

Best of HOUSE & HOME

C&R Tree Service

From emergencies to routine maintenance, the experts you can trust *page 21*



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DOWN IN THE BASEMENT

A look at the latest trends to help you maximize your space

A WINDOW OF OPPORTUNITY

How custom window treatments can improve the function and style of your home

Best of HOUSE & HOME

McCoy Builders Inc.

Using decades of experience to help make homeowners' visions come to life *page 13*



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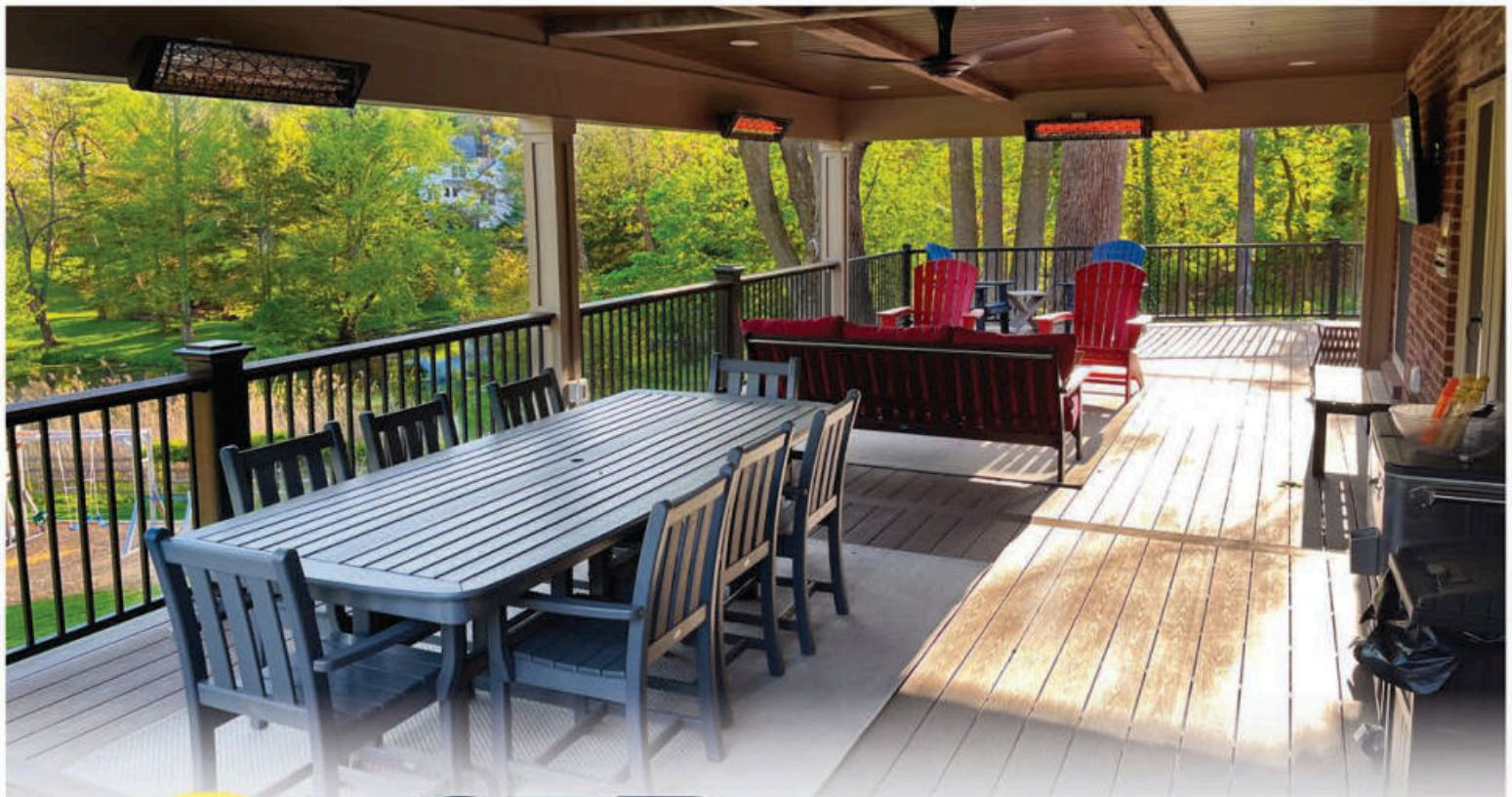
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PUBLISHER

