bathroom, such as whites, grays or very light blues.”

When redoing the space, consider reconfiguring. Maybe a larger shower or a clawfoot tub, and perhaps a vanity with natural stone such as marble or engineered quartz, Werner says. It’s good to use materials that seem to work with the look you want. “If you have a rustic ‘old farmhouse’ feel you wouldn’t use polished marble. You’d want a slate-look tile or soapstone,” says Werner. “Maybe look at stone accent walls in the shower or pebbles in the floor like a spa. Consider decorative accents, too. And think about seamless solid slab materials since they eliminate grout work and really enhance the project.”

Tile in wet areas is always popular versus solid surface materials such as acrylic or fiberglass, says Harbright. “It allows for a

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client to broaden the color spectrum of materials used in a bathroom, while still serving the more utilitarian task of a moisture barrier,” she says.

“White toilets, sinks and tubs are the best choice by far. White goes with everything,” says Isaacson. “Brushed nickel faucets are great options to hide water spots as much as possible. Darker fixtures may be harder to keep clean, depending on how the water is.” As for tile, she prefers uniform tiles in lighter tones in small spaces. “There are attractive porcelain tiles that look like marble that can be used in any design scenario, and accent tiles can always be added in for extra design interest,” she says.

“You want features consistent with your aesthetic values.

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People have different tastes. With tile, there are varied formats, sizes, shapes. There are special glass panels that offer neat design details,” says Cerami. “Some black finishes on faucets can look sharp in the right light, as do gold finishes. Free-standing tubs, vessel tubs are like pieces of art. There are one-piece, dual-flush toilets that are sleek, minimal.”

There are many new products Amiano likes, including finishes for faucets such as different shades of gold, rose gold or newly released sleek black

finishes. “I love the aged, weathered look that has been incorporated into some of the styles of tile,” she says.

“People are using porcelain slabs, some as big as natural stone,” says Werner. They are thin, easy to work with, and offer interesting looks. And unlike natural stone, they are not porous. “They are very durable,” he says.

Lang singles out porcelain Dekton countertops which offer an array of different colors and “[are] almost bullet-proof.” **H&H**



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Hoffman's Exterminating Company

by Matt Cosentino

When he was just 27 years old—an age when many people are still getting settled in their careers or trying to find a rewarding profession—Bill Hoffman was ready to make a bold move.

Already with a decade of experience as an exterminator under his belt, Hoffman had worked his way into a managerial role at his company. Having gained the necessary knowledge and leadership qualities required to run his own business, he decided it was time to go out on his own.

Almost 30 years later, Hoffman's Exterminating Company has become one of the leaders in the field, with a long list of satisfied customers in the residential and commercial sectors throughout South Jersey, southeastern Pennsylvania and Delaware.

"I had a plan to grow the company and get it to a point that it was recognized in the industry. Now we're at that level and we want to take it to the next level," Hoffman says. "We're hoping to become the biggest and best family-owned business in the tri-state area."

"Our clients like the idea that they still know the owner—I'm always around and they can reach me without a problem. People like the dependability of a family business and that's what we give them."

We recently spoke with Hoffman about the important issue of termite damage and how to ensure your home is protected.

What are some of the common ways that people allow termites into their homes without even realizing it?

The termites we have in this area are pretty much underground; they're called subter-

anean termites. Their whole purpose in life is to find dead, decaying wood. They find it, they consume it and that's how they survive. By doing things like having tree stumps around your house that are rotting, railroad ties that are rotting, firewood or dead leaves, you're giving termites a food source and your home becomes a giant target. They don't know they're in a home—they don't know the difference between a two-by-four and a piece of a tree lying on the ground. They're just looking to eat, and that's all they do 24-7.

Is there a certain time of the year when termites are doing their most damage?

They don't hibernate like people think; they slow down in the winter, but they are still eating and looking for wood. But early to mid-spring is when their populations explode and they go through their reproductive stage, and like bees they start to swarm. They're looking to increase their colony and that's usually what people find—they see these flying termites coming out of mulch or flying around their yard. That's usually the only visual sign that homeowners will see, and it disappears after a few days. But that's not the end of the termites; it's just the end of their mating season. They go back underground and start the process all over again. The misconception is that they went away and it was just a fluke. But this actually tells you there are termites pretty close to your home, and now you have to find out why, how and where and do the control measures to make sure they're not going to invade your home.

EXPERTISE: TERMITE CONTROL



Bill Hoffman, Owner

How often should homeowners be checking for termites?

