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Pennsylvania homeowners *page 27*

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M. Jay Builders

Where your home improvement project is in the best hands *page 21*

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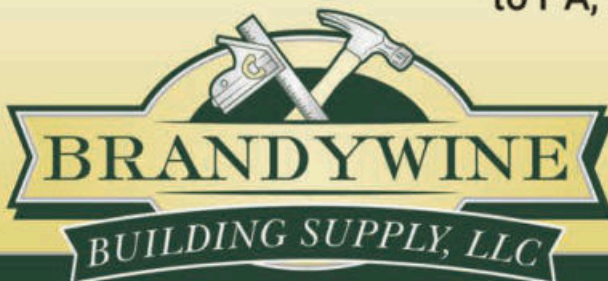
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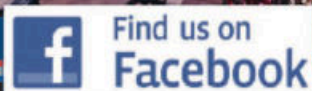
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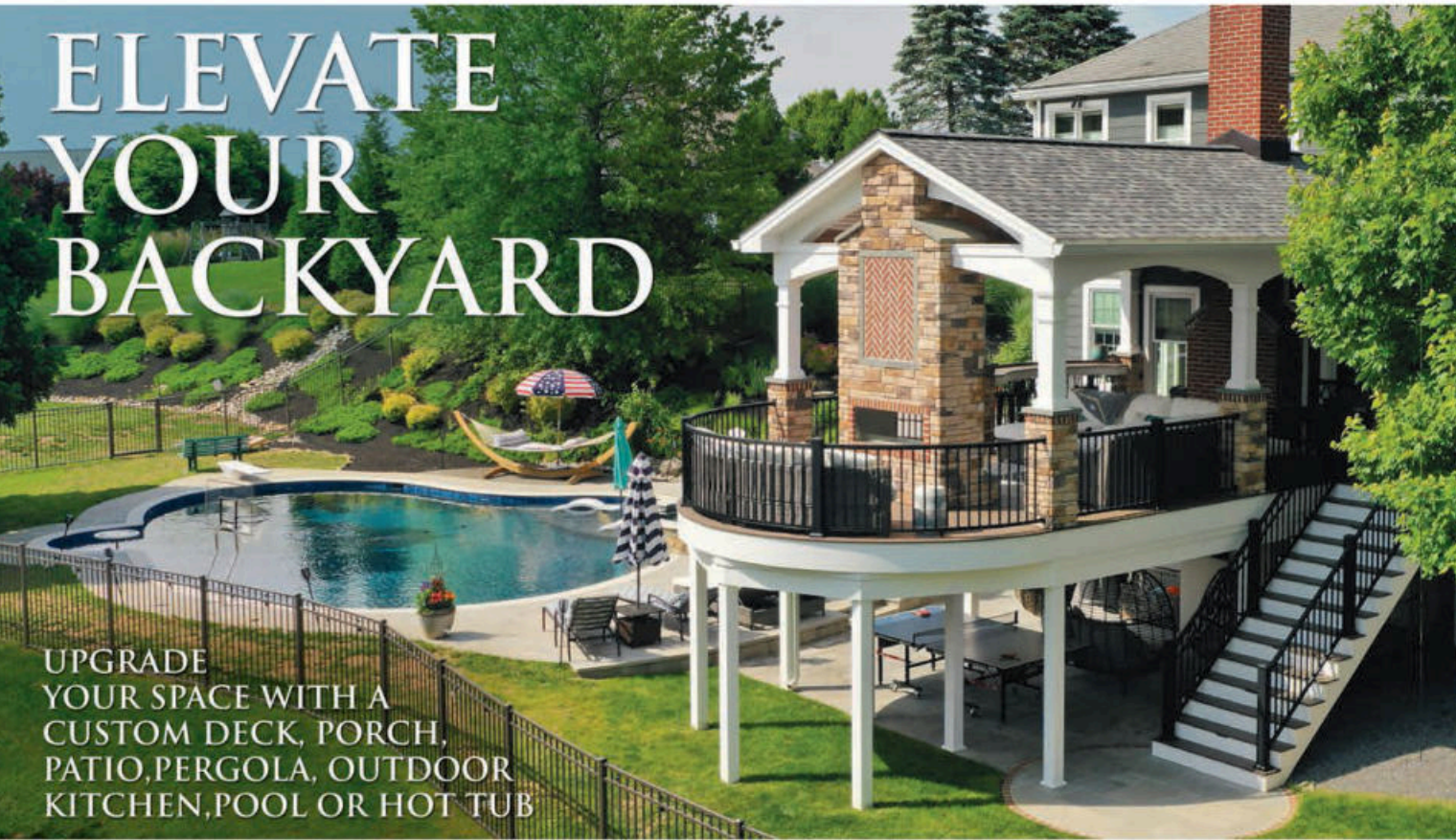
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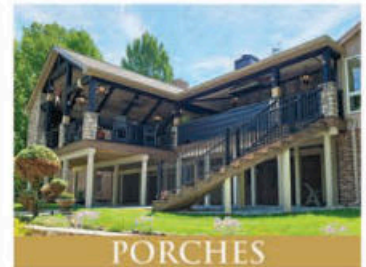