Edward P. McCartney

EDITOR

Peter Proko

ASSISTANT EDITORS

Matt Cosentino, Katie Francis, Madeleine Maccar

CONTRIBUTING WRITER

Amy Kodrich

CREATIVE DIRECTOR

Hank Alspach

PRODUCTION MANAGER

Brian Mikulski

DESIGNERS

Alex Bianco, Abby Lurty, Lisa Zollinger

ACCOUNTING DIRECTOR

Darlene Versak

SALES DIRECTOR

Lindsay Gonzalez

SALES MANAGER

Jim Romano

NEW BUSINESS DEVELOPER

Chuck McKane

MARKETING CONSULTANTS

Kristine Di Nardo, Rochelle Dodge, Frank Liantonio,
Bonnie Remmey, Lori Vorgang, Amy B. Weiss

ACCOUNTANT

Max Haggerty

DIGITAL MEDIA DIRECTOR

Leigh Stuart

PUBLISHER EMERITUS

Bob Doran

EXECUTIVE PARTNERS

Gerry Haggerty, Edward P. McCartney

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the foundation

DID YOU KNOW?

Buzzworthy industry news



The National Kitchen & Bath Association (NKBA) recently announced the relocation of its corporate headquarters from Hackettstown, New Jersey, to Bethlehem, Pennsylvania.

“Why Bethlehem? It’s an emerging ‘creative class’ city with a rich history, world-class colleges

and universities, a diverse population, the amazing Hotel Bethlehem to house out-of-town guests, and access to major transportation hubs,” says Bill Darcy, NKBA CEO. “We look forward to joining and contributing to the dynamic Bethlehem community while providing an exceptional work environment for our employees. Our global reach connects some of the largest kitchen and bath manufacturers, retailers and design professionals around the world and we are anxious to introduce them to the beauty and unique culture embedded in the Lehigh Valley.”

TRENDS & TIPS

Advice on what’s new and notable

The world of furniture is constantly evolving and the folks at Baker Interiors Group and Baker Furniture are staying ahead of the curve by championing seasonally inspired luxury fabrics to help warm up interiors with sophisticated and timeless styles. In particular, Anissa Leatherman, product manager, textiles at Baker, is seeing a few trends this year that are sure to make an impression now and in the seasons ahead:

Performance-based faux leather: The onset of colder months is not deterring people from spending time outside the way they used to. As everyone spends more time at home, quality pieces of outdoor furniture have risen to the top of the investment list.

Boucle cloth: As one of the most sought-after fabrics in the industry today, boucle provides the perfect harmony of luxury and comfort.

Neutral linens: Synonymous with laidback luxury, neutral linens are timeless and effortlessly elevate any indoor or outdoor space.

Leatherman remarks that the weave details and subtle nuances within these cloth textures are highly important as texture continues to be a high priority for clientele. She’s also seeing the appeal of layering varying textures to build interest and dimension—a velvet with boucle, with chenille, with leather, and so on. As we approach the new year, Leatherman anticipates even more interest in outdoor performance fabrics, as well as a step away from all-neutrals with whispers of dynamic jewel tones.



THE BUZZ

A look at what has the industry talking

The folks over at HGTV recently highlighted the 12 hottest interior design trends that are sure to be popular decor options for some time to come. Here’s a quick look at what homeowners should keep an eye out for:



- *Sculptural art to add design elements to your living space*
- *Checkerboard patterns, especially with rugs and bed linens*
- *Smoky glassware*
- *Warm-toned marble and natural stone like travertine*
- *Curved silhouettes on statement-making furnishings*
- *Cottagecore florals in napkins, pillow covers and more*
- *Ruffled or waved design elements for tablescape design*
- *Dark woods*
- *Brushstroke upholstery in neutral, tonal hues*
- *Saturated jewel tones*
- *Earthenware vases*
- *Chocolate accents*



For more info on how to incorporate these trends into your interior design, visit HGTV.com