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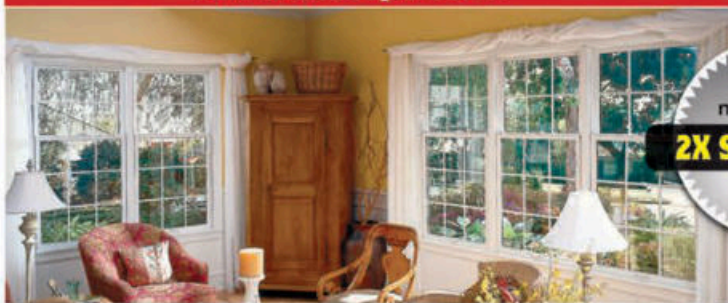


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A Polished & Pool

Home. The place where we all feel the most comfortable and safe from the daily grind.

Within our homes, there are typically places we feel especially comfortable, whether it's a man cave, den or cozy family living room.

But when the season's right, it's a swimming pool that truly helps to melt all the tension away.

A coveted amenity for many homeowners, swimming pools provide a private oasis right outside the back door, offering the ability to sit back and relax when life seems to be a little too crazy.

by Amanda Hamm Hengel



With the summer season quickly approaching, there's no time like the present for homeowners to take a look at what may need to be fixed or upgraded in and around their pools so that when the time is right, taking advantage of that little oasis is a pleasure, not a headache.

"Most homeowners seem to have an idea after they have closed their pool as to what needs the pool may have in the spring," says Mike McCool, general manager for Swim-Mor Pools. "Depending on the age and condition of the equipment and the pool, they may have been postponing some repairs for a few years. An especially harsh winter could speed up the need for some cosmetic repairs, or even a renovation."

Though postponing repairs may be the easiest—or what seems like the most fiscally sound—option at the time, as Dominic DiCesare, general manager for Blue Haven Pools & Spas by Calvitti, points out, sometimes that's not the best choice.

"Your pool is like any other home repair, a small issue will just continue to turn into a major one if left unresolved," he says.

DiCesare notes that one area that should be closely watched is the joint between the coping (the material near the edge of the pool) and the decking of the pool, along with the coping itself.

Sean Meyers, co-owner of DS Pool Service, agrees.

"In many cases, there is either no caulking applied to that joint at all, or it is deteriorating," he says. "If this joint is not properly caulked, water can work its way under the coping and behind the tile, which can cause damage to either or both."

Meyers says another item to keep an eye on is the pool cover.

"Over time these covers do deteriorate from the UV light and wear and tear, which can cause them to become brittle and no longer act as a safety cover," he notes. "Spring is a good time to inquire about a new cover as some cover manufacturers have spring promotions if ordered by a certain date."

Tom Heath, president of Pugliese Pools, notes that it is important to keep in mind that everything has a life to it, and eventually parts are going to need to be replaced.

"On average, a heater will need to be replaced every 10 years," he says. "A pump will be maybe a little less than 10 years. It all depends on how much use these things get. Heaters, pumps, filters, all the mechanical parts—they're not going to last forever."

Heath adds that even if these pieces were in working order before winterization, there can be surprises when the pool is opened for the season.

"Rodents can make their homes in heaters," he says. "They can bring foreign stuff in there and that will need to be cleaned out."



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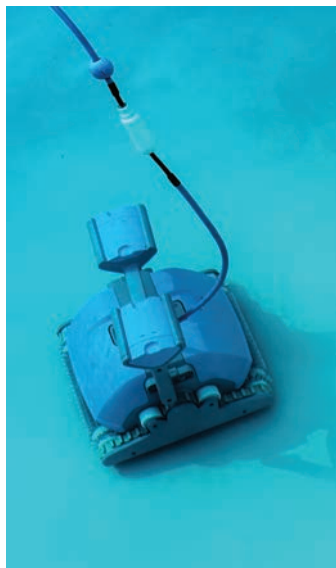
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A Polished Pool

Repairs and general maintenance aside, springtime is also a good time to think about any upgrades that may be made to the pool or its general vicinity.



One great upgrade is the addition of a robotic pool cleaner, says Walt Beyer, president of Stardust Pools.

"[The robot] will save hours of weekly cleaning and brushing your pool," he says. "Drop it in your pool Friday night and in a few hours your pool is clean and ready for weekend entertaining."

This will also help with pool up-keep through the season, Beyer says.

"Pool owners should strive to keep up with the weekly maintenance of their pool, chemicals, water balance and cleaning their filters," he notes. "It is much easier to keep your pool clean and in balance than to try to correct water problems after things go wrong."