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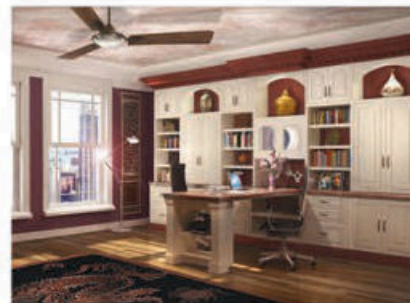
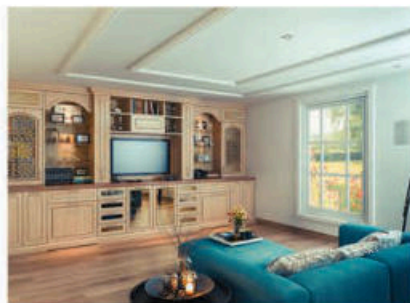
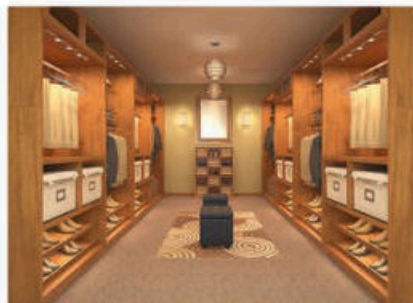
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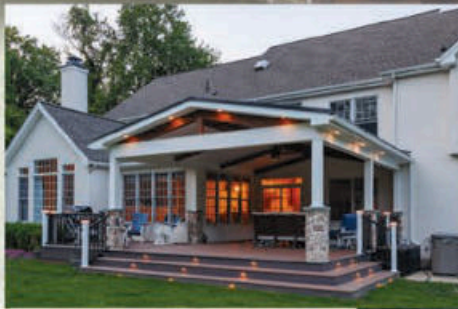


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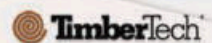
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COMPLETELY *Floored*

No matter what type of flooring homeowners choose, they can be sure that it will look its best well into the future with careful planning and consideration. **by Carly Murray**

As lifestyles have changed, home interior trends have evolved, too. Homeowners are considering the longevity of their choices more in-depth than before, especially following the pandemic. Currently, people are most commonly seeking low-maintenance and cost-effective flooring options that are uniform throughout the home.

“Years ago, for instance, boys’ bedrooms [carpet] would be blue or green, the girls’ would be pink or white, and the parents’ would be beige. ... Everybody had their own color scheme in their room. It seems like today, it’s the same floor all the way through—a neutral enough floor [because] it’s easier to paint a wall than it is to replace flooring,” says Steve Matteo, co-owner and store manager of Matteo Family Kitchens and Flooring, Inc.

This trend allows for easy modifications to kids’ ever-changing aesthetic preferences, rather than hindering creativity or color options. Matteo mentions that wall paint and accent details function as a burst of color that complements the neutral flooring. He also explains that this completely cohesive floor technique doesn’t only extend to bedrooms, but throughout the entire home. Of course, this option also will come in handy if the day arrives that a property will be rented out or sold, with nothing too bold left unalterable.

The lean toward a preference for an amalgamation of convenience and quality is why luxury vinyl plank has gained such traction again lately. While nothing is maintenance free,

vinyl plank only requires simple and as-needed cleaning. Its waterproof quality also makes it a preferred choice for kitchens, especially. Though, it should never be drenched in water on repeated occasions, making marble or porcelain a better choice for bathrooms.

“[Vinyl plank] is waterproof. Maintenance is just as basic as: dust mop, broom [and] vacuum. For daily maintenance, use a



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VARY; I ALWAYS
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damp mop with water only or with a pH neutral [cleaning product]—never use harsh or abrasive cleaners with ammonia, bleach, oil, polish, strong alkaline or wax,” explains Lorraine Sterl of Sterl Kitchens, Co.

