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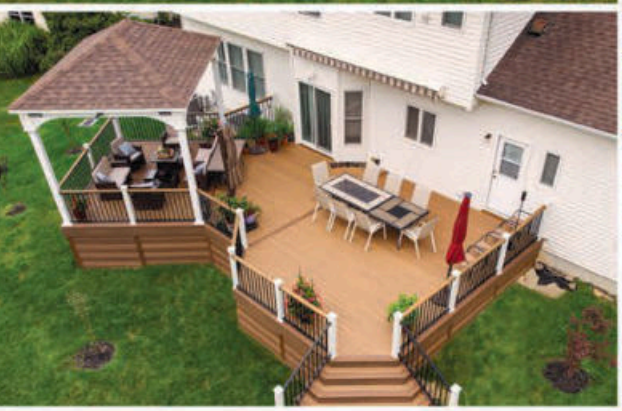
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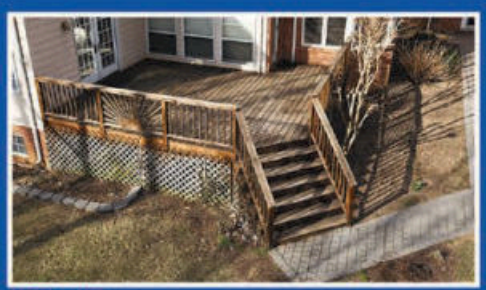




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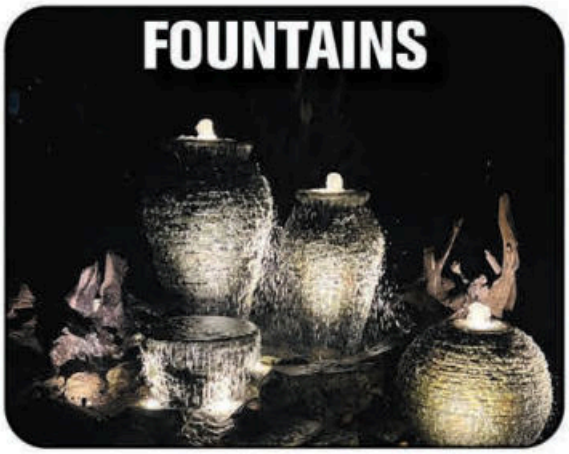
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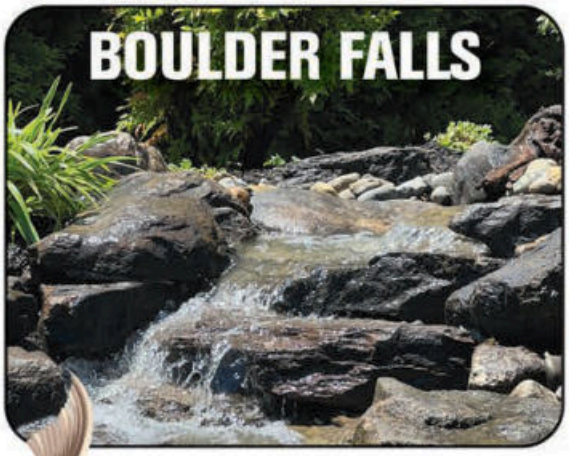
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by Kristen Dowd



Making Design Dreams Come True

Family-run **Dilworth's Custom Design** prides itself on catering to customers to create a perfect bathroom, kitchen or other new space in the home.

After living in their home for more than two decades, Dan and Lara Dilworth decided it was time to create the master bathroom of their dreams.

They weren't exactly sure what they wanted, but they knew they weren't looking for a run-of-the-mill bathroom. The Dilworths wanted a unique, custom design, from the tiles to the flooring, the cabinetry to the hardware.

And they knew exactly where to get it.

As owner and CEO of the family-owned and operated Dilworth's Custom Design, deciding to overhaul his own bathroom gave Dan the opportunity to see how things ran at his business from the perspective of a customer.

For more than 30 years, the multi-generational company has been designing, handcrafting and installing custom bathrooms, kitchens and more across Chester County. With dedicated designers, expert craftsmen and professional installers, Dilworth's prides itself on turning design dreams into design realities.

STARTING WITH DESIGN

Dilworth's designers are skilled at working with all customers, whether they have a general idea of what they want or have no idea where to start. With his expert background, Dan was, of course, the former.

"After a couple months of sketching, measuring and even laying down tape to represent our new ideas," he explains, "I finally went to my design team at work and asked for drawings to help us visualize."

Dan knew he wanted a walk-in shower. Lara also desired a standalone tub and faucet. They both wanted similar counter space as before, but with better use of the cabinets. Heated floors were a must.

From the two presented plans, Dan and Lara agreed on the same design. Then they headed to Dilworth's beautiful Phoenixville showroom.

NEXT UP: THE SHOWROOM

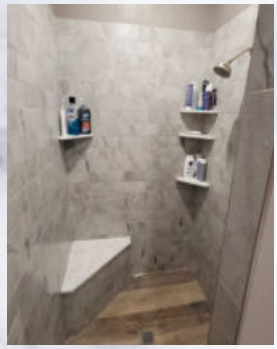
With fully built bathrooms and kitchens, the showroom gives customers the chance to decide on styles, finishes and every last design detail. To start, Lara was tasked with choosing a color and a texture to get the ball rolling. This turned out to be a marbleized white and gray porcelain tile.

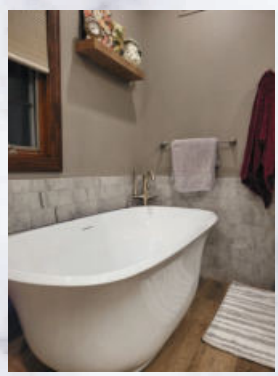
The duo walked the showroom a few times discussing options. It was a struggle, Dan admits.

Fortunately, Dilworth's Custom Design employs talented coordinators and decorators experienced in bringing together projects.

"That was crucial because it gave us someone with experience that we quickly trusted. My wife and I were no longer at odds trying to select everything," Dan says. "Having someone with a great eye for design, color and detail is an amazing gift."

The plans included options for floors, cabinetry, countertops and hardware. The pair gravitated toward the same palette, choosing wood-look porcelain tile flooring to warm up the cool gray tile, dark blue-gray cabinetry with additional dark glaze for a unique look, and brushed nickel Moen faucets. They chose Cambria quartz countertops, and the zero-entry shower featured a handheld showerhead on a slide bar, a main showerhead, and built-in seats and shelves. And the standalone tub was also a key fixture that played prominently in the design.





TIME FOR INSTALLATION

A "weekend warrior," Dan tackled the installation himself when he wasn't working. The process took about three months since Dan didn't want to tie up any of the Dilworth's installers with the job.

On average, a job like Dan and Lara's would take a two-man team from the company four-to-six weeks to finish. There are seven teams in the field each day.

"When you look up the word craftsman, my guys' pictures are there," Dan says. "They're great at what they do."

