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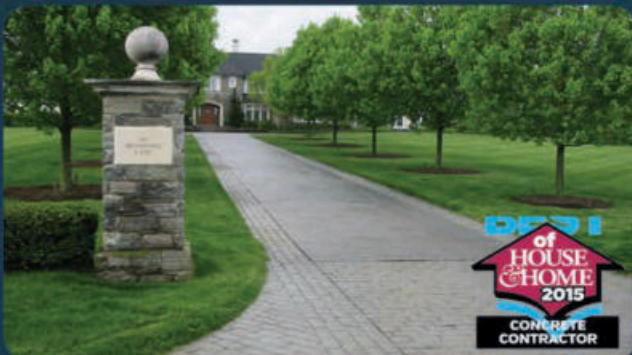
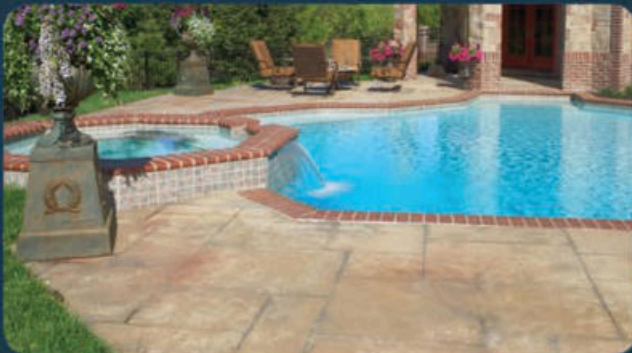
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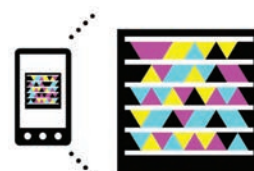
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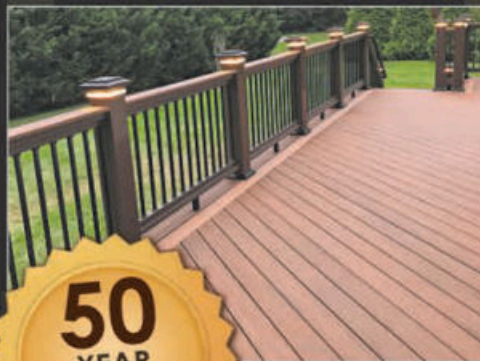
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PLANNING YOUR NEW POOL





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THE FIRST TIME,
THERE IS ALWAYS
SOMETHING
NEW TO KNOW.

By Daniel Sean Kaye

A

swimming pool can add so much to any home. From exercise to fun to relaxation, your pool is transformative, bringing facets of joy to your life you may not have known you were missing. There is much to know about the process, and you want to have the most positive experience possible, so here are thoughts of which you should be aware.



Image courtesy of CLC Landscape Design

PLANNING YOUR NEW POOL

Replacing a pool

“Replacing an existing pool is pretty common,” says Sam Waddell, president/owner of SLS Landscaping. “There are many old pools that don’t meet today’s pool code and are just outdated in design and function for today’s lifestyles.” He says it’s important for companies to offer creative and functional designs that meet modern vision and lifestyles.

“Just like a new homeowner who is looking for a pool, you would need to pick a shape and size. It’s really up to personal preference on style,” says Chuck Ordini, owner of Joe Ordini’s Best Fiberglass Pools. “Just make sure you understand what is needed to pay for a full removal of the old pool because you will have to excavate the old hole to accommodate the new pool installation.”

If you want to replace a concrete pool, you’d need to renovate it to make it new again, unless there are major structural issues, says Dominic DiCesare, general manager of Blue Haven Pools & Spas by Calvitti. “For liner or fiberglass, you’re removing it and starting over. And any replacement would require a design consultation to look at the pool and yard.” He adds that knowing township requirements, understanding the

property and presenting a design plan are important.

“You need to fully renovate what’s already there. You need a clean slate,” says Bryan Hull, one of the partners of Del Val Pools & Spas. “But you also have to know that the code is the code. Fences have to be 48-inches high. They need setbacks. They’ll have to rip out and replace the existing pool. There’s a lot to know.”