Hardwood is still a preference for homeowners visually. However, this look is attainable without the high maintenance and expense of installing hardwood floors. Vinyl plank is typically the most universally compatible with any lifestyle. Though it may be made to look like wood, it does not easily take damage like a wood product because it is made of calcium carbonate and PVC, a type of lamination. Its installation is a fairly easy and quick process, as well—it is known to be an achievable process for even solo beginners.

“Vinyl plank gives you one of the most scratch-resistant surfaces on the market, next to ceramic tile. Hardwood is beautiful, it’s a natural product, looks great, but one characteristic with hardwood is that it does scratch and it does bend,” adds Elmer Stoltzfus, owner of Heritage Floors. “So, if you have big dogs or a lot of children, or just a big family, hardwood is not as serviceable as vinyl plank would be.”

The variations of luxury vinyl flooring extend far beyond imitation wood. One can choose from beautiful patterns and designs to transform an area. Depending on the choice and the room, some designs can create the illusion of expanded space. On the other hand, a crowded pattern in a small room can create a

cramped effect, demonstrating the necessity of planning with alternative solutions in mind.

Not everyone has the luxury of starting their renovation journey with a blank canvas, and a flooring choice may depend on the structures already available. Walls and embellishments can always be modified, but kitchens and bathrooms, especially, are more involved. One might consider flooring that is a complement to already-existing countertops in those scenarios.

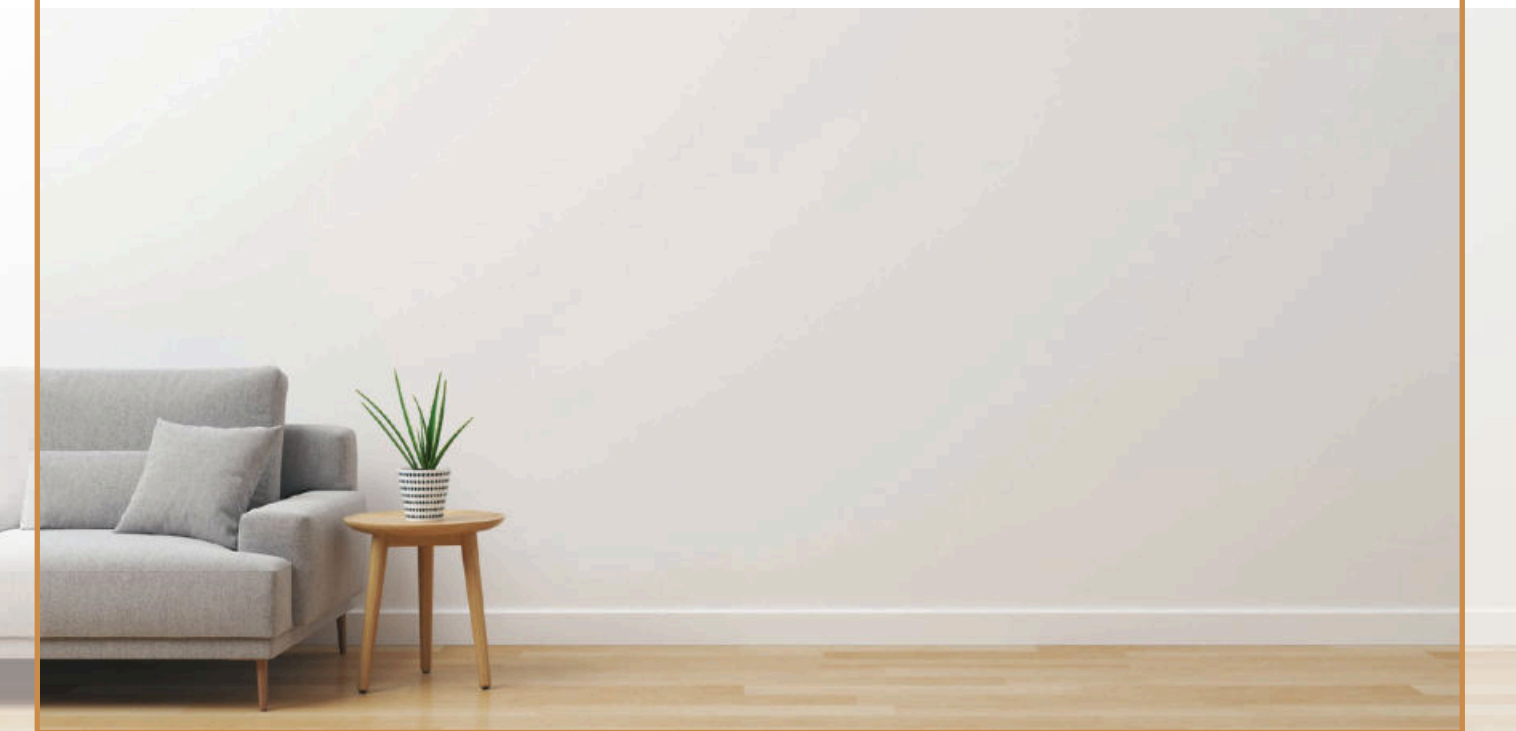
The continuously growing interest in top-notch home design at an obtainable level has resulted in a perpetual release of more convenient, stylish and functional options. Although luxury vinyl plank and luxury vinyl tile have been implemented since the ’70s, they contain a contemporary look and feel. This, in large part, is due to consistent developments in home renovation projects. One such example is the incremental increase of luxury vinyl tile’s thickness.

