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Volume 24, Issue 7

Archadeck of Northwest Philadelphia

Creating unique spaces that clients will enjoy for years to come *page 19*

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Gehman Design Remodeling

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A Welcome Addition

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Sequoia Out Back

Inspiring homeowners to create their outdoor oasis

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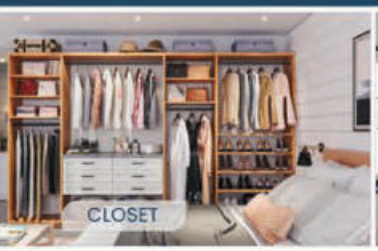
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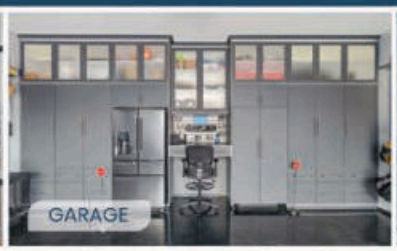
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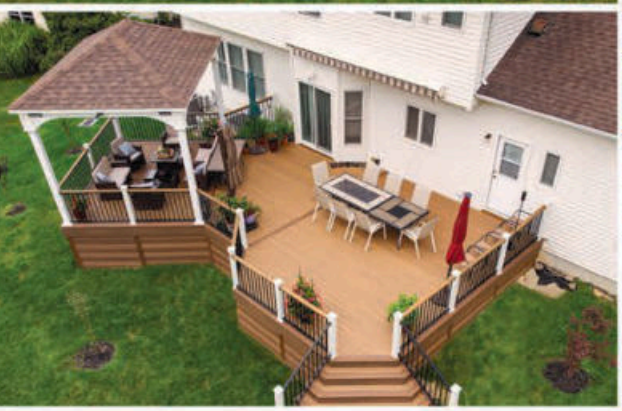
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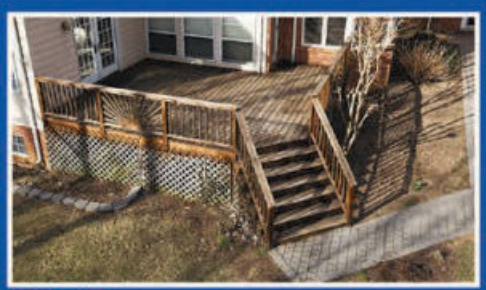




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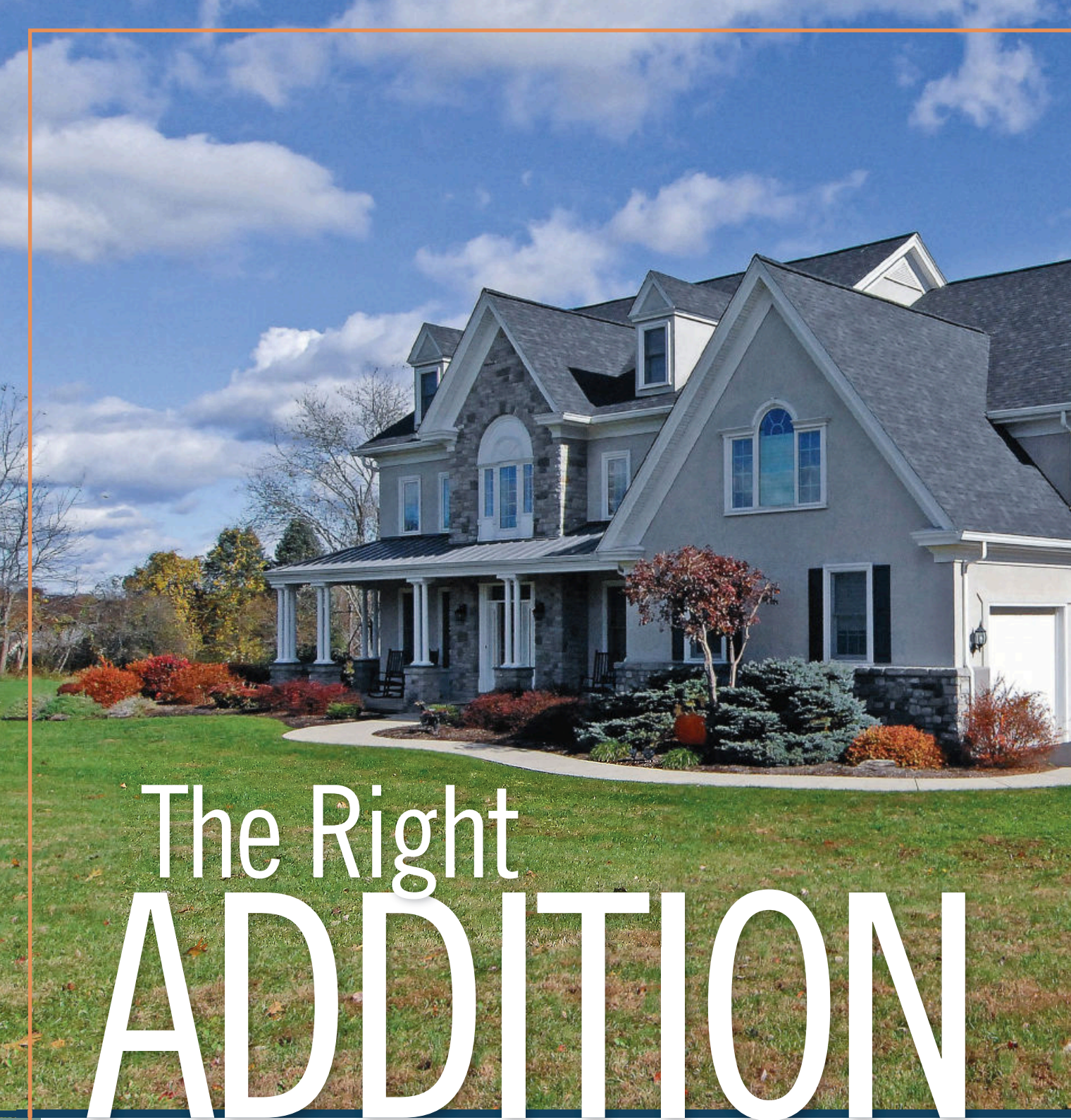
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The Right ADDITION