Installing a new pool

Start this process with a licensed landscape architect and designer (LLAD), says Rich Cording Sr., owner of CLC Landscape Design. “An LLAD can really see your whole property and can tell you what works, what doesn’t, what can cause problems, etc. When I get calls to come help with a situation, it’s often too late to make major changes without a real big cost. Maybe it’s after the pool was put in and it was set too low and now there’s a drainage problem. If you contact a landscape architect first, before having the pool put in, they can show multiple elevations, ordinances, rules of the township, and can add in extra things you need to know like regulations and conditions. They can help create an area that works pragmatically and aesthetically,” he says.

“What ends up being there depends a lot on the size of the property,” says Hull. “What would fit? What’s better—gunite or vinyl? Gunite is more custom, allowing for sun decks and benches. You can have a premier pool. You can put steps anywhere, add hard-



“There are a lot of features that can be designed and built with the pool such as spas, waterfalls, sun decks and luminaries, to name a few.”

— SAM WADDELL, SLS Landscaping

scape/landscape backyards. The options are endless. Vinyl pools are not as fancy and are less expensive. It offers fun in the sun, and a pool on a budget,” he says.

Waddell agrees that good landscape architects and designers will meet with a client to discuss how the pool/landscape will be used—if it’ll be mainly used for children or for adults. “The pool is just one element of the total outdoor space and commonly incorporates a pavilion with a kitchen and fireplace with seating and entertaining space,” he says. Other design elements include pool terraces, pavilions and landscaping.

DiCesare adds that homeowners must be focused on what is going to meet their needs and work best in their yard.

The right company

Knowing which company will get you what works right for you is important. “I always suggest word of mouth and referrals from friends and family,” says Ordini. “Checking the Better Business Bureau (BBB) for ratings and comments is always a good idea when purchasing a large dollar item.”

“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.”

“For choosing a company, consider referrals and length of business,” says Hull. “For example, we’re a family business, so we focus on making sure that what you’re promised, you’re given. We don’t believe in high-pressure salesmen. We’re selling fun.”

Hull believes the pool you get has to be based on your life, interests and plans. “What are you trying to do? Most people have basic ideas—shape, size and usage.”

“Pool styles are typically decided by the intended use of the environment,” says Waddell. “Do the children want a water resort or is this a formal landscape where the pool be enjoyed more visually? All of these aspects [should] be discussed with the client at a design meeting.”

“It’s important that a client can ask the company everything and have a good relationship with them. The client needs to understand what’s involved in the cost,” adds Cording. “Since we are a design/build company, we oversee everything, every company that does the work. We are able to know what will be needed at every step.” He says to create a “wish list” for the company, including how many people you’re going to be entertaining. This assists the LLAD in coming up with creative ways to make the property work, to utilize lawn areas and better integrate the pool into the backyard. “You don’t want just the easiest place to drop in a pool.



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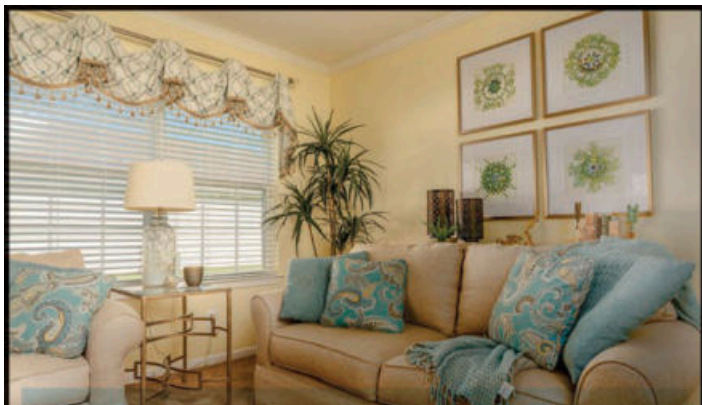
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You want to consider traffic patterns, views from inside the house and the patio. You want to know how the whole area will be seen.”

Special features

“Today’s trend is for salt pools. They reduce the need for the added chemicals during the season and leave the skin feeling softer and smoother than that itchy dry feeling with a traditional chlorine pool,” says Waddell. “There are a lot of features that can be designed and built with the pool such as spas, waterfalls, sun decks and luminaries, to name a few.”

And if money is an issue, “salt systems and most special features can all be added at a later date, for an extra cost of course,” says Ordini.

There are many options, says DiCesare. “You have salt, UV/Ozone systems, water-fire features, waterfalls/grottos. If they can think of it and have the budget, a good builder can build it.”

“Saltwater is incredible,” says Hull. “It takes maintenance down to zero. It stops the pool from turning green and offers benefits across the board. There are also auto vacuums now that do everything. They work great. There’s also lighting that offers mood changing, adds style and elegance, and spillover spas which are very popular.”