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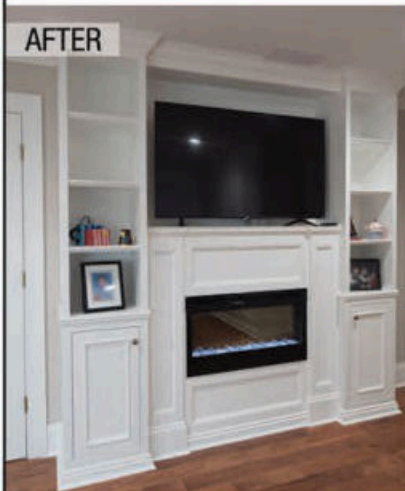


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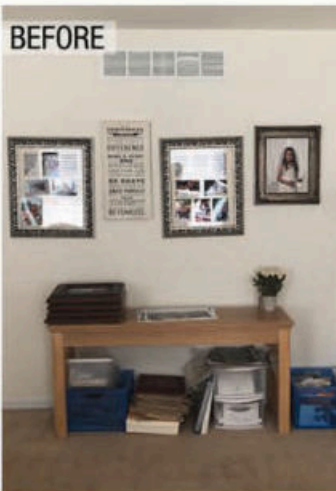
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As voted by our readers, the following companies and professionals are being recognized for their quality products, expertise, top-notch customer service and reliability. We're also featuring a closer look at these companies in informative spotlights and showcases that shed some light on their dedication. For your next home project, there is no one better than these winners.





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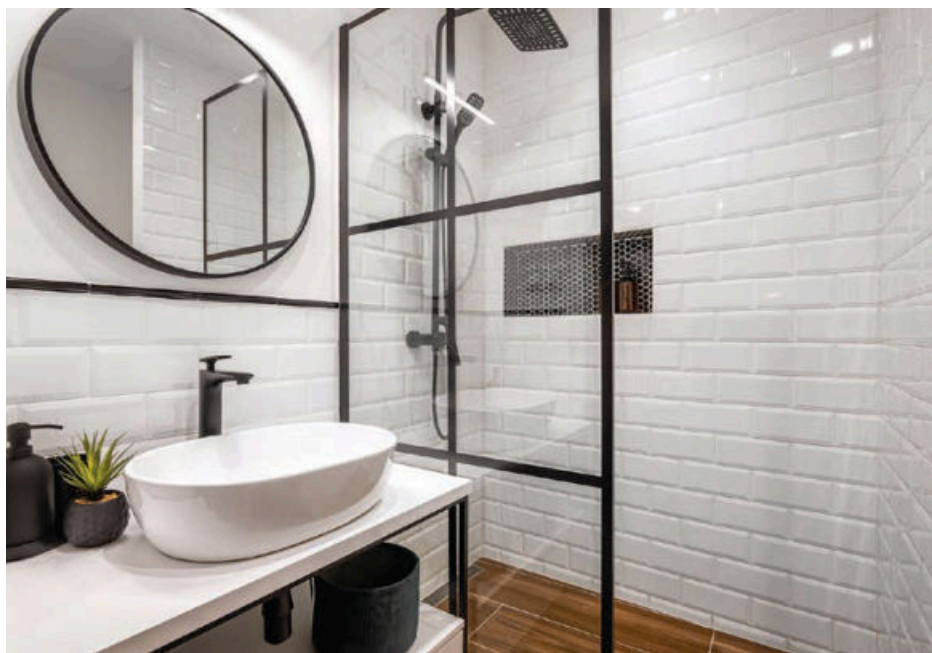
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What do you find most rewarding about this industry?

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Shaun McCoy grew up spending time on various construction job sites, following the lead of his older relatives who gave him an inside glimpse of the industry and the rewarding aspects that come along with creating something from scratch.

At just 11 years old, that was enough to convince McCoy that a career in construction was the right path for him and in 1999 he was able to realize the dream of having his own business when he started McCoy Builders Inc. Since then, the company has been at the forefront of home remodeling and renovation, offering homeowners a combination of superior craftsmanship, dependable project management, knowledgeable service and quality products. What's more, the company prides itself on performing jobs within budget and in a timely manner. All of these are hallmarks that have helped McCoy Builders Inc. become synonymous with both superior work and service.