Another upgrade to consider is a variable speed pump, Meyers says.

"A variable speed pump can save a homeowner hundreds of dollars each season while also improving the efficiency of the pool overall," he says. "By running a pump at a lower RPM, but for a



"Your pool is like any other home repair, a small issue will just continue to turn into a major one if left unresolved."

— Dominic DiCesare,
general manager for Blue Haven Pools & Spas by Calvitti

longer period of time each day, the pool is filtered more efficiently which leads to clearer and more chemically balanced water. These variable speeds are also much quieter than standard speed pumps."

Meyers adds some pump manufacturers offer rebates on these types of pumps and most electrical suppliers are offering rebates to the consumer when they replace a standard pump with one.

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While it may seem like a huge undertaking, Heath suggests that some homeowners may even consider replacing their pools this spring instead of simply making upgrades.

"[Replacing the pool] allows the homeowner to decide the pool shape, location and size, and they can put in whatever thrills they want, with a lifetime warranty," he says. "If I'm renovating a 30-plus-year-old pool, I can't guarantee it. And if the homeowner thinks they're going to be in the home for 10 years or more, they may as well bite the bullet and put in the pool they really want."

What is especially exciting about designing new pools and upgrading older ones these days is that there is so much more available and so many more choices than there ever have been, says Bryan Hull, partner at Del Val Pools & Spas.

"With older concrete pools, people are renovating and refacing with new coping, new tile ideas," he says. "The top and the whole

water line is a lot more exquisite than it used to be. They're plastering in a deeper, dark blue, and you can even get mosaics at the bottom of the pool now. You can put a picture of a shark, or turtles or even your favorite sports team."

Hull says well-lit pools with color changing lights are also a huge draw for homeowners these days, but by and large the most popular option is a salt water system.

"Whether it's renovation or new construction, salt water is still the biggest attraction," he says. "These systems have come so far with the ease and inexpensive operating cost.

"It's really the best option whether it's an inground, above ground or semi inground," Hull continues. "When it comes to conversion [from chlorine to salt], it's very easy. It's simple and probably takes about an hour and a half to convert to salt water."

Whatever projects homeowners may be looking into this spring, if there is anything McCool would like to express upon homeowners,

it's to start early when it comes to pool maintenance and repairs, upgrades and renovations.

"It has been a very busy winter with people planning for spring,"

he says. "If you have any kind of need to have everything done early, you need to speak to your pool company right away to get in their queue." **H&H**



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Something for Everyone

Fencing that fits the bill for your home.

Fences serve such valuable functions on a property. Whether for protection, privacy or aesthetic appeal, fences come in all shapes and sizes to serve your needs. If you're in the market for a fence, then you might be wondering what your options are and how to choose what's right for you.

Paul Stein, owner of Elegant Fence, says that your specific needs as a homeowner will help start the process of finding the fence that is right for you. While some people choose to install a fence in order to keep their pets in their own yard, others are specifically looking for privacy from the neighbors, or perhaps blocking out a view they don't want to see. With properties that back up to a busy road or an adjacent park, homeowners might want to block out as much of the view and sound as possible.

Of course, for many, the need for a fence is related to a pool. Stein, who works with dozens of pool companies in four different states, says that adding a fence around a pool is not only the safe thing to do—it's a required mandate in order to fulfill local code.

Whatever the reasons may be that you need a fence, Stein says that discussing your needs with a fence professional will help get the ball rolling.

"This will help direct you to the type of fence that will work best for you," he adds. "A professional can help guide you with the process."

MATERIALS MATTER

In terms of the material used for your fence, there are many different choices on the market. However, there's no question that most homeowners are moving away from higher maintenance materials, like wood. Wood requires ongoing upkeep including sanding, painting or staining. These days, many are more interested in higher quality, longer lasting materials that are going to hold up for the long term without tons of upkeep. The fence experts we spoke with all agreed that homeowners are generally willing to pay a little more on the front end in order to ensure they have less work and better quality in the long run.

"More and more homeowners are moving to vinyl fences," says Steve Mullen, sales manager for FenceUSA. "Through the years, the products have become easier to



install and maintain and have a great aesthetic look. On top of traditional colors, there are now many woodgrain-looking products such as the new Forrest Collection that offers a great upscale, woodgrain appearance. The technology used gives it a great look with no flaking and very low maintenance—while also lasting a long time."

John DiGianivittorio Jr., operations manager at American Discount Fence, agrees that vinyl is a very popular choice for its low maintenance quality.