Whether you're adding an extra suite for loved ones, an entertainment room, a second kitchen or something else entirely, **the possibilities for a home addition are endless.** by Carly Murray



PREFERRED GEHMAN REMODELING

REMODELING A ROOM OR REDESIGNATING ITS GOALS MAY WORK FOR A QUICK FIX, BUT EXPERTS ARE SEEING A RISE IN HOMEOWNERS ADDING SPACE TO THEIR HOMES. This allows for full creativity in idea conceptualization as it's not only starting from scratch, but also designing an area from inception and influencing its structure. If it's realistic, and township-approved, the sky's the limit for inventiveness and artistry, especially with the guidance of a professional.

"It takes a fair amount of time to do the planning … but what can happen is, over time the more you think about it, the project sort of grows in your mind and maybe you want to add things. The better a project is planned up-front, the smoother it goes while it's happening. And for us, 99% of the time, the people are living at home while we're doing the renovations, so it's extremely important that we have things well-planned out," says Dennis Gehman, president of Gehman Design Remodeling.

The time frame for each project is different depending on lifestyle, expectations and various methods of planning. Some might like to take their time and ensure every detail is mapped out before construction begins. Others might like to decide on elements as they go after seeing their ideas come to life. It's important to remember that it is an undertaking that requires several moving pieces.

"You want to at least give yourself a good six months to basically come up with a written scope, decide on a floor plan, have material selections, and then also allow ample time for permitting and lining up your trades for construction because that can take a little time," explains Eileen Lee, operations manager of Total Home Solution.

Homeowners generally know what they want by the time they call a professional, but for those still in the brainstorming phase, there are plenty of sources of inspiration already out there. From home bars, sun rooms, libraries, kids' lounges and music rooms to a room decked out in sports memorabilia perfect for inviting loved ones to watch the game, any passion can become a reality with the help of a professional. With the internet in addition to print publications and television, there's millions of models available to spark your vision.