Cording agrees that saltwater and various amenities are important aspects of today’s pools. “All we do is saltwater, and most pools have sunshelves since

they allow people to sit in the pool or lay in it,” he says. “Today’s pools have less to do with diving, so there are larger shallow areas. All have LED lighting and are controlled by their phones. There are plenty of square or irregular shaped pools, many with bars, grottos, even caves. The ideas seem endless and they help create a leisure location that adds to so much to people’s lives.” **H&H**



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The BKT Experience

Homeowners turn to the specialists at **Bath, Kitchen & Tile Center** for inspired designs that blend beauty, functionality and affordability. *by Bill Donahue*

In early 2019, homeowners in Wilmington, Del., were hunting for a particular need as part of an extensive home renovation—namely, a creative and experienced specialist who could reimagine their master bathroom. In a perfect world, they wanted someone who could not only update the bathroom's layout, complete with additional storage space, but also brighten up and modernize the entire room with an inspired and sophisticated design, all without going over budget.

When the homeowners were introduced to Delaware-based Bath, Kitchen & Tile Center (BKT), they realized they had found an entire team of specialists who could help them accomplish all of the above and more.

From blueprints to framing to final measurements, BKT collaborated with the homeowner and a general contractor, as well as a plumber and electrician, on every stage of the project. The end result: a finished bathroom that “checked all the boxes” in terms of functionality, but also transformed the space into the aesthetically pleasing sanctuary the homeowners had always wanted.

Such success stories are common among BKT's long list of clients. Since 1963, BKT has been helping homeowners visualize, design and create kitchens and bathrooms that blend beauty, functionality and affordability. This is why homeowners throughout Delaware, eastern Maryland, southeastern Pennsylvania and New Jersey have come to view BKT as a one-stop shop for kitchen and bathroom renovations, from concept to completion.

“Our ideal customer is someone who is working with a general contractor and ready to make design decisions based on the space they have available,” says Vice President Richard Campbell, who represents the third generation of the family behind BKT. “We also work with homeowners who are essentially serving as their own general contractor and want to have someone experienced come in and provide their expertise on design and some of the more specialized aspects of the project.”

Regardless of the project, Campbell suggests every interaction begins with a thorough



The bathroom renovation of this home in Wilmington, Del., included a new shower, vanities and a personal sauna.

assessment of a prospective client's wants, needs and budget.

“Everyone has a slightly different use for the kitchen,” he says. “That’s why we begin by getting an understanding of what the homeowner uses the area for; maybe they do a lot of entertaining in the kitchen, maybe the family gathers there on a nightly basis, or maybe they need more storage. Before we offer any recommendations, we want to know the overall functionality, how they use their existing space, and what the client’s family life looks like.”

Once BKT has a good understanding of the client's unique situation, the company can then help the homeowner visualize what's possible. This is where BKT's four Delaware showrooms come into play. The newly renovated flagship showroom in Wilmington, for example, features a number of completed kitchen and bathroom displays that showcase designs ranging from trendy to traditional. The company also uses sophisticated design software known as 2020 Design, which essentially takes a homeowner on a 3D walk-through of the would-be space—in other words, enabling the client to visualize the renovated space without a single swing of the hammer.

“We’ve been in business for nearly 60

years, so people see us as experts in the world of kitchen and bathroom renovations,” Campbell adds. “We also have longstanding relationships with key suppliers and manufacturers that put us in a unique position in terms of offering our clients the best possible price point on any given project. As a result, homeowners get the best of both worlds; we’re able to give the homeowner a custom boutique design experience in the most affordable manner.”

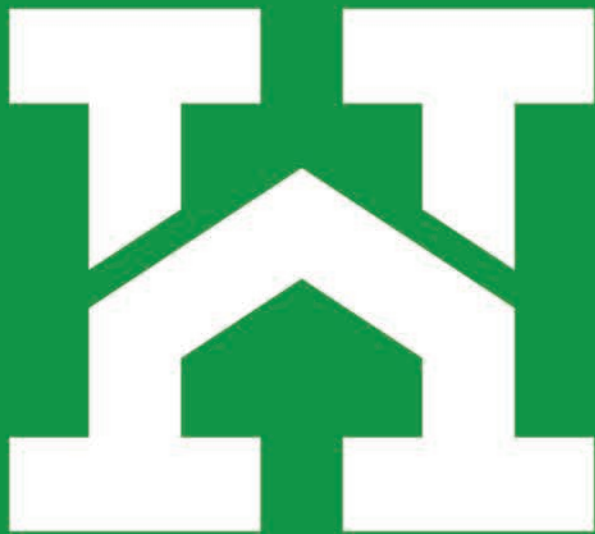
The owners of that home in Wilmington would agree. BKT completed the owners' bathroom renovation late last year, and Campbell says they are “very happy” with the finished product. In fact, the homeowners have been so pleased with “the BKT experience” that they have since welcomed the company into their home again—this time to provide an inspired reimagining of another cherished part of the home. The renovation of the family's kitchen is currently underway. **H&H**