"In terms of color, white, tan and khaki colors are easy to clean with a very light power wash or the use of a soft bristle brush with a mixture of dishwashing liquid and warm water," he explains.

While vinyl is undoubtedly popular, Stein says that he is getting a lot of interest in bronze aluminum fences. In fact, he says that's probably his No.1 seller right now—something that he attributes to the fact that it is "non-assuming."

"The material blends in with everyone's natural backyard instead of sticking out like an eyesore," Stein explains. "As we're seeing more natural backyards with boulders and patios that use earth tone pavers, I think people are becoming more interested in a



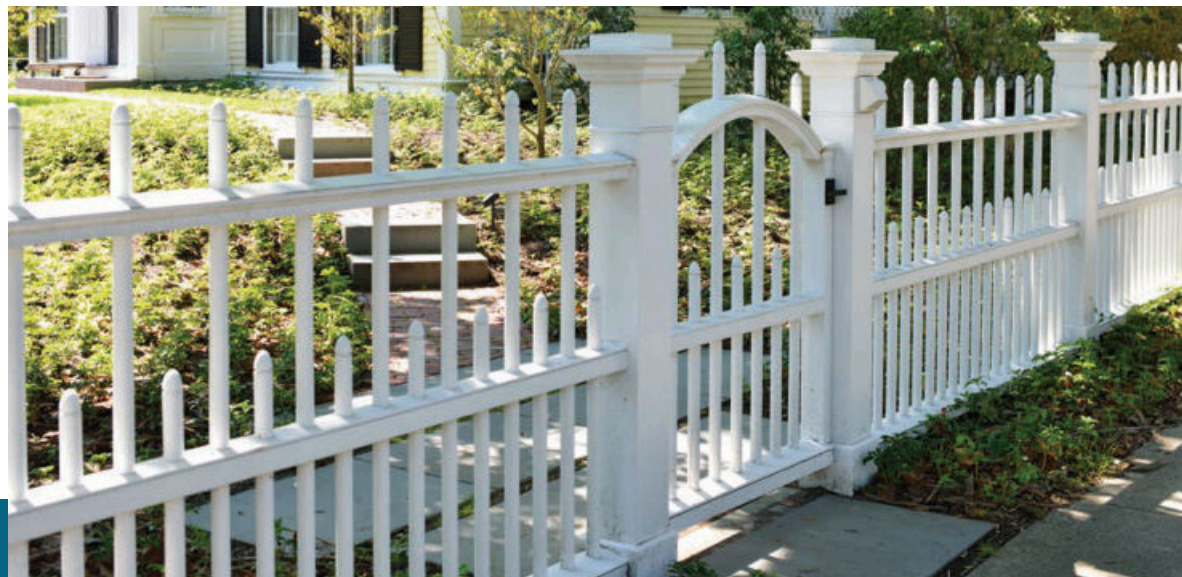
fence that blends in. Another benefit of aluminum is that it's low maintenance."

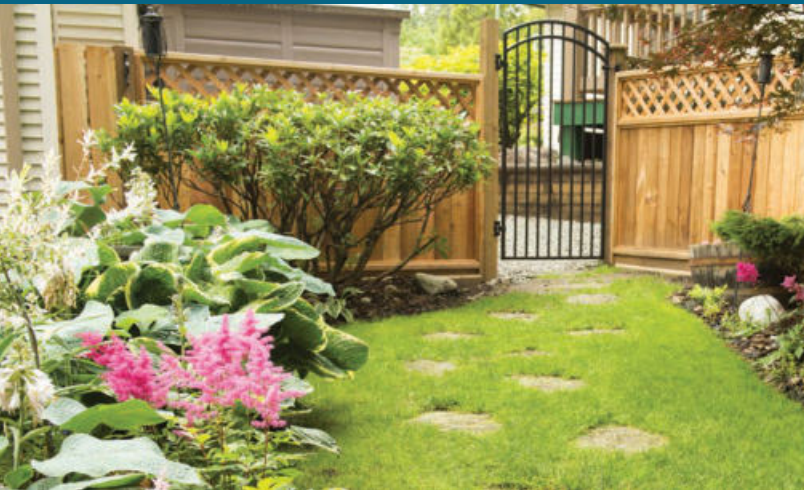
Montco Fence & Superior Structures uses Jerith aluminum fencing, which comes with a lifetime warranty on the material. "Every component of Jerith aluminum fencing is 100 percent made in the USA, and was never melted down or re-fabricated like many of their competition companies around these days," says Kelsey Gilinger. "Their fencing is powder coated with their patented FencCoat Finish. This is an environmentally friendly powder coating to ensure it will never rust, peel, chap, blister, warp or corrode."