"Do a little bit of homework and gather some inspiration. Have some ideas and those details that you're really set on having. That way, we can give a more accurate proposal in the beginning. Because with an addition, things can get complicated and things can get missed. So, it's really good to have a little

The Right ADDITION



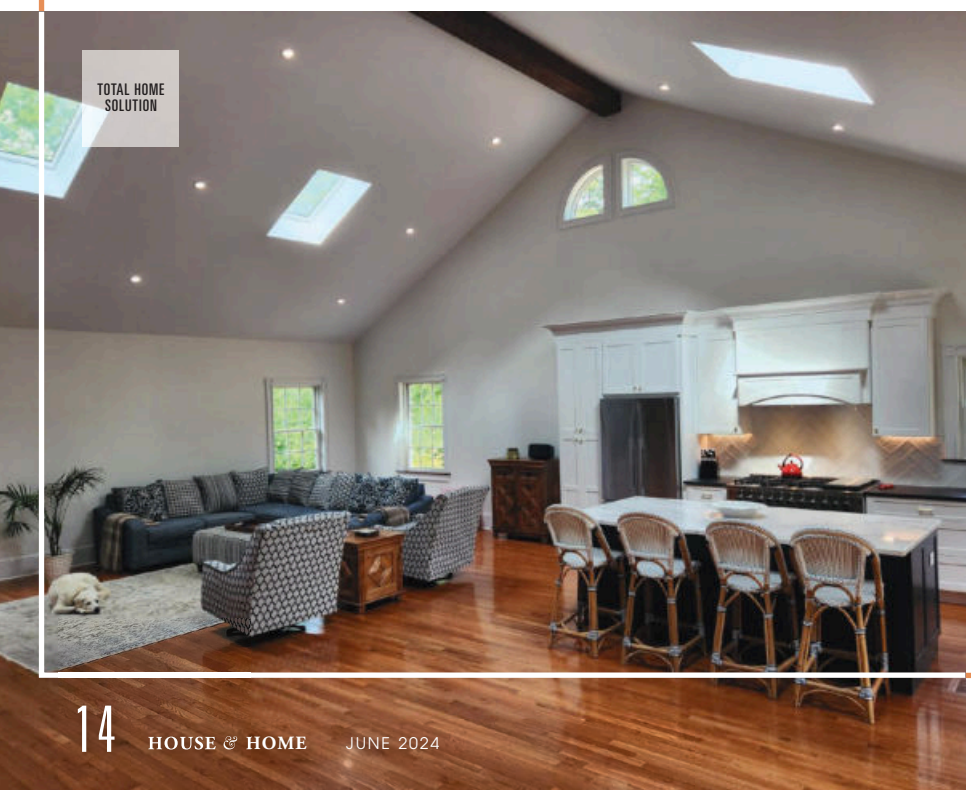
bit of a game plan before even giving us a call. That way, a vision is really understood by our salesmen and project managers," notes Jessica Jurisch, marketing manager at E&E General Contracting LLC.

Jurisch encourages those interested in a home addition to call sooner than later, as the permitting process is different in every area. Sometimes approvals take up to six weeks, and the entire build requires the collaboration of a permitting project manager, an engineer, an architect, the homeowner and the township. There's a lot involved in the process of a home addition, but those who go through it find it worth the time, planning and effort, as additions can suit any range of needs or desires, both practical and recreational.

"A very popular development is multigenerational living, so some type of in-law suite. We've been seeing a rise in that in the past few years or so," says Lee. "We've also seen a lot of conversions or additions based on specialty needs like saunas and gyms or she sheds. We've also seen a lot of spaces for hobbies or crafting, gaming rooms and man caves."

With the housing market especially difficult to afford or to navigate for young adults, that multigenerational living trend has also extended to creating expanded spaces for adult children to live at home and still have their space and privacy. Although additions take work, the result is a place that makes life easier by adding accessibility. Gehman has helped homeowners who want to stay in place as they age, so adding space to the first floor makes doing so safer.

"A first-floor bedroom, like a master suite, is almost more of an aging-in-place kind of thing. People who are getting older realize they like their house and neighborhood; they want to stay there, but getting on the stairs to the second-floor bedrooms is becoming more difficult. So, we've done a number of bedrooms and bathroom additions," he says.



Other pragmatic uses for an addition include a place for pets, an extra kitchen or a home office. It really depends on the unique personality of each household. The more personalized a project is, the more special it will become. That is just one of several benefits to adding space instead of moving to a larger home. Another is the cost comparison: Although construction for an addition is an investment, many feel that the aforementioned modern housing market is not worth the hassle of a transition.

"The benefits of adding space as opposed to moving are pretty obvious. First off, moving stinks. It's a lot of work. Leaving the home, neighborhood, and potentially schools that your family knows could be challenging and emotional. You know what you have with your home and you've put in a lot to get it to where it is today," affirms Brian Iwano, owner of Blue Tree Builders.