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Success on the Rise

Family-owned **Ferris Home Improvements** offers customer service and commitment to quality that can't be beat. *by Amanda Hamm Hengel*

In today's world, it's tough to avoid big-box stores. They seem to be on every corner and often their convenience and price point can't be beat.

But when it comes to customer service and commitment to excellence, a family-owned business will win every time—especially when it comes to home improvement. Projects on the home are often expensive and time consuming, and should be completed right the first time. So, it's often not in a homeowner's best interest to choose the most convenient, or least expensive, option when it comes to selecting a contractor.

That's where a company like Ferris Home Improvements comes in. In business since 2004, Ferris has built a reputation for quality and service that far exceeds anything a big-box store could offer.



Specializing in roofing, windows, doors, siding, decking, kitchens, bathrooms and exterior repair, there is little Ferris can't do, which makes the company a go-to for homeowners who have multiple projects around the house they'd like completed.

We spoke with Reds Ferris, owner of Ferris Home Improvements, about the importance of being family-owned, and why working with a company like Ferris can take any home improvement project to the next level.

HOUSE AND HOME MAGAZINE: How did Ferris Home Improvements get started?

REDS FERRIS: I started Ferris Home Improvements out of my parents' basement 15 years ago with nothing but a truck and a dream of creating a local contracting company run by a neighbor my fellow Delawareans could know and trust. I worked my way up from labor to foreman in several trades, yet was frustrated working for companies that didn't always have the customer's best interest at heart. Mismanagement, poor craftsmanship, poor service and inconsistent pricing eventually caught up to my employers and led to layoffs or working for a less than reputable company. So, on Oct. 5, 2004, one of the scariest, yet biggest days of my life, I decided to pursue my dream. I traded stability for a work truck filled with nothing but confidence and a vision to bring a better brand of home-grown home improvements to Delaware. Fifteen years later, 54 full-time employees, over 35 trucks, two showrooms and \$15 million annual gross, now Ferris Home Improvements is a leader in Delaware's home improvement industry.

HH: Why is it important to remain a family-owned business?

RF: I think it's very important to remain a family-owned business because it puts a face to the name that we so proudly wear at every job. I have always said that I want my customers to know me, my wife, my four (soon to be five) kids and my dog. We are proud to be your neighbors and to employ other local talent that feels the same. When we see you at the ball fields, grocery store, church or anywhere throughout our community, we hold our heads high and are happy to meet again because we are proud of the work we do.

HH: How has the industry changed since Ferris began?

RF: Since we began, our industry has become much more digital, virtual and much more accessible to a more self-educated and outspoken customer base. It is awesome to see the power at the customers' fingertips, thanks to the digital overhaul that our industry has



experienced. We have absolutely loved meeting the customers' demands for more interactive design tools, product information and research on the background of the companies they are considering working with. Our reputation has strengthened through online reviews and we love staying on top of industry trends by attending trade conferences throughout the nation to bring our customers the latest and greatest.

HH: Is there one recommendation homeowners should take into consideration when it comes to home improvements?

RF: Do your homework. It's fun to get wrapped up in product options and designs you've found on the internet, but some of the most important research you will do is on the contractors who are bidding the work. They will be your partner, your teammates for the duration of your job and hopefully for years to come. Make sure they are reputable, have a good reputation with the BBB, are financially stable, have an established record of performance for the type of work you're seeking and, overall, feel like a good fit for you and your family. Whoever you choose to move forward with, be sure you can trust them to see the job through until completion and trust them to answer the phone down the road should any issues arise. At Ferris, we like to remind our customers, "We don't want your business for now—we want it for life." **H&H**



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THINKING Outside THE HOUSE

**Experts offer
their top
landscaping and
hardscaping
ideas for spring
2020.** BY LINDSEY GETZ

Though it may not feel like it quite yet, spring is just around the corner. And now is actually the ideal time to start planning your seasonal projects. Whether you're looking to add some new plantings or you have bigger plans in mind, by starting to think about these projects now and finding the right professional to partner with, you can maximize your enjoyment of these spaces by getting them completed early.