Like what happens with many customers, some decisions made during the initial planning changed during installation. The company's coordinating team was able to quickly pivot to get the alternate product.

"That's normal for our jobs," Dan says. "If we find a glitch or a customer finds something they want to change, we've got to jump. The goal is to keep working."

Things stalled again at paint colors, with Lara thinking yellow but changing her mind after trying several shades. Fortunately, Dilworth's works with a number of reputable, dependable subcontractors, including painters. Dan called in some help, and they ended up with a perfect Sherwin-Williams taupe to tie everything together.

A JOB WELL DONE

Dan and Lara love their new bathroom—not to mention the smooth process in getting to the finish line. Of course, while pleased, Dan wasn't surprised to find how well things went from beginning to end in working with Dilworth's Custom Design.

He knows he employs the best of the best.

From the office team to the coordinators and designers, to the shop team building custom cabinetry to installers in the field—everyone works well together, cementing Dilworth's as a premier custom home improvement and renovation business.

"It's a well-oiled machine," Dan said. "Everybody is pulling the rope in the same direction." H&H

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LANDSCAPES IN BLOOM

BY CARLY MURRAY

Mother Nature takes center stage during spring, and the right **landscaping and hardscaping** can create a blissful outdoor living space that allows you to experience the season like never before.

As an extension of the home, an outdoor area can tap into boundaries previously unexplored. The space beyond four walls offers opportunities to finally create the entertainment, relaxation or gathering area that couldn't fit inside the home, all while benefiting from both the special addition of and amalgamation with nature. Natural elements can not only elevate the appearance of an outdoor addition, but also provide the ambiance necessary to uplift the spirits of homeowners and their guests alike.

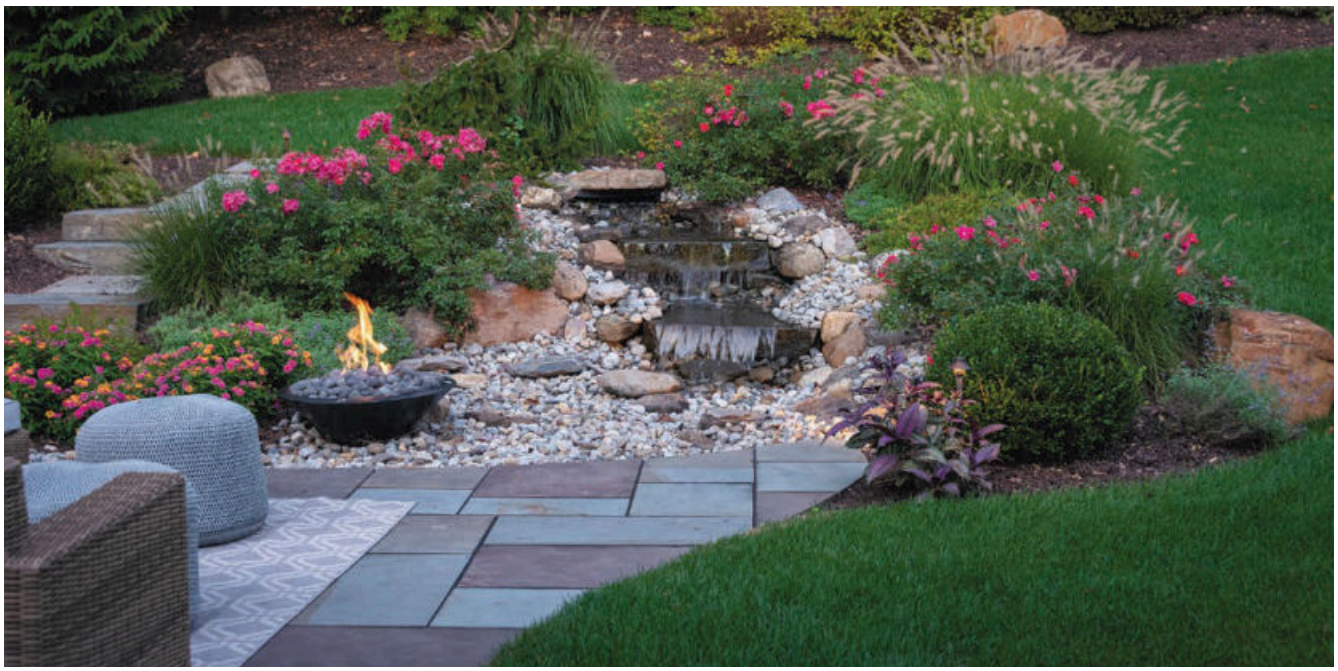
"I view the outdoor living space as an extension of the home and the client's personal style. The colors in the architectural details of the home are important when choosing materials and colors for the outside space; they don't have to be an exact match, but it will all flow together if the colors and tones complement each other," says Keith Frederick, owner of ELA Outdoor Living.

While the main attraction might be a water feature, outdoor television set or a high-tech lighting and sound system, what truly makes outdoor living spaces special are the plants complementing them. Implementations to reduce an ecological footprint are trending most right now, both inside and outside the home. With such considerations, a cosmetic rejuvenation can give back to the earth to help create a symbiotic relationship. While spring is a fantastic time to enjoy an outdoor living space, it is always best to be conscious of how plants will interact with local native species and the changing climate.

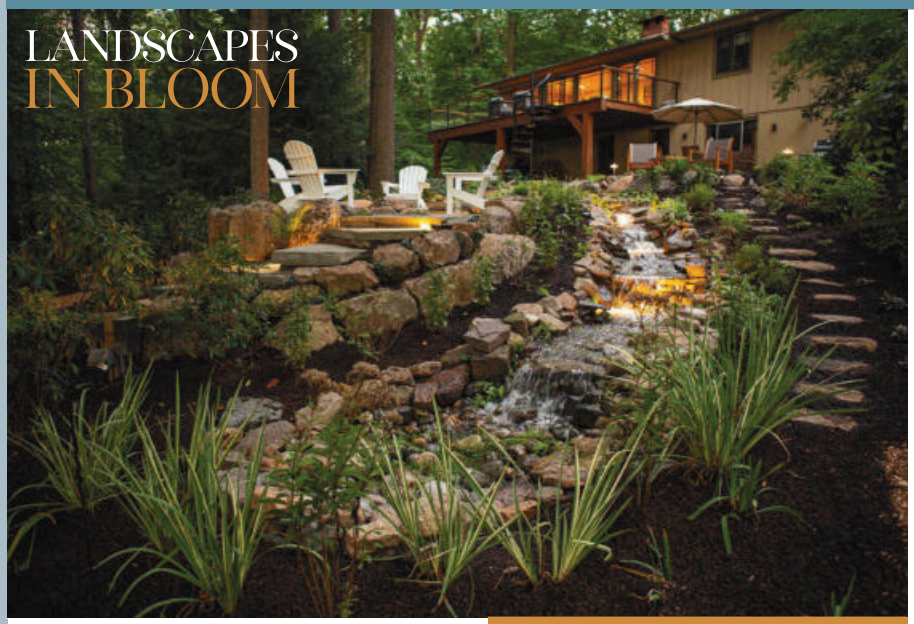


"Everyone and everything is being affected by climate change. Therefore, my focus is to incorporate as many plantings into a design that can handle extreme temperature swings throughout the year and satisfy the aesthetic needs of the client," says Ronni Hock, landscape designer and owner of Ronni Hock Garden & Landscape. "It's a balancing act that's essential from my perspective. … Beauty plus environmentally sensitive practicality seems to be the formula going forward."