And if you decide to move in the future, additions benefit both property value and curb appeal. After all of the planning, permitting, construction and decorating, an addition will be advantageous due to its fulfillment of relaxation, convenience or entertainment; but it can also be profitable one day. Especially if equipped with the utilities or organizational structure for a walk-in closet or another bathroom, for example, the expansion will be

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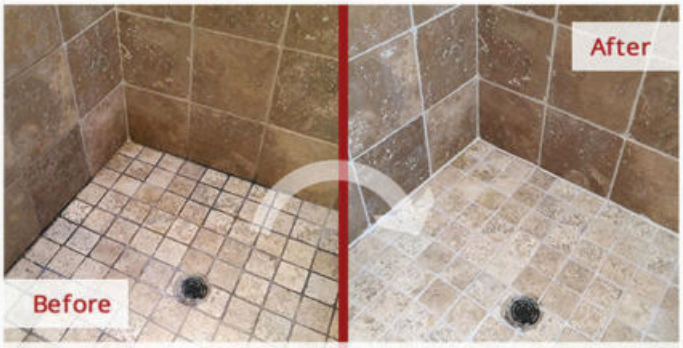
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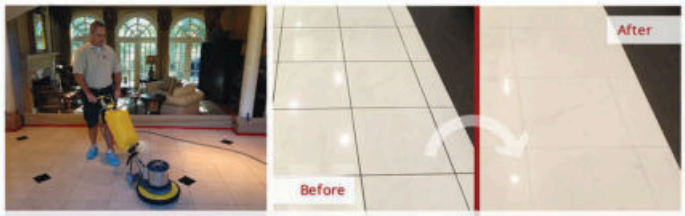
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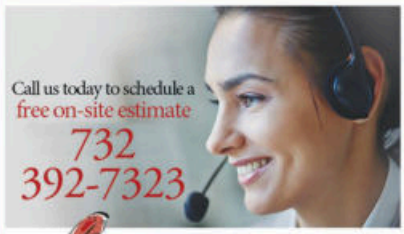
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"Depending on the type of addition that it is, you can generally see between like 50% and 80% return on investment. That's just in the current market, so who knows what that would be in a few years. Square footage is always a good choice when looking to add property value [especially] depending on what type of addition you're wanting to do. So, the most return on investment you're going to get is with a kitchen space," Jurisch explains.

If practicality isn't the ideal vision, a homeowner can still get a return on investment. The interior may be out-of-the-box customization to the extreme, but design-build companies are skilled at making the exterior match the original structure while making the entire house look better than before. Jurisch compares addition construction to a "mini house build," and recommends that homeowners treat it as such.

"Additions can increase curb appeal as these projects typically [require] significant exterior remodeling as well. During this process, it's the opportune time to make updates to siding, roofing, landscaping and other finishes that definitely help curb appeal," adds Iwano.

It is never too early to get started and to let ideas flow, no matter how inventive. There are so many renovation solutions to transform a space, but building from the ground up guarantees that every detail will fit household preferences. The finished product will be an evolution in enjoying everyday life, right at home. H&H