“MSI [Surfaces] has a brand-new product coming out: the ‘Studio’ collection of LVT [luxury vinyl tile] flooring, which has a 30-mil wear layer for even greater damage resistance and improved longevity,” says Sterl.

It’s obvious that vinyl plank flooring has many benefits, but Matteo points out that many are returning to carpeting as a response to high inflation, cost of living and budget cuts. Traditionally difficult to maintain, especially for pet owners, carpet has made a surprising comeback with new technology that improves its durability. Matteo explains that new carpet products have a built-in stain resistance to messes and stains with plastic sheets on the top surface.

“We do know they are holding up so much better than carpets in the past,” says Matteo. “We try to be a teaching facility more than just selling to someone. When somebody comes in our door we want to ask them: How do they live in their house? How many kids and pets? ... That way, we can give people our honest opinion on what we think might be the best product for them.”

Ultimately, the capacity for creativity and heightened functionality offers the freedom to truly customize flooring to one’s





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unique household. Cool-toned neutrals like grays were recently replaced with warmer beiges and blondes in popularity, demonstrating that trends are subjective. Stoltzfus mentions a recent re-emergence of manufacturers offering colored carpets rather than all neutrals, particularly blues and greens.

Ultimately, the best choice is what each individual would enjoy seeing and using on a regular basis, for years to come.

“People’s preferences really vary; I always encourage somebody to make sure that it fits you. Don’t worry about the trend and make sure it’s something you’d like,” Stoltzfus advises. “I think it’s very important to,

rather than worry about what’s going to be popular with people, make sure you get something that you’re comfortable with.”
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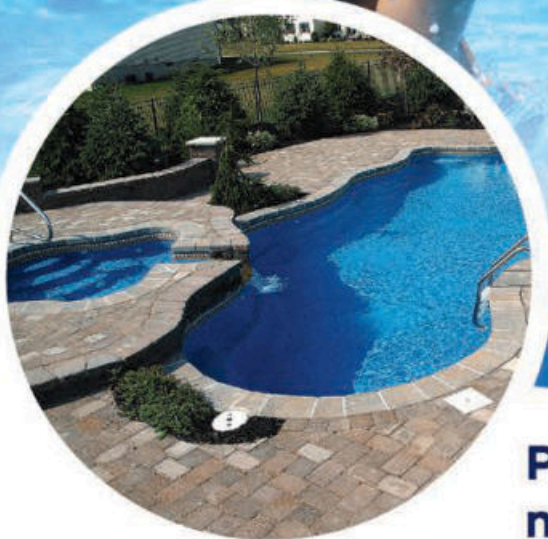


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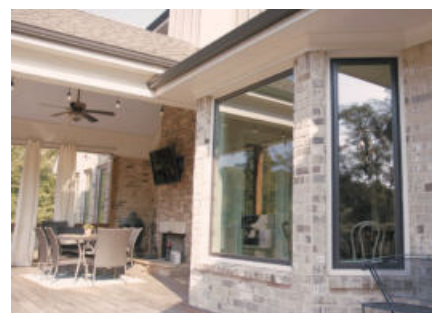
process, but this partnership with Infinity Windows from Marvin aims to simplify things for every homeowner. "Our consultants are here to help you break through the clutter and confusion so you can focus on the window solution that best fits your needs," Parnes says.

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

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

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In recent years, roofing and remodeling projects have undergone incredible innovations. In fact, homes in need of replacement in these areas will find new options that deliver on both aesthetics and longevity.