Using his lifetime of hands-on experience and vast knowledge, McCoy leads a highly skilled, detail-oriented workforce that ensures every project McCoy Builders Inc. puts its name on is in good hands. As a result, the company is able to provide clients with thoughtfully designed and expertly constructed custom homes, kitchens, bathrooms, in-law suites, outdoor living spaces, renovations, additions and more.

It's all part of an approach to be a one-stop-shop for homeowners who seek a trusted contractor that knows how to get the job done while exceeding customer expectations along the way.

"We don't specialize in one thing: We cover

everything from start to finish," says McCoy. "The way I was brought up [in this industry] was by learning everything across the board. When we take on a project, we do everything from the plumbing to the electrical [and everything in between]."

Despite the ability to tackle any number of home improvement projects, there are some undeniable trends emerging in an industry that is still seeing an increased demand since the pandemic. With many folks spending more time in the comforts of home, homeowners throughout the region are reassessing their spaces and zeroing in on the updates and renovations they envision. McCoy says, it's no surprise that kitchen and bathroom remodels remain at the top of the wish list. "They are only getting bigger and better."

And no matter what kind of skilled work a job entails, McCoy is personally connected to each project and is there to guide clients every step of the way, even if that means being available outside of traditional working hours. That consistent dependability goes a long way to easing any concerns a customer may have.

"Whether it's building a new house or as simple as building a new deck, I'm the one to contact no matter what the question is. ... No matter what projects I have going on, I'm available to each customer daily, whether we're at the designing stage or the completion stage."

It's evident that McCoy's time in the industry has taught him how valuable customer service is and why it is as crucial of a component as the work itself. Knowing firsthand how frustrating it can be for homeowners to contend with their

house becoming a temporary construction site and feeling out-of-touch with an estimated timeline for completion, McCoy makes it a priority to be as communicative as possible—from the initial consultation to the last day's cleanup.

"From the selection process to the actual install, I oversee it all to make sure that the things we've talked about with the client in terms of scheduling and designing really come to fruition at the end," McCoy explains.

And because he's put his namesake on the business, it's of the utmost importance for McCoy to not only be accessible, but honest with clients about the various aspects of a particular job in an effort to avoid any unexpected surprises that could potentially derail a project.

"We need to make sure we are on the same page, as far as scheduling and pricing because, as I tell clients all the time, I'm nowhere near the cheapest guy out there—but I'm nowhere near the most expensive guy, either," he says.

And in this day and age when disruptions to the supply chain are a lingering issue throughout the industry, McCoy stresses that planning ahead is the secret. He will not embark on a project until all the materials are ordered and accounted for since he knows how vital sticking to the agreed-upon end date is for a homeowner eager to enjoy their new living space.

"You're going to be living with everything for years to come ... and a properly planned job, as opposed to something that is rushed, makes all the difference," offers McCoy.

If the feedback from clients is any indication, McCoy Builders Inc. has been on the right track for over two decades.

"When a customer is referring you to their friends and family based on the prior work you've done for them, you know you've delivered a successful job," McCoy says. "Our last project is our next salesperson." **H&H**



BASEMENT BR

From **home gyms** to extra **entertainment areas**, finished basements add more living space to homes without breaking new ground.



ALLIANCE

BY
**KATIE
FRANCIS**



Photo courtesy of Gehman Design Remodeling

So many homeowners can't envision their basements as anything other than unorganized, don't-let-the-visitors-see storage, and end up wasting the space's possibilities. However, many are now realizing that previously untapped potential and transforming their underground square footage into finished living spaces that they're constantly boasting about and showing off to guests.

House & Home talked to local experts to discuss the latest advancements in basement finishings, including the most popular trends and common uses for these repurposed spaces. All but one say they're seeing an increase in basement renovations—but even for that one, these projects are in high demand.

"We have not seen an uptick in basements but people are definitely still renovating them," says Dennis Gehman, owner of Gehman Design Remodeling, adding that this option is much more wallet-friendly than putting an addition elsewhere. "It is cheaper to finish that space because the square feet of floor space is already there, so we don't have to build an addition. You don't need a foundation. You don't need a roof. It's just putting the finishes in."