Describing one of her favorite projects as an example, Hock explains how an intri-



Images at left and right courtesy of CLC Landscape Design. Image above right courtesy of Ronni Hock Garden & Landscape



cate home was customized to her client's specifications. This complete renovation of a contemporary home in a wooded area for a young family emphasizes the realm of possibilities in landscape design when using the natural surroundings to spark creativity.

"One of the client's principal concerns was to create a series of gardens with native plantings that would complement the location of the home and be safe for the children and pets," she recalls. "My intention was to create an 'inspirational journey' for the girls that would lead from the main house, through a woodland maze and into their playground near the lake."

Placement can make or break a final product. That's why it is vital to balance looks and utility while also envisioning these attributes from all perspectives: changing weather, night and day, and the relationship with both natural and manmade features.

"What's your priority? If you're cooking, you need an area for cooking, but you also need your traffic patterns to go to a social area where you can just relax—say, by a fire pit or a water feature," says George Mihalchick, owner of Ponds By George. "A lot of people don't really think about this, but it's your angle, your exposure to the elements like the sun. Is your dining area going to be right in the sun rays in the evening hours as the sun is setting?"

With any project that has an everyday impact, a household's unique lifestyle should be a significant consideration in determining what works best. Families with pets likely want to enjoy the outdoor living space alongside them, but they'll also want to take into account what popular plants are toxic to dogs or cats. While working with natural elements, carefully planning around all the living things that may interact with it can yield the best and safest results, while also providing new inspiration.

> "I view the outdoor living space as an extension of the home and the client's personal style."
>
> —Keith Frederick
> Owner of ELA Outdoor Living

"At ELA, we have excellent horticultural knowledge and will always advise on which plants and shrubs are better for different soil types, areas of the garden, if they're deer-resistant and, of course, whether or not they are a good choice if the client has children or pets," says Frederick. "Some things which might look beautiful are not a practical choice in reality for the local climate and the ways in which it is intended to be used."

Practicality and safety are two guiding principles when it comes to selecting from the many different types of water features, especially if an area is intended for small children to run around and play. Conferring with an expert can help narrow down that plethora of choices to best accommodate one's ideal scenario.

"The most popular water feature we do is called a pondless water feature, meaning there's a stream and you've got all these nice little waterfalls, and it's beautiful. You get the sound of water, you get sunshine, you get birds, your dogs can go in and your kids can play in it. But, it disappears into a gravel bed; it doesn't go into a pond and therefore it's totally safe," says Rich Cording Sr., owner of CLC Landscape Design.

Fire features alongside water features are popular ways to add a wow factor with contrasting elements, from a fire pit to sit around after getting out of the pool, to actually combining them in a fire and water bowl where both flow simultaneously.

"We call it living the lifestyle—even when you're inside and you look outside, you always see a water feature. That's your focal point. That's where people are going to gather. That's where the conversations are going to happen if you have seats by it.



Image at left courtesy of Ronni Hock Garden & Landscape. Image above left courtesy of ELA Outdoor Living

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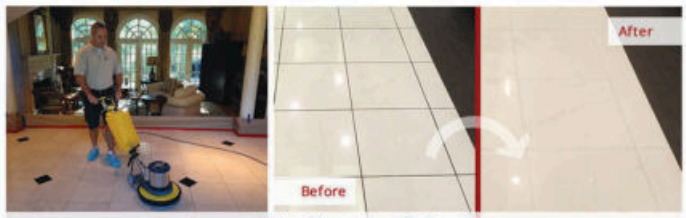
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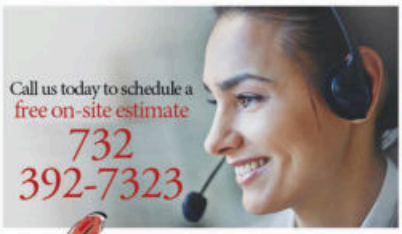
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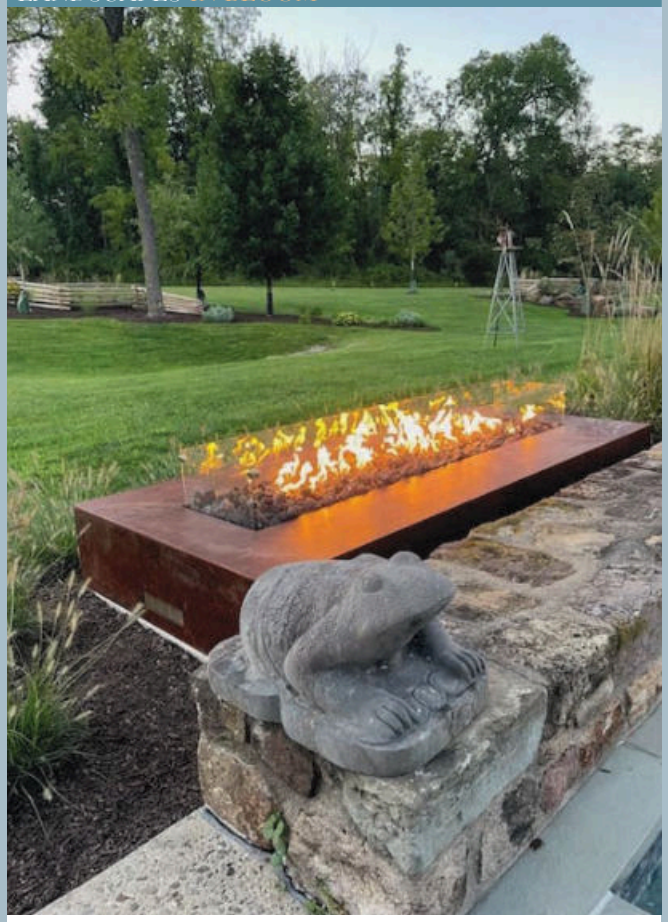


Image above courtesy of ELA Outdoor Living

And I can tell you that a fire pit will usually be by a water feature, because it's soothing, it's relaxing," says Mihalchick.

The best time to make the leap toward beautifying an outdoor living space is right now. With planning design, consultations and construction, there are permitting considerations to account for, as well. Knowing your town's standards and laws can minimize the potential for any hurdles moving forward.

"The sooner, the better," Cording affirms. "Everything in every town in North Jersey requires permits or what's called a zoning review. What normally used to take weeks is now taking months."