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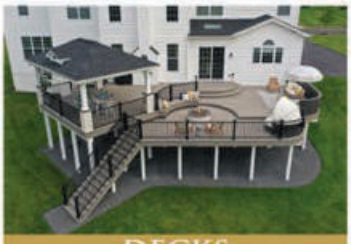
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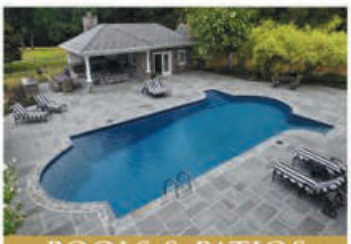
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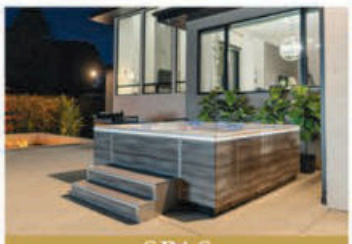
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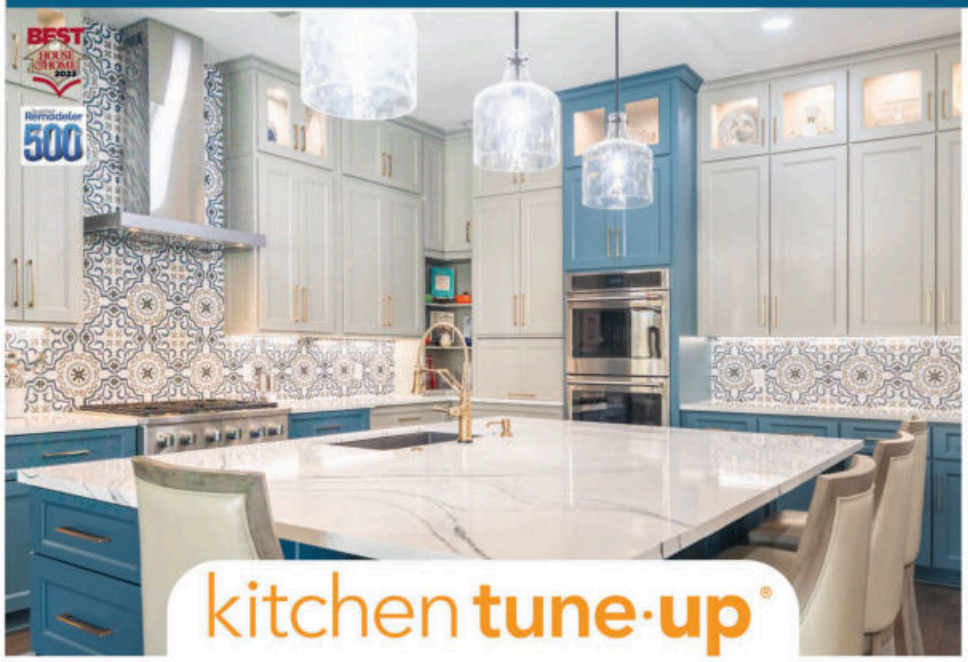
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You can feel it in the air: Warmer days are just around the corner. As it's finally time to start venturing into the great outdoors once again, many homeowners are taking stock of the summer ahead. That comes with more family time and the return of backyard parties, celebrations and more.

If more socializing is back on your summer schedule, then now is the time to consider improvements to your outdoor space. That's where the team at Archadeck of Northwest Philadelphia comes in: Husband and wife duo Karim and Jessica Mrad have a team of expert builders and designers ready to turn your outdoor entertaining dreams into a reality.

Together with more than 50 locations, Archadeck has built over 135,000 structures since its founding in 1980, making it North America's largest deck and porch design and building firm. Beyond that, Archadeck also offers outdoor structures including covered spaces, outdoor kitchens, pergolas, sunrooms and more.

Karim, an engineer, and Jessica, an architect, have taken their experience and brought it to the backyards of their own Northwest Philadelphia community. "We consider ourselves to be in the service business, not in the construction business," explains Karim Mrad. "We have more than 50 offices around the nation but we are local and know this area because it is our home as well. Our carpenters and project managers have the local and professional knowledge to build within your budget and to match what you were envisioning for your home."



Getting started

Mrad says that now is the ideal time to start planning your big summer projects with Archadeck.

"Today is the best day to start that project you've been thinking about all winter," says Mrad, who offers around a three-month turnaround time from initial conversation to final build. "We're starting to hear from people looking outside and seeing that it's time to start preparing for the warmer weather."

When considering an outdoor build, Mrad says there are some essential elements to make the project easier, accessible and more affordable.

"When you're looking at your outdoor professionals, you want to ask: Are they licensed; are they insured; will they handle all of the aspects of your projects? What will they provide to get the job done in a way that doesn't take too long?"

Archadeck is a full-service firm, meaning they offer everything from design to build, including sourcing all materials, completing permits and HOA approvals, organizing warranties and schedules, and even developing financing plans. It starts by contacting the team on their website or over the phone. From there, an Archadeck designer will work with you to understand the nature of your project, your budget and how you want your outdoor project to fit into your lifestyle.

"It helps that we have so many national resources, because we are able to show a wide range of ideas to draw inspiration from," explains Mrad. "No two projects are the same, they each have their own needs, budget and each have their own homeowners who will use the finished product in their own way, so we can show them designs that match up with their personal style or the layout of their backyard, to better consider how their design can function."