We spoke to some of the area's top landscape professionals and asked them for a few of their best spring planning tips. Here's what they had to say—as well as some photos for inspiration.

THINK YEAR-ROUND with Landscaping

“Always add something that will have some interest during the winter months. It doesn’t have to be an evergreen either. I love using colorful varieties like cornus ‘red twig’ dogwood, which provides a splash of red once it loses its foliage. Lavender and other herbaceous perennials or hearty liriopse are great too and can be great additions to beds along walkways or areas that require low-growing layering. For medium to taller layering and to provide structure, consider yews or schip laurels as a backdrop.”

➔ **Cameron Kennedy,**
designer, GROUNDTEC, INC.

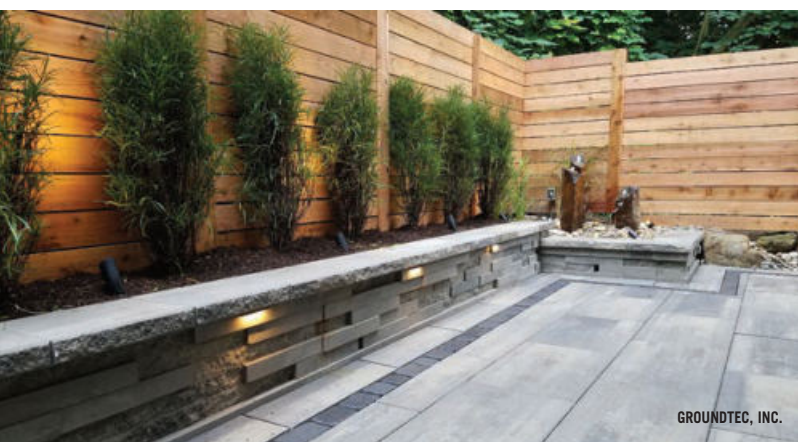


“A common mistake that people make in the spring is to overload the property with lots of brilliant, beautiful colors that are currently in bloom. The trouble is, when July and August roll around, it gets boring because nothing is in bloom. It’s easy to get ‘wowed’ by what’s out there but if you lean on a landscape professional, they can help create a plan so that there is always something in bloom or providing interest. That even includes winter interest. It all comes down to planning.”

➔ **Steve Compton,**
general manager,
CKC LANDSCAPING



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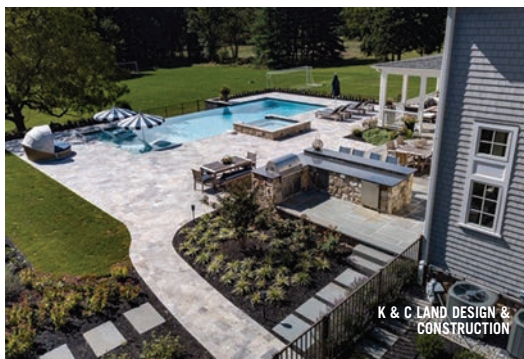




CKC LANDSCAPING

PLAN NOW for Hardscape Designs

“My best piece of advice is to make decisions as quickly as you can. This is important for a few reasons. For one, even though



K & C LAND DESIGN & CONSTRUCTION

we are in the off-season, we can apply for and obtain any permits or special permission that may be required in order to construct the project so that we are not wasting the good working months on this. Second would be to take advantage of the mild winters we may have and actually get a jumpstart on building during the off-season. You should start planning as soon as the idea has interest. This will also ensure

that the project is more likely to start on time and is executed in the most efficient way.”

◆ Christopher Bianciella, principal, K&C LAND DESIGN AND CONSTRUCTION, LLC



“The best time to start planning your spring hardscaping project is late fall or winter. This way your designer can have plenty of time to ensure the space fits your needs and incorporates all the necessary elements into your project. You should collect inspirational photos and send them to

your landscape designer, this way when we provide building material options, we have a good starting place. Write down the things you could envision you and your family doing in the backyard, and we can design around the activities and needs of your family.”

◆ Cameron Kennedy, GROUNDTEC, INC.