And now more than ever, people are looking to add—or in this case, take advantage of—as much space in their homes as possible. Following the height of the COVID-19 pandemic, many jobs are still remote or hybrid, meaning people are spending much more time at home than they have in years past.

Nick Kornea, owner of LBK Design Build, says that he's seen an increase in basement renovation requests because of the pandemic aftershocks.

"A lot of it has to do with the post-

COVID world because people are spending more time at home still. We feel that they're looking for more space within their home, especially if they have young kids," Kornea explains.

There are many different ways that basements can be utilized to ensure parents can finish the last few hours of their workday while their children are arriving home from school.

Kornea says that clients oftentimes create home offices on the lowest level, which frees up the ground level and above floors. Some transform their basement into more of an entertainment space, giving kids the opportunity to play or hang out while their parents are upstairs.

doubtedly the way to go if you're looking to increase the overall value of your home. The experts agree that nothing says dollar signs like an additional bedroom or full bathroom.

Regardless of how a homeowner decides to use it, finishing a basement gives a new and more intentional purpose to an otherwise overlooked space. Many times when Gehman first sees a project, it's an unfinished basement where homeowners have multiple things going on—storage in one corner, exercise equipment in another and a rug dedicated to children's playtime somewhere else. He says that finishing that space gives it a more deliberate appearance and gives those using it a much more enjoyable experience.



"A lot of homeowners may have limited space in their overall floor plan in their house, so they're using the basement as a rec room or playroom for their kids. Or, if they're older kids or teenagers, it'd be like a hangout spot," he explains. This space utilization allows for more privacy opportunities for all members of a household, too.

Extra living room areas and entertainment rooms are popular uses for finished basements, along with home theaters, gyms, and even guest and in-law suites.

These projects require more involved work, including plumbing for kitchenette sinks, bathroom showers and toilets, but are un-

"This space is sitting there, they're probably using it for something already. ... Now they're saying, 'You know what, we're spending so much time down here and I'm tired to look at the concrete walls and open ceiling joists so let's finish it off,'" Gehman says.

After figuring out what they want the space to be used for, homeowners must also decide the style their newfound space embodies.

The experts agree that the overwhelming majority of clients are looking to make their basements what Kornea calls an "extension of the house." In other words, they want to make the level feel less like it's underground and more cohesive with the rest of their home's decor.



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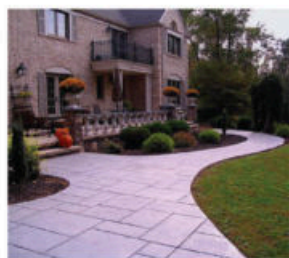
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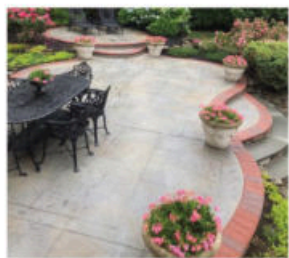
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BASEMENT BRILLIANCE



"People don't want it to look or feel like a basement anymore," Gehman says. Drop and suspended ceilings are telltale signs of a basement, which is what his clients are steering away from.

"People don't even like to call it a basement. We call it a 'finished lower level,'" Gehman explains. Of course, it's difficult to mask this reality when many lower levels don't have large windows or high ceilings. That's where, Kornea says, clients opt for walkout style basements, allowing an exit and entry as well as the opportunity for natural light and that above-ground feel.

A lot of the "basement feel" also comes from the flooring. Bob Pop, owner of Transylvania Concrete Coatings, is seeing a trend in the flooring that people are choosing for their personal gyms, man caves and television rooms.

Pop says that "seamless, resinous floor" like polyaspartic

or polyurea flooring has become the most popular for finished spaces because people are becoming more and more educated on the topic.

"It is durable, tough, anti-bacterial, anti-microbial. In the event of flooding, it would not get damaged and is easy to clean," Pop explains, adding that the typically popular carpet and floating floors have a lot more issues with mold.

That being said, adding an area rug or two is a great way to incorporate pops of color, warmth and comfort into any basement space while maintaining the practicality of hard flooring.