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No matter which style of roofing you choose, you can rest assured that the highly skilled team at M. Jay Builders is dedicated to implement your vision for your dream home. Beiler and his staff are well educated on which materials perform best in extreme weather situations along with proper installation techniques. That level of expertise and attention to detail is just another reason why the company has become a leader in the remodeling industry.

And while M. Jay Builders stands by its products, it places equal emphasis on its people as well. Beiler values his employees and has high standards for them. Crews are well-trained so homeowners don't have to worry about how well a project will be done or who is showing up. This also means they are accountable for every project from conception to completion. That gives homeowners the peace of mind that the work will be completed as promised and there will be no hidden fees—or worse.

"We value hard work. It's part of our culture and the way God created us to work, serve others and provide for our families. I am very thankful to be able to work with such fine craftsmen and provide genuine quality services to homeowners," Beiler says. **H&H**

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As soon as Mervin Jay Beiler was old enough to swing a hammer, he started building things. He recalls cutting down saplings and building a log cabin by hand as a kid along with his twin brother. "I never questioned that I would do anything else as a career. It's in my blood," Beiler says.

Born and raised in Lancaster County, Beiler continued working with his hands and growing his skill set in his father's company. It was not just the fundamentals of quality construction that he learned, but also a responsible work ethic and appreciation for customer loyalty. This is the foundation on which M. Jay Builders was built in 2007 when Beiler was 23.

"I took all of my passion for this craftsmanship and funneled it into my business. From early on I valued giving customers the right product—not just the fastest product—with research behind it to provide something

that would be better in the end," he says.

M. Jay Builders prides itself on the values of integrity, quality and creativity—the guiding principles of every project no matter the size. With the homeowner's vision at the forefront, M. Jay Builders brings it to life with trusted, high-end products that will make a home stand out as well as keep it protected. Thanks to the team's wide skill set, the company is able to execute any number of remodeling needs and the extraordinary results help transform your home's look and feel.

Services offered run the gamut from all types of roofing, remodeling and other exterior needs to specialty projects inspired by customers. And while a lot of companies can say they provide these services, M. Jay Builders aims to make the homeowner's experience far from average. And it appears to be hitting the target, as word of mouth is its main method of gaining new business as well as repeat customers.

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Just a Stone's

Debuting a West Chester showroom earlier this year has helped **Imperial Marble & Granite** bring its dedicated customer service and exclusive products to even more Pennsylvania homeowners. *by Madeleine Maccar*

Since 2004, Imperial Marble & Granite has been working with clients from all over eastern Pennsylvania to design, fabricate and install uniquely stunning natural stone and quartz furnishings, from residential kitchens and bathrooms to retail establishments' reception spaces and dining areas.

But owner Albert Kzelian noticed a worrisome decline in clients from Exton, Malvern, King of Prussia, West Chester and other areas for whom Imperial's Essington location was just a little too far away.

So, just like with every job Imperial puts its name on, Kzelian came up with a solution that prioritizes his customers' needs: establishing a showroom closer to them.

"I said, 'OK, if you guys don't want to come to us, we'll come to you,'" he begins. "An opportunity came up at this location in West Chester and I could not resist. We built a 4,000-square-foot, beautiful showroom, and it's right on West Chester Pike."

The result was a wide-open, thoughtfully designed space. Open since April, that West Chester showroom is already a resoundingly well-received success.

One of the most striking features of the Imperial showroom is that there are no tiny samples trying to approximate the full extent of all the colors and natural beauty that exist in one piece of marble or granite. The entire slab is available for client scrutiny, which Kzelian

says is crucial in helping them fully assess a stone they're considering for their home.

"The sample certainly doesn't justify what the slab looks like," he explains. "The slabs have so many variations that a sample that's just six or 12 inches isn't going to tell you about the entire piece because that piece has gold, gray, white, beige, all these different colors that a sample can't show you. So when the customer sees the whole entire piece, they're like, 'Oh my God, this is beautiful!' or 'Wow, this is not what I was expecting, it's too busy.'"

But the showroom, Kzelian points out, "is not just for countertops." It's also where you can find an array of ceramic and marble tile, vanities, faucets and sinks, knobs, kitchen cabinetry, lighting and even sound systems. Imperial also outsources appliances so "we can give everything to the customer looking for a complete kitchen."

"We have a variety of different things," Kzelian says. "A homeowner could come in and purchase pretty much everything for every room all at once."