Any vision in home renovation these days can become a reality with adequate planning, expertise and time. Allowing the climate provided by spring to demonstrate the endless opportunities for an outdoor living space can guide you in making the choices necessary to create your family's new favorite hangout destination. H&H

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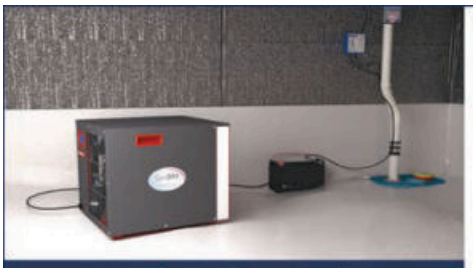
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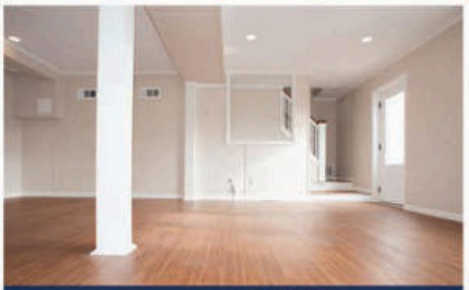
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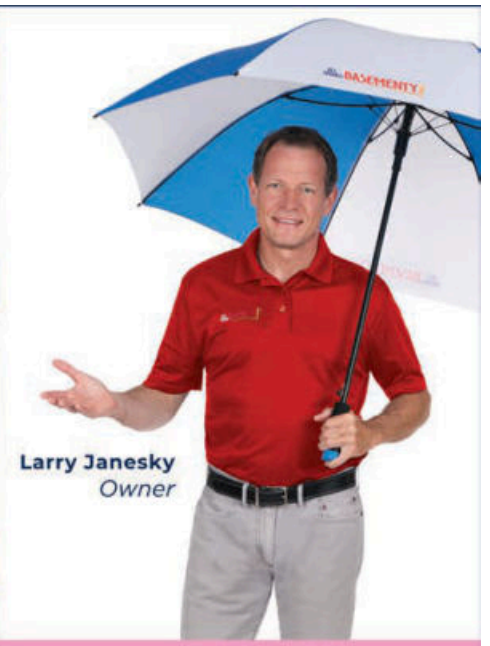
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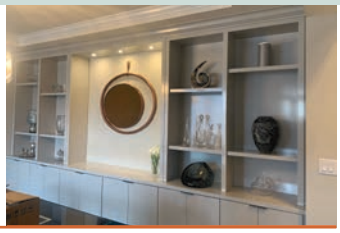
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WHETHER YOU'RE LOOKING TO DISPLAY YOUR SHOE OR EXOTIC HANDBAG COLLECTION, ELEVATE YOUR WINE CELLAR OR SIMPLY WANT TO GET THE MOST OUT OF YOUR HOME, ORGANIZATIONAL DESIGN IS KEY. Thoughtful planning can ensure the maximization of your space, allow you to achieve your dream aesthetic and boost the value of your home.

House & Home spoke with Closet Factory's senior designer Brittany Palko-Harris and general manager Charles Palko about the benefits and growing trend of organizational design.

WHAT SEPARATES CLOSET FACTORY FROM OTHER BUSINESSES IN THIS INDUSTRY?

Customers that are upgrading their closets are making a major investment in their home. They want quality and the peace of mind that a well-organized space will bring them. We've been in the premium architectural woodwork business for over 40 years and bring those quality and constructability standards into the most basic reach-in closet. Our commitment to quality and a calming aesthetic separates Closet Factory from other home organizational businesses.

CLOSET FACTORY DOES MUCH MORE THAN CLOSETS. CAN YOU TELL ME A LITTLE BIT MORE ABOUT THE OTHER SERVICES YOU OFFER?

By virtue of the fact that our name is Closet Factory, the majority of our business focuses on simple to spectacular closets, although we offer whole-home organization solutions for pantries, home offices, garages, mudrooms, entertainment centers, wine rooms and all areas of home organization except kitchen and baths. While we provide a great deal of low-voltage lighting, we depend on electrical and plumbing professionals to deal with those areas of responsibility.

WHAT DOES ORGANIZATIONAL DESIGN BRING TO A HOME?

Our designs are meant to focus on two areas—organization and aesthetics. While many in our industry overlook vertical planning, a 10-foot simple reach-in closet could almost double the storage capacity of this small space. With vertical planning, we not only maximize the space but we can make it as aesthetically pleasing as the customer desires. The mission of each one of our designers is to maximize storage capacity while bringing a level of calm or excitement to the environment. The homeowner is a collaborative partner during the design process, and they play an essential role in us designing and installing a home organizational solution that meets with their ultimate expectations.

WHAT ARE SOME TRENDS YOU'VE NOTICED IN TERMS OF DESIGN AND PROJECT TYPES?

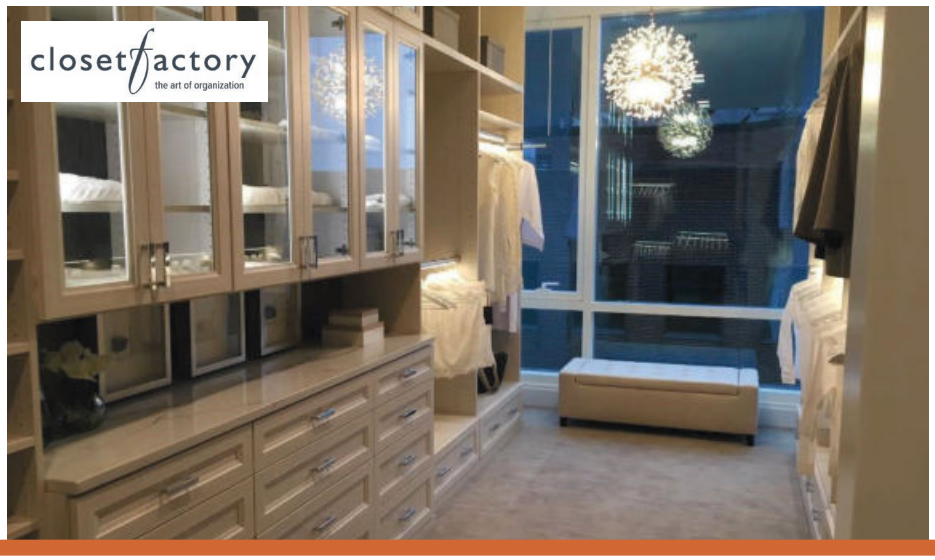
Since everything we design and produce is custom based on the organizational requirements and aesthetic appearance of our customers' individual tastes, we've seen the trend leaning toward systems that are more upscale that match the interior influence of the home. Our customers have certainly gravitated to organizational projects—simple or spectacular—that give them peace of mind and a sense of calm. In the past, our customers and home builders have focused on the importance of kitchens and bathrooms but now home organization and a well-planned closet or pantry have become a significant focus for the most discriminating buyers. As professional organizer and author Christina Scalise says, "Organization isn't about perfection, it's about efficiency, reducing stress, saving time and money, and improving your overall quality of life."