These spaces, regardless of how you use them or how you decorate them, are crucial square footage that can add value to a home and the lives of those residing there. Families feel pride in showing off their luxurious downstairs den instead of closing the basement door every time they have guests over. **H&H**



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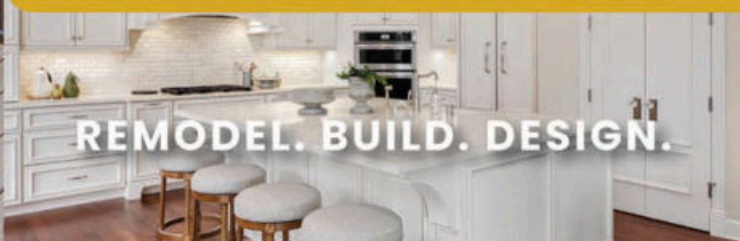


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Aim to Please

From emergencies to routine maintenance, homeowners and commercial clients can rely on C&R Tree Service for honesty and unmatched customer service.

by Matt Cosentino



Late on a recent Saturday night, a police department in Pennsylvania reached out to 20 different local companies specializing in tree removal for help with an emergency situation involving one of its town's elderly residents, and not one was able to provide immediate assistance. The 21st call went to Rob Patton, the owner of C&R Tree Service, and he was happy to respond right away, despite being the next state over in Delaware.

"There was a dead pine tree that was rotted at the base, and with a little wind it broke at the base and fell on a poor lady's house," Patton recalls. "She was 86 years old and she didn't know where to turn, so she called 911 and luckily they found us. We went right over and were able to take care of it for her. We got the tree off the house and got it all tarped up, so that she wasn't put out of her home for the weekend."

That kind of customer service is common at C&R Tree Service, the company that Patton founded in 2007 on the cornerstones of honesty and integrity, which he learned from his strong upbringing and his time in the military. A Newark native, he joined the Navy following his high school graduation and served for four years, eventually becoming a master helmsman—one of

only approximately 75 out of 250,000 active personnel at the time.

When Patton decided to transition to civilian life, working with his hands in the outdoors seemed like a natural fit. After all, he had grown up helping his father in his landscaping business from as young as age 6, and as he got older he started his own enterprise in which he mowed neighbors' lawns and shoveled snow off their driveways. With C&R, his aim was to offer services such as tree removal, tree trimming, stump grinding, snow plowing and firewood, all while giving his customers the kind of attentiveness that was often lacking in the industry.

That means every call—and sometimes there are 80 or 90 in a single day—is either answered or returned within the hour. Patton or another of his staff members will then be onsite in the next 24 hours to give the customer a free estimate.

"That's probably one of the biggest things that sets us apart from a lot of other companies," he says. "I don't like to be left hanging, so I don't leave other



people hanging. Just getting back to people and showing up is important. Every day, about 10 times a day, I hear from people who called another tree service and nobody answered, called them back or showed up. I just don't see any excuse for that, no matter how busy you are."

With winter approaching, C&R is starting to get more calls for firewood, and soon the company will be plowing snow from apartment complexes and shopping centers. Patton's team can also quickly remove a single tree for a homeowner or clear an entire lot in preparation for a construction project, and he encourages people to keep up with regular tree trimming, particularly for oaks, at this time of year.

"It's very important to keep your trees trimmed up, thinned out, elevated and dead wooded," he says. "Basically, as trees grow bigger and fill in, they'll eventually end up breaking on their own—that's just their natural way of trimming themselves. But most of the time trees are in residential neighborhoods, and if they break on their own, they can fall on a house, a shed, a driveway or a car, or sometimes they'll even uproot and go right through the house. If someone is sleeping at the time, it can kill them."

"So my biggest goal is trying to keep people safe, keep the tree safe and make sure the trees look good at the same time. Preventative maintenance can go a long way."

No matter what job C&R is hired for, its crews are well-known for being courteous and respectful of the property they are working on.

"We treat people with dignity, the way we want to be treated," Patton explains. "We say, 'Yes sir, no sir, yes ma'am, no ma'am.' We take the extra 10 minutes to pick up leaves, do a walk-around and make sure there's no trash or tools left behind. The newest employee is trained from day one and that's how it starts. It's not just one person's job, it's everybody's job, and we all work as a team."