Outdoor Living Rooms REIGN

“Deck/patio combos with clean lines and privacy walls or landscape screening seem to be a feature that we are seeing more and more of. We design the outdoor living space as just another room in the house, with use of space being the primary factor. We want to ensure the client will be able to utilize the space as much as possible and that entertaining or relaxing outdoors is a breeze.

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In terms of color, warmer/softer tones are coming back as grays and monochrome colors are losing their popularity.”

➔ **Cameron Kennedy, GROUNDTEC, INC.**



“There’s no question that outdoor living spaces continue to be the biggest trend. I tell people to take the heart of their home and move it outside. Whether that’s the kitchen, the family room or the dining room—people want to recreate these gathering spaces outside and have them designed and installed in a way that makes them fully functional. Now, people also want to add roofs to these spaces. It allows them to use the space even if it’s raining. They can be outside enjoying their fire feature and their outdoor television in the rain or snow if the space is covered—and people love that.”

➔ **Steve Compton, CKC LANDSCAPING**

LIGHT IT UP!

“Lighting will always be a big trend that will never go out of style. As mammals we are instinctually drawn to light! But from a functionality standpoint, it makes the space useable in the evening hours, which is important to people. When you invest in an outdoor living space, you want to get as much use out of it as possible. It’s important that landscape lighting is done well. Hire someone who knows how to provide safety and security through lighting while also

making it aesthetically pleasing. That means highlighting certain features of the landscape with soft lighting or uplifting certain trees. There’s an art to it.”

➔ **Steve Compton, CKC LANDSCAPING**

Don't Forget THE FRONT!

“People are paying more attention to the front of their homes as well, and installing welcoming front entrances, outdoor lighting and motor courts rather than



boring sidewalks and asphalt or concrete driveways.”

➔ **Cameron Kennedy, GROUNDTEC, INC. H&H**



RESOURCES

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colonial marble & granite: your trusted guide

How this company simplifies the kitchen and bathroom renovation process



Freeman says that another major endeavor is the introduction of a state-of-the-art design center that will provide an immersive experience for homeowners who are trying to decide which materials will be best for their project.

“We’re showcasing countertop and surface material options that have not been showcased in the United States before,” says Freeman. “We have dozens of incredibly unique materials such as semi-precious stone countertops made from semi-precious gems like amethyst, rose quartz, and wild agate. We even have shellstone countertops and petrified wood countertops. There are a lot of one-of-a-kind options you aren’t going to see anywhere else.”

Freeman says Colonial recognizes that there are plenty of homeowners who are looking for something completely original and they don’t want their

Beginning the process of updating your home—whether it’s a kitchen, a bathroom or maybe even an outdoor space—is an exciting endeavor. It’s incredibly rewarding watching that long-held dream become a reality. Of course, you want the process to go as smoothly as possible and in order for that to happen, you know that you must partner with an expert who will guide you through it all.

Over the years, that is exactly what Colonial Marble & Granite has been to homeowners—a trusted guide. Colonial is a full-service supplier of natural stone and quartz materials and boasts a slab yard with more than 5,000 slabs in over 500 different colors. It also offers tile, sinks and faucets in order to truly meet all of its customers’ needs.

A Customer-Centric Approach

As part of its effort to be a helpful guide to homeowners undergoing renovations, the company has continually looked for ways that it could make the process easier. One of those ways has been Colonial Marble & Granite’s Kitchen Visualizer tool and Bathroom Visualizer tool—both allow you to virtually build your space on a computer. This can be done from the comfort of your own home or from one of Colonial’s locations if you are there to browse materials. With the help of these tools, you’ll not only see how your project can all come together, but you’ll get a quote for how much it’s going to cost. It’s all part of the effort to simplify the process for homeowners, says James Freeman, the company’s chief operating officer.

new kitchen, bathroom or outdoor kitchen countertop to look like “everyone else’s.” That’s why the company has worked so hard to bring in luxury products that have never been put in front of customers before.

“In the brand-new, state-of-the-art design center, we’re displaying beautiful slabs already installed as countertops so that homeowners can see what the finished product will actually look like,” Freeman says. “This allows you to do more than try to visualize it in your mind—you’ll actually be able to see it all put together.”

Although a renovation project is exciting, Freeman says it can also be overwhelming. There are so many choices that homeowners have to make (and a lot of products to choose from). That’s why Colonial has

trained designers on-hand to guide homeowners through the process and provide as much assistance as they need. At the end of the day, it should be a fun experience, not a daunting one.