Since COVID, more people are working from home. This trend has created new requirements for many of our customers who have decided to transform a spare bedroom or unused space into a productive working environment while still maintaining sleeping options with the installation of a home office and wall bed.

With the hectic athletic lives of most families, garage organization has become paramount to organize tools, athletic equipment and garden accessories while maintaining space for the family car.

WHAT IS THE PROCESS FOR STARTING A NEW PROJECT?

An initial phone call to schedule a no obligation design consultation. From there our designers will meet, review inventory requirements, consult on aesthetic and budget expectations, and then start the design process with the use of a computer-aided design (CAD) program. Within an hour or two, and in collaboration with the homeowner, the organizational expectations and storage requirements will come to life in a 3D image. If all is in order, the project will be placed on the production and installation calendar and our expert installers will transform the original space into a space of beauty and calm. H&H





Elevating Your Exterior

by Kristen Jorgensen

TRANSFORMING YOUR HOME INTO A STUNNING SHOWCASE IS EASY WITH THE HELP OF A PROFESSIONAL.

Your home's exterior is the first impression you give to guests and passersby, making it essential to ensure it reflects your style and personality. From the roof to the landscaping, every detail contributes to the overall aesthetic and curb appeal. Read on to explore the latest options in roofing, siding, paint, lighting and other ways to liven up the look of your exterior with advice from some of the region's leading professionals.

Unveiling the Beauty of Stone and Brick Veneer

In the realm of home design, few elements evoke a sense of timeless beauty and sophistication quite like stone and brick veneer. These versatile materials have long been cherished for their ability to enhance the aesthetic appeal of any structure, whether it's a cozy cottage nestled in the countryside or a sleek modern residence in the heart of the city.

"You can transform your home with the timeless elegance of stone and brick veneer. Thin stone and thin brick veneer can add that earthy, yet elegant allure that full-thickness stone and brick provide at a cost savings," shares Michael Chadwick from Riverside Supply Company.

Crafted to mimic the natural beauty of authentic stone and brick, these veneers offer a stunning facade that enhances any architectural style.

"Thin stone and brick are made from extremely light and durable materials that do not add significant weight to your home while still offering the look of refined sophistication," Chadwick continues. "The versatility of the products allows for the material being used on the outside of the house to be introduced on some focal points in the interior of the home as well."

Once stone and brick veneers are installed, there is little to no maintenance. So whether you're looking to add rustic charm or contemporary flair, stone and brick veneers provide durability and versatility, creating a lasting impression for your home.

Roofing: The Crowning Glory

The roof is not only a functional component of your home but also a significant architectural feature. Advances in roofing materials offer homeowners myriad options to enhance curb appeal while providing durability and energy efficiency. Traditional asphalt shingles remain a popular choice, but metal roofing, with its sleek appearance and longevity, is gaining tremendous traction.

"A roof is one of the most integral parts of a home, as it is one of the most critical lines of defense against protecting it from the elements," says Isaac Huyard, owner of Silverline Exteriors. "Metal roofing not only looks impressive from a design aspect, but is also very eco-friendly and incredibly durable."

Though metal roofing costs more than other materials, it offers better roof insulation, providing energy savings and a return on your investment, and can last for several decades.

"Metal roofing can last up to 75 years when installing a standing seam metal roof. It's worth the initial investment if a

homeowner has the budget for it," says Huyard.

Global Home Improvement has also had great success over the years with the installation of metal roofs and recommends that option of its durability and aesthetic appeal.

"Asphalt roofing can show its age quickly," says Adam Parnes, marketing manager for Global Home Improvement. "It may last 15-plus years, but typically after five it will show discoloration and staining. Metal roofing has no discoloration issues and will last longer and look better on your home. Metal slate roofing turns your boring asphalt roof into a dynamic and aesthetically pleasing focal point of your home."

Siding: Style and Substance

Siding also plays a crucial role in protecting your home from the elements while also defining its exterior style. Engineered wood siding is an option Huyard highly recommends, specifically LP siding—or LP SmartSide—a type of engineered wood siding that mimics the look of natural wood but is more durable and resistant to weather, rot and pests. It's made by Louisiana-Pacific Corporation and consists of wood strands or fibers bonded with resin and zinc borate.

"The core material is wood. However, it has undergone an extensive treatment process to enhance strength and resistance to some fungal elements and moisture," explains Huyard.

Another emerging trend is the use of board and batten style, which combines the natural beauty of a more traditional farmhouse look with the low maintenance of engineered materials, providing a timeless style with modern convenience.

"Wood siding that consists of narrow vertical strips or battens installed over a flat base or board is known, logically enough, as board and batten, or batten board. It has been popular for centuries on the exterior of houses, and has since become a trendy way to add visual interest to the exterior of the home," says Vic Fiore of Magnolia Home Remodeling Group.



Paint: Adding Personality

A fresh coat of paint can instantly transform the appearance of your home, breathing new life into tired exteriors. When selecting exterior paint colors, consider the architectural style of your home and the surrounding landscape. Neutral tones like beige, gray and taupe are timeless choices that complement a variety of architectural styles, while bold hues like navy blue or forest green





H&H EXTERIORS

can make a striking statement.

"The industry is still seeing clients opt for lighter color homes—whites, creams and neutral tones—whether when painting or selecting siding materials," Fiore says.

Fiore also points out how certain details can add further visual interest to your home's façade. "You can also add stone veneer to the trim areas of the home for an extra pop of character. It really adds an upscale look to the home."

Lighting: Illuminating Your Home's Beauty

Outdoor lighting not only enhances the safety and security of your home, but also adds both ambiance and drama to your exterior space. From sleek wall sconces to dramatic uplighting, the options for outdoor lighting are virtually endless. Consider installing pathway lighting to guide guests to your front door or highlighting architectural features with strategically placed spotlights. For a touch of elegance, add string lights or lanterns to your porch or patio, creating a warm and inviting atmosphere for outdoor gatherings.



"We will never lose the trend of homeowners wanting to spend more time outdoors when the weather gets warmer, hence the continued popularity of decks, porches, patios and pergolas," says Fiore. "Adding ambient lighting to those areas creates a more inviting feel and allows the homeowner to enjoy the space after dusk."

Landscaping: Adding the Finishing Touches

No exterior transformation is complete without attention to landscaping. Thoughtfully designed landscaping can enhance the overall curb appeal of your home, framing it like a work of art. Start by assessing your yard's layout and consider incorporating a mix of trees, shrubs





and flowers to add color and texture. Define your outdoor spaces with hardscaping elements like pavers or stone walls, creating visual interest and adding functionality to your landscape. Don't forget to maintain your landscaping regularly to keep it looking its best year-round.