That includes looking at industry trends. Mrad says that outdoor designs are continuously leaning toward hassle-free materials.

"Low-maintenance decking continues to be the trend, and is also very sustainably sourced. You want to enjoy your deck; you don't want to have to worry about it," he says.

Backed by the national brand, Archadeck of Northwest Philadelphia offers customers premium warranties and protections focused entirely on the homeowner. "We work with a network of suppliers who are able to make sure that the essentials are always available, including railing and lumber. No matter what happens your product is going to be delivered on time and in the quality you want."

Outdoor kitchens have also skyrocketed in popularity, especially as people all over the area have embraced the opportunities of entertaining at home. "Our customers are excited to welcome people back into their homes again, and having an outdoor kitchen space means you never have to be away from people for too long."

With a summer of reunions and long-awaited fun in store, Mrad and the team at Archadeck of Northwest Philadelphia are here to help make memories that last a lifetime. "People have spent the last two years connecting with their home on a new level, and in that time many homeowners have realized that there's so much potential in the outdoors," he says. "We're lucky to be part of that." H&H

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This year you celebrate your 15th anniversary. What thoughts and emotions come to mind when you think about that?
We are excited that we will celebrate our 15th anniversary servicing the local community! Now rebranded as Simply Cabinetry, we are buzzing with excitement. Reflecting on our journey from humble beginnings to now gearing up for franchising in every major suburb across the country. It's been an absolute blast, and we're just getting started!

What made you start the company?
We founded Simply Cabinetry because we saw an opportunity to make the cabinet buying experience simpler and more transparent for everyone. With a background in real estate and a clear vision, we wanted to create spaces that were not just functional but also brought joy to every homeowner.

In what different ways have you grown over the years?
Over the past 15 years, we have grown from just the two of us to an entire team sharing our same passion all while fostering long lasting relationships in the cabinetry design market. We've broadened our horizons with three chic showrooms, embraced a dynamic rebranding and we're now on a thrilling path towards national franchising. Every step has been about enhancing our selection, service and simplifying the entire experience.

What products/services do you currently offer that you think a homeowner values the most?
Homeowners really value our tiered product offerings—simple, premium and luxury options that cater to every budget and style, ensuring there's something for everyone. Our sales approach focuses on educating each client and simplifying their experience from planning-to-purchase. We also are a partner with the installation professional throughout the project. We continue to foster important relationships with builders, contractors, developers, interior designers and other industry professionals that also use our services.

What is your favorite part of the job and what excites you the most?
It's definitely the creative process of designing and the joy of revealing the final product to our clients. There's nothing quite like the excitement in their eyes when they see their vision realized. Every day is different when it comes to spaces and clients, they are all unique and present new exciting challenges. Plus, we truly love fostering a vibrant, passionate team that's as excited about cabinetry as we are.

In what ways do you expect to continue to grow?
Looking ahead, the next 15 years at Simply Cabinetry are set to be spectacular. We aim to light up every major suburb with our showrooms through franchising, bringing our blend of top-notch service, extensive selection and seamless purchasing experiences nationwide. We're not just growing in size—we're growing in passion, expertise and community impact. Get ready for more fun, more flair and more fabulous cabinetry, all made simple!

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Gehman Design Remodeling

FOR MOST OF US, HOME IS WHERE WE'RE MOST COMFORTABLE, BUT THAT DOESN'T MEAN WE WOULDN'T LIKE TO SEE SOME SIGNIFICANT CHANGES IN IT FROM TIME TO TIME TO BETTER SUIT OUR LIFESTYLE. Perhaps the children are getting older, heading off to college or buying their own first houses, and there is no longer a need for a playroom or teen hangout. Or maybe the dated kitchen is not hosting large gatherings anymore and the moment for some much-needed updates has finally arrived.

Tackling a renovation to better fit the homeowners' current lives is no small task, and important questions should be asked and answered before the work commences. A trusted design-build firm with years of experience is also a must, and that's where Gehman Design Remodeling enters the picture. After three decades of business in remodeling kitchens and baths, finishing basements and building additions, there is nothing its team has not seen.

House & Home spoke with Dennis Gehman, MCR (Master Certified Remodeler), president of the company, to learn more about these types of projects.