Unprecedented Growth

Over the years, Colonial Marble & Granite has become such a trusted partner that there has been demand for it to offer even more services. That's why the Colonial brand has now expanded to include Colonial Home Services. Under this umbrella is Colonial Generators and Colonial Smart Home Services, giving customers access to the same top-notch customer service they've come to count on for more of their needs.

"With the growing demand for the installation of smart home applications like Nest, there's been interest from our customers in having those services performed by a brand they've already come to know and trust," explains Freeman. "This is why we've expanded into smart home services."

On top of that, Colonial has also expanded its brand to offer emergency generator installation. This has simplified the process of purchasing, designing, installing and monitoring standby backup power systems. Freeman says it's another way that the company is looking to meet homeowners' full list of needs.

Of course, the company's growth has not just come from an extension of its brand but also from growing its physical location. Colonial has added new locations which have increased access to its highly desired services.

"It became obvious that we were getting quite a few out-of-state customers who were driving a couple of hours or more to one

of our showrooms," says Freeman. "Our flagship King of Prussia location remains our largest showroom, but we've grown to include showrooms in Center City Philadelphia, Harrisburg and New Castle, Delaware. With four locations we're now more accessible to New Jersey, Delaware, Maryland and Metro New York."

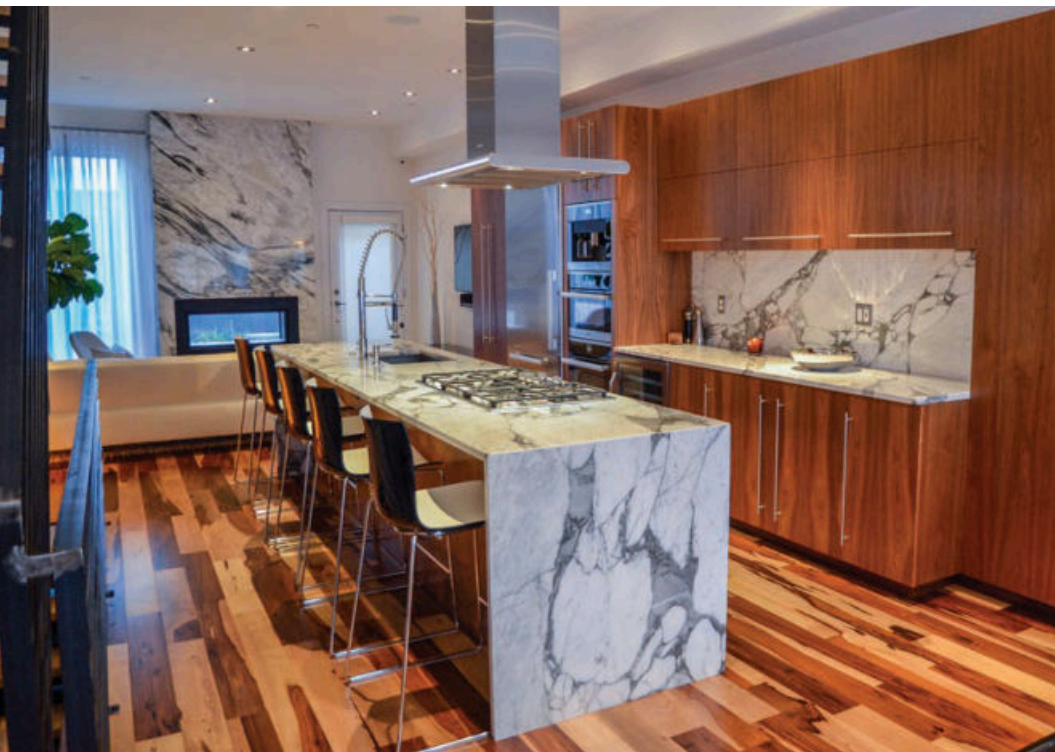
An Unchanging Focus

While the company has grown and evolved to continue to better serve the customer, there's one thing that's never changed—the focus on being a company that cares. Freeman says that Colonial was founded upon the principles of being a company that truly cared about its customers and its community, and that will never change.

From the numerous charities it supports to its avid commitment to local sports sponsorships, Freeman says that Colonial will never stop giving back.

"The people in our local communities have brought us to where we are today and we'll never stop supporting them," Freeman says. "As we continue to grow, our commitments to the community at large will remain unwavering."