Your home's exterior is a reflection of your style and taste, making it essential to invest in upgrades that enhance its curb appeal and overall aesthetic. From roofing and siding to paint, lighting and landscaping, there are countless ways to elevate the look of your home's exterior and create a stunning showcase that you'll be proud to call your own. By incorporating these latest options and trends, you can transform your home into a welcoming retreat that leaves a lasting impression. H&H

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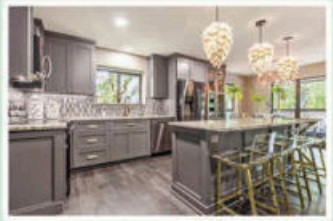
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MAKING A SPLASH

Ted's Pools, a company that has served the region for four decades, offers homeowners beautiful backyard centerpieces that include resort-style amenities. *by* **Matt Cosentino**

When Ted's Pools was founded more than 40 years ago, the term "outdoor living space" had yet to enter the vernacular and backyard designs were still fairly simple. But as the industry has evolved, so too has the company, and nothing makes current owners Joe and Carol Perchetti prouder than delivering clients an elaborate oasis that meets all of their wants and needs.

The end result is often reminiscent of a five-star resort, and allows families to create memories that will last a lifetime.

"It's so much fun to provide that for them," Joe Perchetti says. "From the initial consultation with the client, we'll come up with a design that includes everything we talked about, and then it's in their hands. I tell them, 'If there's something that touches a pool, we've done it before. So if you think it's a boring shape and want to dress it up, just let us know.' I call that the red-pen stage. They can mark up the design, take a picture and send it back, and I'll revise it so that it better fits what their dreams and vision are."

Ted's Pools specializes in gunite and vinyl liner in-ground pools, which both offer their own advantages to homeowners. While vinyl liner is more cost-effective, gunite can be customized to just about any shape, and the gunite shell comes with a lifetime warranty.

Joe and Carol have over 25 years of combined experience, and their project managers and crews have similarly extensive backgrounds in the industry. Their knowledge allows them to design and construct pools that not only serve as stunning centerpieces of the backyard, but are functionally efficient as well.

Popular amenities include water features like mini jets or raised walls with cascading waterfalls; boulders with a grotto that people can swim inside; sun shelves for lounging in the pool; fire features around the pool; swim-up bars; and even bridges overtop of the pool.

"With the added features obviously comes expense, so we have to prepare it according to their budget," Joe says. "Whatever their vision is, we're working through it and communicating with the client to make sure they're satisfied and that their end vision is met. Frankly, I want to exceed every client's expectation at every phase and detail of our project."

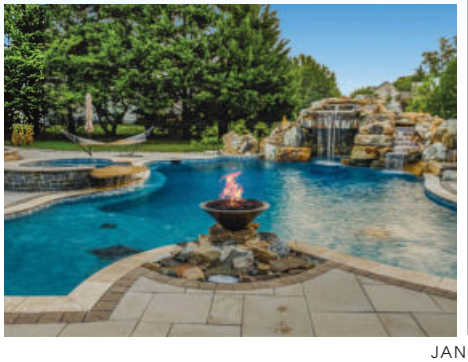
He adds that his team works in concert with partners who provide the decking, landscaping and fencing. "We take every job very, very personally. We're not just in and out—it's a couple months of work in the client's backyard, and we realize that we're working for them. I consider every project we do to be magazine cover-worthy."

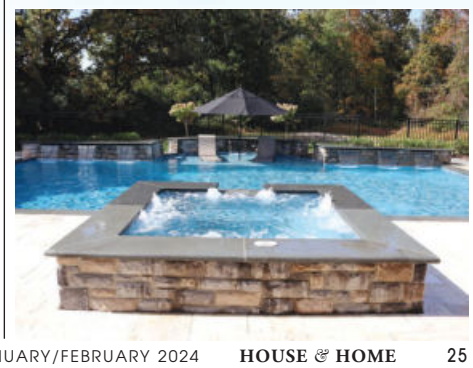
Unlike many pool companies, the relationship doesn't stop there, either. Ted's Pools has a service division to provide maintenance and a renovation division for either small cosmetic changes or a complete facelift of the pool.

"We try to be a full turn-key operation," Joe says. "The biggest compliment we can ever receive is, 'You did a phenomenal job with the construction, so why don't you take care of the pool?' We love to become a lifelong service provider for each client and for their exceptional backyard setting." H&H

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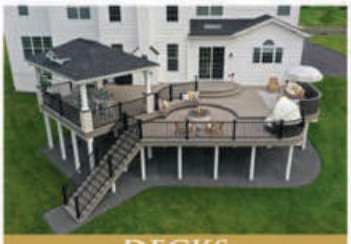




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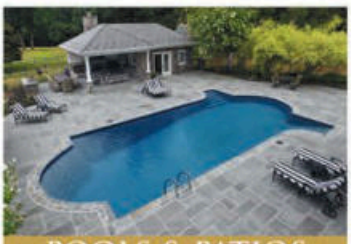
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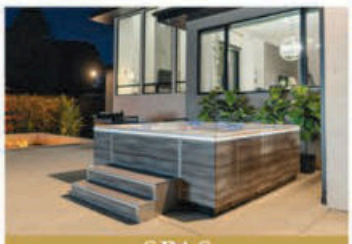
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Ready for What's Next

The team at Keystone Custom Decks didn't miss a beat while navigating personal and professional tragedies, and they're greeting the future with new offerings sure to benefit clients across its five-state service region. *by* **Madeleine Maccar**

If 2023 was a year for learning how to bounce back from heartbreaking adversity, this one is Keystone Custom Deck's year to celebrate all the ways the family-owned builder is coming back stronger than ever.

"2024 is going to be a great year!" promises Marcus Stoltzfus, who joined the Keystone team as its marketing manager last fall but has known the company's key players for quite some time.

Before Stoltzfus came on board, Keystone had suffered a series of tragic events. Founder and owner Amos Esh passed away in 2021; fortunately his sons successfully carried the company into its second generation of family ownership. One of the sons, Kevin, was killed in a plane crash days after his 30th birthday in September 2022, and just weeks before losing Kevin, the company's East Earl showroom and shop suffered significant damage from the results of a fire, causing the team to relocate for a large portion of 2023 while repairs were made.



With a service area spanning five states of loyal customers eager to complete their decks, patios, pools, outdoor kitchens, water features and other outdoor projects the in-demand team at Keystone Custom Decks is known for, the company knew it had to get back to business as usual and honor its commitment to its clients, no matter how hard it was to move forward.

The fruits of forging ahead include an updated, one-of-a-kind showroom in East Earl that the Keystone team proudly welcomes the community to discover, explore and be inspired by.

"It's where people can see something they haven't been able to before. Vision is something some people struggle with, especially with a custom project," Stoltzfus says. "Sometimes, they'll come to our showroom and see something for the first time and they go, 'Yep, that's it. That's exactly what I was thinking.'"

That "Aha!" moment of meeting the piece, configuration, color scheme, accent or flourish that a client has been waiting to come across is not an uncommon occurrence at Keystone's show-stopping showroom.