That mindset allows C&R to successfully complete each project and expand its customer base through positive word of mouth. Whether offering 24-hour emergency services, assistance after an extreme weather event or routine maintenance, Patton treats every job the same, and the proof is in his many satisfied clients.

"I want to take on every job like it's my own home," he says. "That's what we've done over the years and we've built a pretty good reputation. It makes me happy and proud that things get done right by our team, not only when I'm there but when I'm not around as well." **H&H**

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A Window OF OPPORTUNITY

Custom window treatments offer privacy, light control and energy efficiency, while also adding a stylish finishing touch to home décor.

BY **MATT COSENTINO**

When most people think about the décor in their home, the first aspects that come to mind are the furnishings, paint colors, artwork and other accessories that help define a space. Usually further down the list—but just as important—are the window treatments, which sometimes get overlooked but can be crucial to tying a room together.

Of course, blinds, shades and draperies play a functional role in providing privacy, protection from the elements and light control, but they can also be a way for a homeowner to add flair and personality. The type and size of the window, the specific room and personal taste are all factors in determining which treatment would be the best choice.

House & Home spoke to local professionals to learn more about the decision-making process and the trends to be aware of heading into 2023.

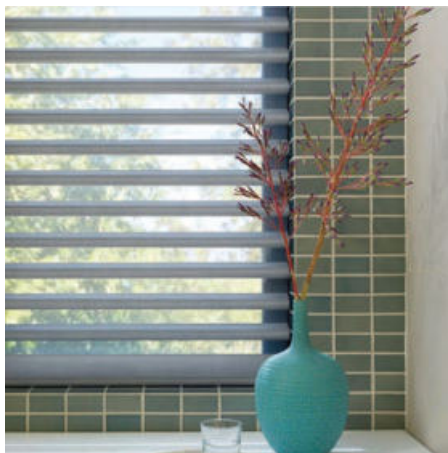
SEEKING EXPERT ADVICE

As in many areas of home décor these days, the options for window treatments seemingly go on and on. Whether a homeowner is primarily interested in functionality, aesthetics or a combination of both, there are countless offerings to choose from and the task can be overwhelming.

That's where the services of an informed professional can be instrumental, and will likely save the customer money in the long run.

"We really focus on trying to direct people to make the right choices," says Denise McCracken, showroom manager at Ambiance Design. "Different shadings accomplish different things, and depending on the person's needs, one shade might be better than another style. ... They're investing money in this and we want to make sure they get what's best for their décor and still give them an updated look."

Getting to know the customer's lifestyle and preferences goes a long way, enabling professionals to steer them toward certain products and away from upgrades that may



be unnecessary. For example, McCracken points out that a home situated on a private lot would not have as many privacy concerns as one in a busy neighborhood.

Stella Zaffino, showroom manager at Blind Builders Inc., takes a similar approach with customers and, like McCracken, encourages them to bring photos to assist with the process.

"I ask a lot of people if they have a picture of the window or the room, because it's definitely a huge help to see what I'm working with and I can offer a suggestion or offer a situation that the customer may

not be thinking about," she says.

"There are so many options out there, so I'm able to say that options X, Y and Z aren't necessarily going to work for them. It narrows down the options and makes things a little bit easier to understand, and we can go over what would be the appropriate product for that project."

Zaffino adds that taking the time to visit a showroom is much more effective than just browsing online for window treatments.

"Seeing them on a computer screen does not do them justice," she says. "To be able to come in and touch, feel and operate shades really gives you a sense of the quality and how great they are."

POPULAR SELECTIONS

Once the wants and needs of the client have been determined, they can be presented with different choices for their home. One product that McCracken frequently recommends is a Silhouette shade from Hunter Douglas, which is notable for its versatility.

"That's what I have in my home and it's what we call a multi-functional product: You get several levels of both privacy and light control from it, and you're not necessarily closed off from the outside world," she says. "It's a combination of sheers and a fabric vane in the middle, and when you have that vane open, you can still see outside through the sheers. But most of the time those two layers of sheers are enough to give you privacy during the day, when it's hard to see into someone's house."