The Imperial team stays on top of current trends and client-demographic preferences—Kzelian notes that customers under 40 tend to gravitate to the manmade quartz but those 40 and older still prefer more natural stone like

Imperial Marble & Granite

Main location: 200 Old Tincum Island Road, H Complex, Essington, Pa. (610) 521-0130

Showroom: 1311 West Chester Pike, West Chester, Pa. (610) 738-5277 | IMGStone.net

granite and marble, while neutral colors are staging a comeback in demand across the board—that guide their offerings.

And for much of those in-stock options, Kzelian adds that Imperial is the only place in the state where they can be purchased. "There are specific products or colors that we're the exclusive dealers of in Pennsylvania. Nobody else carries them or has them."

While the West Chester showroom gives clients a chance to get an up-close, hands-on look at all the pieces Imperial has in stock, one of the biggest advantages to them is the cost savings that comes with making a purchase directly with Imperial.

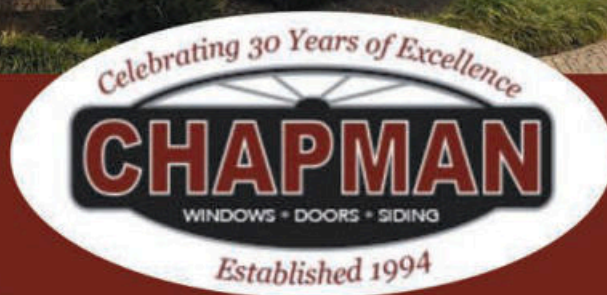
But what really differentiates Imperial from the rest is the kind of dedicated, attentive client support that drove Kzelian to open up a showroom to better assist his customers in the first place.

"Customer service is No. 1, No. 2 is craftsmanship and No. 3—which is the most important thing—is turnaround," he says. "From template to install, it's a 10-day turnaround. We have the technology and machinery to back us up. Everything is done by digital measurements and laser measurements, so that helps us make things more precise and accurate."



It is that determination to deliver high-quality, skilled and minimally intrusive work to clients that Kzelian believes will ensure that Imperial keeps growing so it can keep finding new ways to ensure all their clients' needs are met.

"We started out in 2004 with six employees and now have 43," says Kzelian. "Our second location is helping us to continue helping clients with a warehouse experience that has all the beautiful lights and design of a showroom." **H&H**



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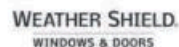
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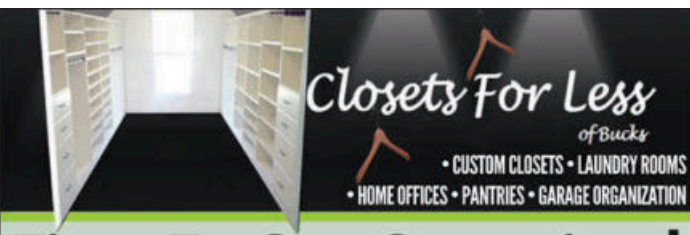
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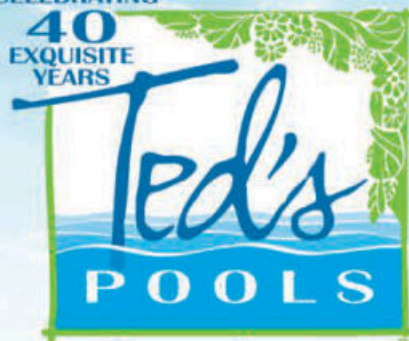
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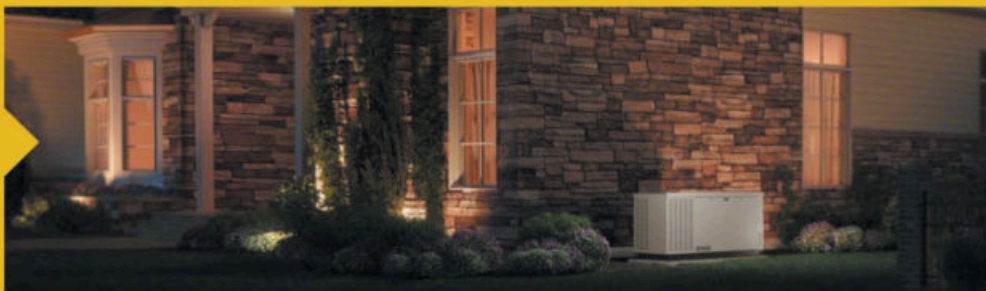
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