"There's clients who have come in and actually pieced together items from the showroom for their own design after seeing them in person," he continues. "There's multiple porch displays, outdoor kitchen displays everywhere, you name it. And then the adjoining café also has many outdoor setups as well, so you're able to see a lot of different options all in one place."

And while the Keystone showroom is temptingly close to the beloved Shady Maple Smorgasbord and Farm Market, its own café is gearing up for an expected March reopening—and already has the makings of becoming an in-demand destination in its own right.

"In the past, our café has served as a great space to host people," says Stoltzfus. "Whenever someone comes in for a visit to the showroom, they often will go over to the café for some coffee and to grab something to eat. The new space is going to be updated. …. The fire, while it was obviously terrible and took us through a rough patch, gave us a chance to reconfigure and reimagine the spaces on the property. We've added an extra floor of office space, and the café is now going to have a 30-seat indoor seating location. Like in the past, folks can rent out the café space, only this will be a year-round spot for them."

The growth of Keystone's new-and-improved offerings is proportional to how thoroughly the company has expanded its capabilities since Amos founded the company in 1983. While his ideals of approaching every job with high-quality materials, superior craftsmanship and custom designs remain the same, those projects have evolved to include all aspects of outdoor living projects.

"The inspiration to add divisions to our company was being able to fully support whatever someone needs in their backyard from start to finish," Stoltzfus explains, adding that Keystone also handles project requirements like permitting. "We're able to give you a porch, a patio, a pool, and masonry features like fireplaces or firepits. Typically, people got the service from us and then had to go somewhere else to get their pool installed. Now, we've really become a one-stop shop for your backyard."

No matter how far the company goes or how exponentially it grows, though, Stoltzfus says ensuring that every client is a happily dazzled one will always be Keystone's goal.

"The continuity factor is a big one, even when it comes to working with our team. From the time you first reach out to the very end, our team strives to have the same attitude and energy. People often comment about the uplifting spirit our team brings. Seeing the homeowner with a smile on their face knowing they made the right decision to choose us at Keystone, that goes a long way for us!" **H&H**

Keystone Custom Decks

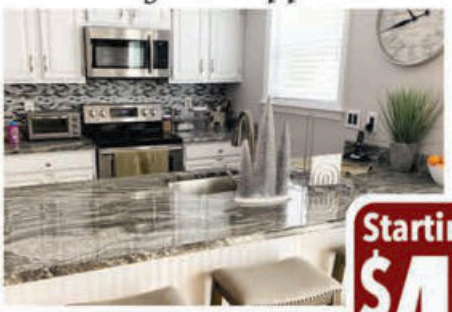
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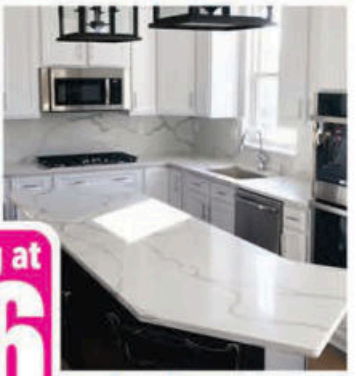
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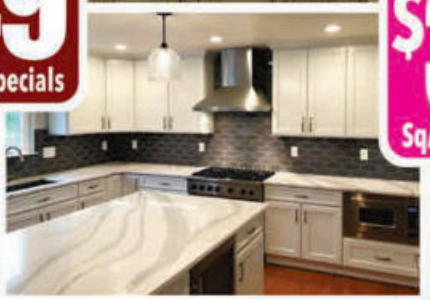




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Embracing the Great Outdoors

Founded in 1983, Blue Tree Landscaping designs and builds outdoor spaces that, according to the company's president Jeff Mattiola, "respect and enhance the natural beauty of your property and maintain the integrity of your surroundings." Of course, this is no easy feat, and Mattiola's expertise aligns with his values that encompass his company model and commitment to his clients throughout his more than 40 years of experience.

Chad Ochnich, the company's vice president, adds, "When working with clients to make their outdoor dreams become a reality, the process should be painless and enjoyable."

Blue Tree Landscaping's degreed designers spend time developing new relationships with clients that help them bring their dreams to life. Their friendly, knowledgeable staff will work to create the perfect space for you, your family and friends to enjoy for years to come, and their ongoing education and learning is essential to keeping their staff up to date on current trends.

The Blue Tree Landscaping team brings cohesive ideas and plans to every project and understands the values of what their clients are looking for. Homeowners invest in their properties to bring people together, whether it's their family, friends or neighbors. After all, you can't put a price on creating memories! That's why their professional designers not only ensure that spaces are up to clients' expectations, but also strive to go above and beyond to find creative options for functionality and accessibility. Blue Tree Landscaping utilizes computer-aided design (CAD) and 3D drawings during the design process so that each client is given clear expectations.

Enhancing outdoor living spaces has been a trend for several years, as clients have realized that the season for enjoying the outdoors can be extended with the use of roof structures, fire features, infrared heaters, landscape lighting, etc. Clients want to create spaces that work within their environment and special constraints. Sometimes they don't have the large canvas or the perfect flat yard to work with. Blue Tree Landscaping's skilled team evaluates every project based upon client needs and desires. Looking at the big picture allows them to properly build pools, patios, structures and other features within the yard that create the perfect outdoor living space while saving time and money.

Whether you are planning a small or large project, it is always good to get the details worked out sooner than later. Larger projects may require additional steps such as engineering, permitting and HOA approvals, which can be a multiweek process. Getting started right now ensures that a new pool, patio, landscape or outdoor space is ready to enjoy the moment summer arrives.

What's more, utilizing an all-in-one landscape professional allows for additions previously unfathomable to really bring a space all together.

"Basically, that all-inclusive package that people are looking for when we're building out an outdoor project for them, we integrate it into the design and overall plan to make it a cohesive element from start to finish," says Justin Acal, pool and landscape designer. "The other benefit of this is that they're working with one person. They're not working with multiple contractors and then have to piece it together themselves, or become the general contractor."

Blue Tree Landscaping keeps every element in mind for large and small projects alike—from budget to style to utilization—to create the most ideal finished product guaranteed to provide excitement, relaxation and quality time with family and friends.

They work with clients throughout the entire process. Each space receives Blue Tree Landscaping's undivided attention to personalize every project to each client's desires.