"Then in the evening, when it's easier to see into someone's house, you simply close the fabric vanes and you have complete privacy. It really does check all of the boxes and it has a few added benefits, like protecting your interior furnishings and floors from UV rays that fade everything."

Cellular honeycomb shades, Zaffino says, are similarly versatile and can work in both traditional and contemporary setups. They are offered in a variety of colors, textures

and patterns, and are one of Blind Builders' top sellers.

Plantation shutters are another popular choice because they are easy to maintain, durable and provide complete light control as well as energy efficiency.

"I'm a huge fan of plantation shutters because you can put them in different types of rooms and with different styles," Zaffino says. "Like the honeycombs, you can make them look very traditional in an old, historic home—which we have a lot of in this area—or you can make them look modern and contemporary. There are a lot of different types of plantation shutters: You've got PVC shutters if you have a window in the shower; you've got hybrid shutters; and you've also got solid wood shutters, where you can match stains and paints and fully customize them."

The vinyl shutters, McCracken adds, are often used in Shore homes because of their coastal feel and ability to withstand humidity.

Roman shades are still in demand when it comes to a more formal look, Zaffino says, although she rarely gets requests for vertical shades anymore. Then there are soft treatments—fabric-related items like draperies or curtains in which the homeowner can add personal style to the room.

"We're doing less and less of the full drapery, but we do a lot of a stationary side panel, which is a great way to bring in a bold color or a pattern without being overwhelming," Zaffino says. "We're also doing a lot of the cornice boards—a nice, fabric-wrapped cornice across the top is another great way to bring in a nice, bold color without having it be a big part of the room."

Soft treatments are usually the finishing touch, according to McCracken.

"It's often the last piece of decoration—the jewelry to the outfit, if you will—and it can make the room," she says. "We work with a lot of interior de-

signers in the area and they'll come to us to have us take care of that aspect of their project. It definitely adds something to the space."

TAKING CONTROL

Of course, no talk about window treatments is complete without getting into motorization, which continues to grow in popularity. Not only can blinds or shutters be operated with the push of a button, but they can also be programmed to open and close at certain times of the day, promoting better energy efficiency.

"Those are definitely on the rise in popularity," McCracken says. "We find that sometimes people come in and spec out motorization for a certain area of the house, and then they'll come back and want more once they get a taste of it. They want it in every room."

Motorization used to be a harder sell for older generations, but according to Zaffino, that's no longer the case.

"Everybody at least has an Alexa in their house and they carry around an iPhone," she says. "Motorization allows people to integrate their home with their technical life. ... Hunter Douglas makes a very user-friendly product. We have these displays in the showroom, and when we sit down and talk about them, I show customers and let them operate them. They realize it's not that scary, it's nice and easy." **H&H**



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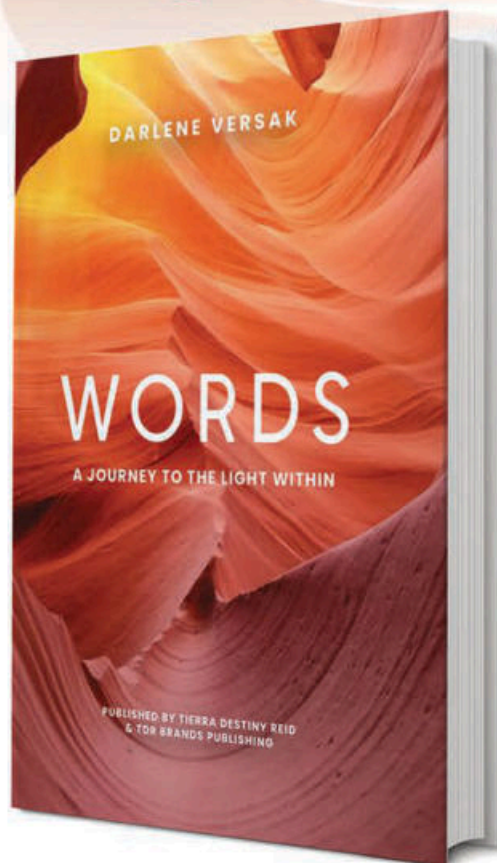
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