Dennis Gehman, MCR, president

A HOMEOWNER'S LIFESTYLE CAN CERTAINLY CHANGE AS THE FAMILY DYNAMIC CHANGES, WHETHER THAT'S CHILDREN GETTING OLDER OR MOVING OUT. IS THAT WHEN A LOT OF PEOPLE LIKE TO REMODEL?

Yes. Many of the homeowners we do major projects for are empty nesters. When they're raising their families, they may not have the extra disposable income to make the house the way they want it. They make it work for raising a family, but when the kids are out of the house and it's just a husband and wife, they want to invest in their home to enjoy it.

WHAT ARE SOME OF THE IMPORTANT QUESTIONS YOU ASK EARLY ON TO DETERMINE THE DIRECTION OF THE RENOVATION?

We need to know how many people are going to be living in the house, whether they have young children or teenagers. If it's a kitchen project, we want to know how many people are involved in food preparation and whether we need to allow room for more than one cook. A lot of it is asking questions in the flow of conversation, not in a drill down list. Many people are not able to articulate what they want, but through conversation and getting to know them, it's our job to extrapolate that information and come back with a few design options that we think would work for them. We narrow it down to the one that is closest to what they want and work together to make it exactly what they want.

PEOPLE SEEM TO FEEL STRONGLY ABOUT HAVING EITHER AN OPEN DESIGN OR SEPARATED ROOMS. IS THAT A BIG FACTOR IN A RENOVATION?

People do have strong feelings about that. A lot of times it depends on how much entertaining they like to do. If they do a lot of entertaining, the person who's doing the cooking and food preparation wants to be involved in the conversation, so an open floor plan makes a lot more sense. If it's people who are mostly there by themselves, they don't seem to be as concerned about it. Overall, I would say about 75% lean toward an open floor plan.

WHAT TYPES OF FLOORING ARE MOST OF YOUR CUSTOMERS INTERESTED IN?

We're seeing very little carpet, at least on the first floor. In bedrooms there's still carpet, but on first floors it's almost always a hard surface. Generally speaking, most people's first choice is a hardwood of some kind, but that can definitely get expensive. When we show them samples of the vinyl planks—which look great and resemble real wood—they see that they can save at least 50% of the cost if not more. In open floor plans, you almost feel like you don't have a choice and the flooring should all be the same. When you have different rooms, you have the option to change flooring from room to room.

DO CLIENTS WHO ARE EMPTY NESTERS ASK FOR FEATURES THAT WILL HELP THEM AGE IN PLACE?

We probably bring it up more times than the homeowners. We're able to show them pictures of numerous projects we've done that are designed for aging in place.

It may be as simple as making sure the doorways are wide enough in the bathrooms so you can enter with a wheelchair or a walker. We make sure we have solid wood blocking behind the tub and shower walls and behind the drywall near the toilet, so that if they ever need a grab bar, it can be installed without having to tear things apart. Many of the manufacturers now have towel bars that are structurally rated to serve as a grab bar, so it doesn't look institutional; it looks nice but is there as a safety feature. H&H

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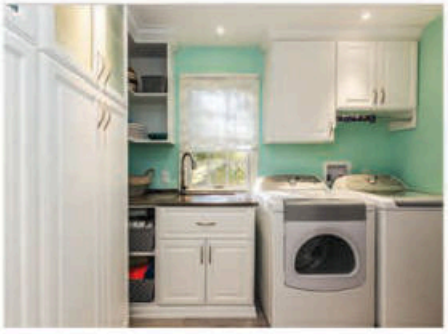