"The home is the nucleus of the family, and we all have fond memories that may range from the smell of fresh baked cookies to classic backyard picnics, football games and relaxing by the fire," says Tim Tuhacek, sales director. "Our goal is to design and provide custom outdoor spaces to enhance family time and provide the opportunity to build more memories." H&H

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STYLISH SPACES

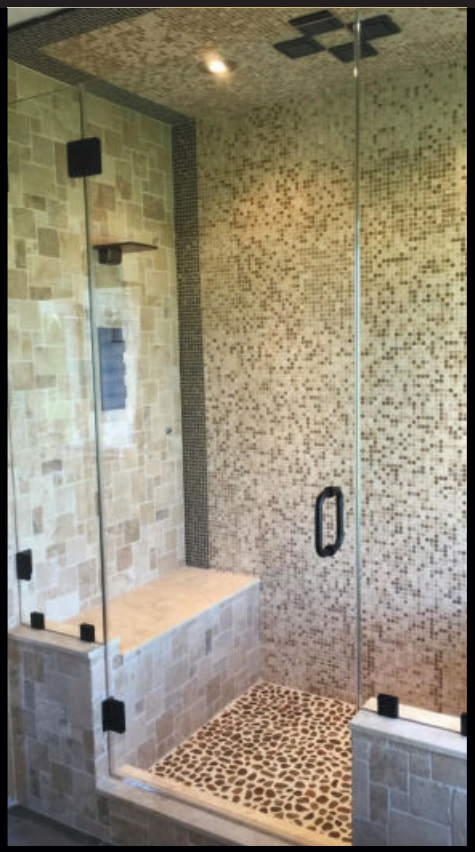
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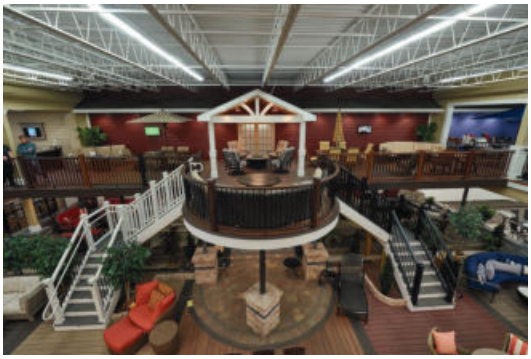
H&H SHOWCASE

by Lindsey Getz

Sequoia Out Back

helps homeowners take their backyard living dreams and make them a reality.





Be Inspired!

IT'S SAFE TO SAY THAT THE PANDEMIC HAS TAUGHT US TO APPRECIATE THE OUTDOORS EVEN MORE. While backyard outdoor living areas have been soaring in popularity for years now, for many, the stay-at-home orders and the experience of being stuck indoors for so long have made homeowners absolutely crave these spaces more than ever. They are truly a must-have—a fact that's been increasingly evident at Sequoia Out Back, where owner John Keller says that he's seeing even more people come into the showroom than ever before.

From the moment that homeowners walk through Sequoia Out Back's front doors, the experience is really unlike any other. The 30,000-square-foot showroom has everything you could want for your personal oasis on display so that you can envision it in your own backyard.

When you walk through a typical patio store or a big-box store, items aren't usually set up or paired together the way they would be in your backyard so it can be difficult to visualize your finished space. At Sequoia, you can see an entire outdoor living space the way that you might set it up on your own patio. It inspires so many ideas.

The goal of the showroom has always been to make homeowners feel like they're stepping into a real-life outdoor space. This helps homeowners to make the best choices when it comes to furniture and decking supplies that will work for their own projects.

Pair these gorgeous displays with the knowledgeable and helpful team members who are ready to assist—and homeowners can really appreciate the showroom visit experience. Customers always leave Sequoia with a lot of great ideas and information.

Of course, in general, inventory has been a major issue since the start of the pandemic. Homeowners who have tried to purchase furniture and decking may have noticed limited stock. But Sequoia Out Back has been fortunate to be able to keep a lot of inventory in stock thanks to its relationship with manufacturers and its purchasing power, as well as having a large quantity from the start. Even so, with so many people coming through the doors, now is the time to start planning for the spring while inventory is still available.

After all, before you know it, the weather will be consistently warm, and we'll all be spending even more time outdoors. Homeowners want to make sure their space is ready now!

"The sooner you can start planning, the better," urges Keller. "The number of visitors coming to the store right now is higher than ever for this time of year. It's definitely not too early to start thinking about setting up your outdoor space."

As you start planning, Sequoia Out Back has all of the amenities that you might want to consider. This includes fire pits, patio furniture and all of the material supplies including decking and railing and hardscaping. Sequoia works with all of the leading manufacturers including TimberTech, Wolf, Trex, Zuri and Fiberon—all of whom continue to offer innovative products.

Whether you're a do-it-yourselfer or someone who was sent by their contractor to look for materials, Sequoia's showroom can accommodate everyone.

It's all about making the experience as easy and as enjoyable as possible for homeowners. As the true outdoor living experts, Sequoia and its team are ready to help make homeowners' backyard dreams come true.

"Outdoor living has been a trend for a long time but it's hotter than ever," Keller sums up. "I think we're all ready to start spending more time outside." H&H

Sequoia Out Back

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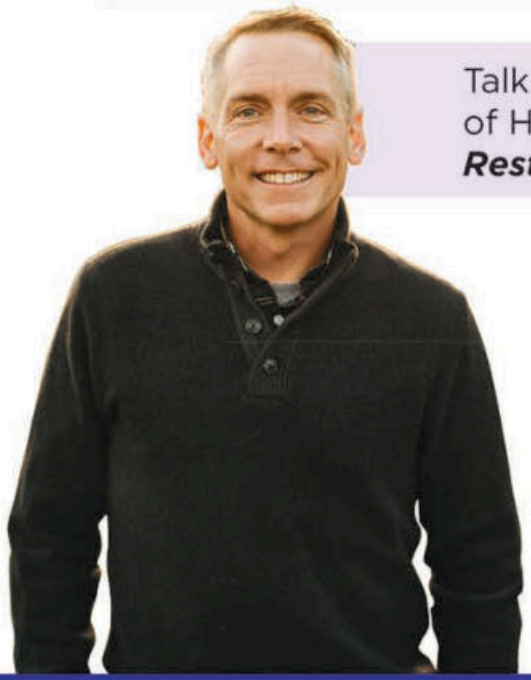
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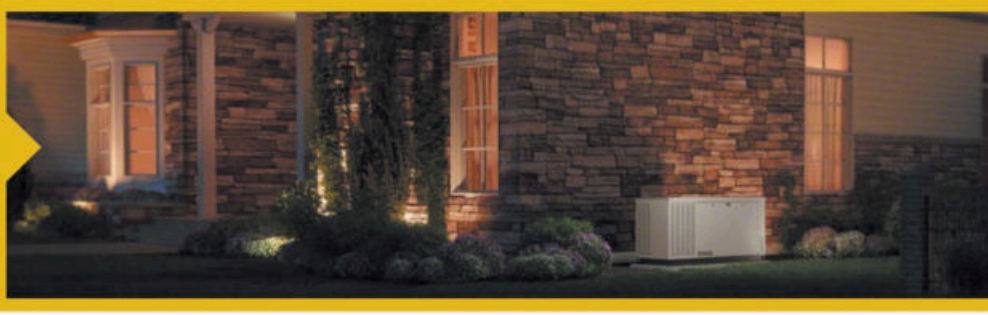
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