POPULAR ADDITIONS

There are a number of ways to add some additional interest to your fence in the form of accessories or "add-ons." Stein says that he's seeing a lot of interest in string lights in outdoor areas and some homeowners are connecting them to the fence with special attachments. This can really brighten up a space and add visual interest. Of course, there are also ways to incorporate lighting directly into the fence.

"The most popular add-ons are solar lights often used for the top of the gates and the corner





posts,” says DiGianivittorio. “It’s important to make sure that the area you are going to use these solar caps on gets plenty of sunlight during the day in order to work properly. You will also need to change the rechargeable batteries at least one time per year as part of their normal maintenance.”

The hardware you choose for your fence will also have an impact on its overall look.

“There are many ways to add some ‘flair’ to your fence,” adds Mullen. “Hardware used on fences can be upgraded or you can use different latches. Adding lattice to the top portion of the fence is another way to give it a unique look.”

Stein agrees that solar caps are popular and says the nice thing about them is that they can be installed years down the road.

“We’re getting a lot of calls from homeowners looking to spice up their fence by adding solar caps or decorative ball caps to their existing fences,” Stein says. “These are easy additions that can be done at any time.”

In general, Stein says that he’s getting increased interest in “fence renovations” or “upgrades.”

“Upgrading an existing fence can change the entire look of a property,” Stein says. “People don’t realize just how much of an impact the fence has on the overall look of their space until they go for that upgrade. It’s a great aesthetic addition to a property that also goes a long way in boosting its value.”

While not exactly something with flair, gates are

another element not to overlook, says Gilinger. She recommends that the gates homeowners will use most often be no more than 3 or 4 feet wide for a single gate. “I always like to mention to customers if you plan to use a lawn service in the future (or if you do currently), almost all of them will require a double gate to get their equipment in,” Gilinger says. “Most standard riding mowers have a 42-inch deck, so a single gate will be fine for that, but the zero-turn style mowers will need a much larger opening.”

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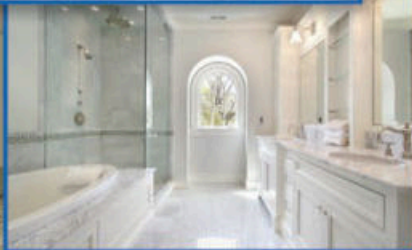
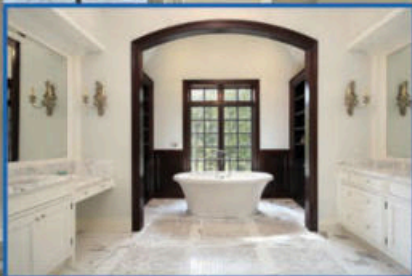
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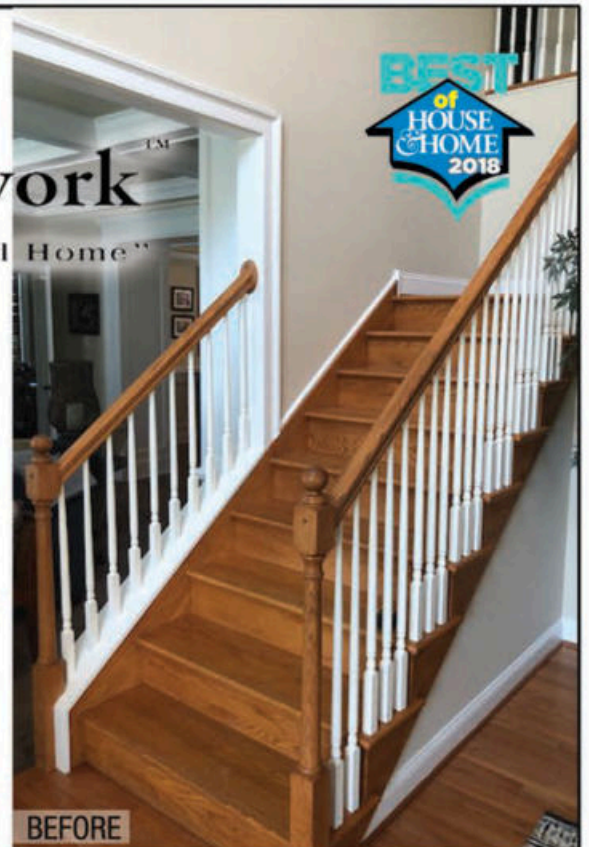
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