H&H



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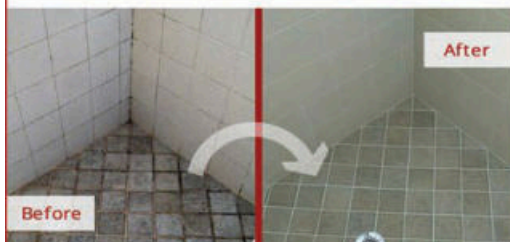
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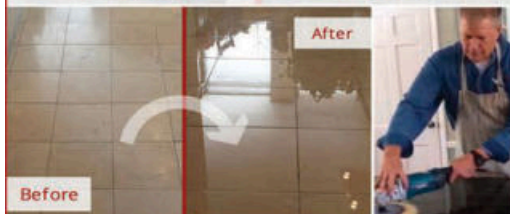
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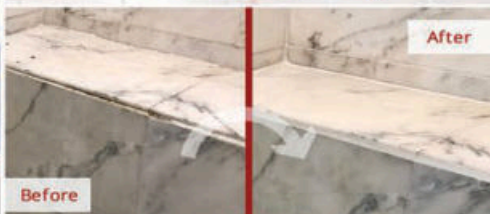
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A High-End Kitchen at an Affordable Price

Kitchen Tune-Up is changing the way homeowners update their kitchens.

Before the dawn of the internet, curb appeal was a key factor in selling your home. Now it's "internet appeal" that leads to a quick home sale and a good selling price. When deciding what homes to tour, homebuyers first check out photos of the property on the online listing. If the kitchen is outdated, prospective buyers apply a value in their mind to the remodel and, depending on the size of the kitchen, the value can range from \$30,000 to \$100,000 or more.

Based on this logic and the market for available homes in your area, a homebuyer may not even visit the house. A homebuyer also realizes that a long and painful remodel can delay the move-in date or disrupt their life after they move in.

Some sellers have a mindset that they don't want to waste money on a kitchen remodel because the buyer will remodel it to fit their own style, but this logic is flawed for a few reasons. First, many homebuyers are stretched thin when buying a new home and, after the down payment, don't have the finances to embark on an expensive remodel after they purchase the home. As a result, a homebuyer will seek out other listings with an updated kitchen and/or bathrooms that fit their taste. They may not get their dream kitchen, but they know they'll be avoiding an expensive and disruptive project.

The good news is Kitchen Tune-Up is uniquely poised to provide different services to complete the process of updating kitchens

and bathrooms in a more affordable and timely manner. The typical kitchen project when gutting a kitchen and installing all-new quality cabinets (classified as a major remodel) will cost, on average, \$64,203 as reported in the 2018 Cost vs. Value Report from *Remodeling* magazine. In addition, the amount of value recouped for this investment is 59 percent. While that's not a bad return, the same report shows a minor kitchen remodel that costs an



average of \$21,745 will actually return more than 75 percent of the value of the investment. We find it quite interesting that the larger remodel ends up providing a much lower ROI and, at the end of the day, will have a similar impact when trying to sell your home.

When updating your kitchen cabinets with refacing, homebuyers will see a new kitchen and are more likely to be interested in your house. For sellers, they are able to update their kitchen for one-third the price of a traditional kitchen remodel. The best part is



that the Kitchen Tune-Up services (beyond the major remodel) typically fall below the range of the average minor kitchen remodel price tag. Cabinet refacing allows a homeowner to update his/her kitchen for a much lower investment, while achieving a higher perceived value to a potential homebuyer. Basically, you can get a new kitchen that will look like a \$60,000 kitchen for approximately \$15,000.

With cabinet refacing, the existing cabinet boxes stay in place. New doors and drawer fronts—custom-made to fit the boxes—are installed,

and all of the exposed ends and face frames are covered in the new matching material. The kitchen gets a completely new look and new door style, but without demolition. An oak kitchen can be changed to a modern white shaker style, for example, or a maple kitchen can be transformed to cherry. And it will be done in three to five days.

Seeing is believing. Come visit their new showroom at 391 Lancaster Ave. in Malvern. To schedule an in-home estimate, call (484) 318-7205 or visit KitchenTuneUp-Mainline.com. **H&H**



Cabinet refacing allows a homeowner to update his or her kitchen for a much lower investment, while achieving a higher perceived value to a potential homebuyer.

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