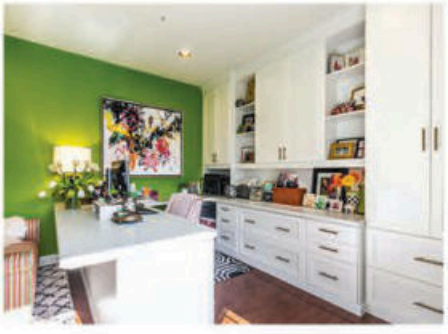
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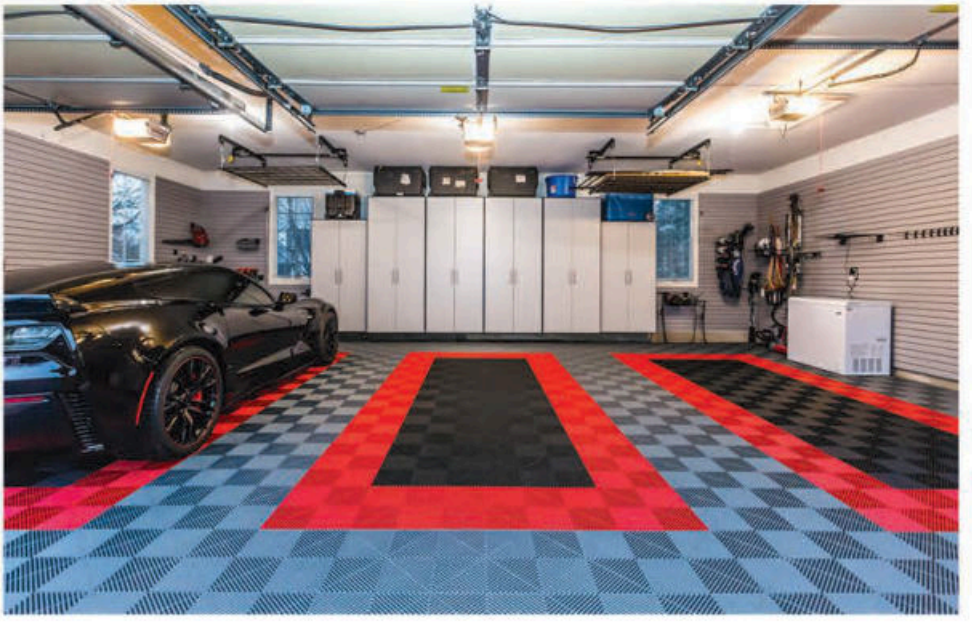
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H&H STONE



Choosing the Right Stone

Trends in kitchen countertops, backsplashes and flooring.

by **Kristen Jorgensen**

THE KITCHEN IS OFTEN CONSIDERED THE HEART OF THE HOME, and choosing the right materials for countertops, backsplashes and flooring can significantly impact its aesthetic appeal and functionality. In recent years, there have been exciting trends and developments in these areas, driven by advancements in material technology, evolving design preferences and a growing emphasis on sustainability. In this article, we dive into the latest trends with insight from local experts in our area and examine whether granite still reigns supreme, what's popular in colors and patterns, the evolution of backsplash choices and the latest options in kitchen flooring.

Countertops: Is Granite Still King?

For years, granite has been the go-to material for kitchen countertops, valued for its durability, heat resistance and natural beauty. However, recent trends suggest a shift in preferences. While granite remains a popular choice, it is no longer the undisputed king. That crown now goes to quartz, and our local experts agree with the masses.

"Quartz countertops have gained significant traction, offering a non-porous, low-maintenance alternative to natural stone. Unlike granite, which requires periodic sealing, quartz surfaces are highly resistant to stains, scratches and bacteria," shares David Cerami, president of Home-Tech Renovations. "It also offers a uniform appearance, which appeals to those homeowners who might be looking for a sleek, modern look."

Another industry expert, Vic Fiore from Magnolia Home Remodeling Group, weighs in on the desirability of quartz. "Quartz's ability to mimic the appearance

of natural stone, combined with its practical benefits, has made it a favorite among homeowners for many different kitchen designs and styles."

Backsplashes: Elevating Kitchen Design

Backsplashes have evolved from purely functional elements to key design features in the modern kitchen. They protect walls from spills and splashes, but they also offer a canvas for creativity, allowing homeowners to express their style. With a plethora of materials, colors and patterns available, backsplashes can transform the aesthetic of a kitchen.

Subway tiles have long been a staple in kitchen design, known for their simplicity and versatility. While the classic white subway tile remains popular, new variations are emerging that breathe fresh life into this timeless choice.

"We're still seeing the use of subway tiles, but with more personality in the design," offers Cerami. "Homeowners are selecting colored grouts or opting for more adventurous patterns of installation like herringbone or a staggered design."

Another option to jazz up a standard subway tile is selecting one with a textured surface or embossed patterns, offering a modern take on this classic look. Cerami elaborates: "Think tiles with a beveled edge, a wavy texture or a patterned surface. These tiles add dimension and visual interest to the backsplash without straying too far from tradition."

Another popular choice for a backsplash is large format tiles and slabs offering homeowners a seamless and sophisticated option. These options provide a sleek, continuous look that enhances the overall aesthetic of the kitchen.

"The larger slabs are particularly appealing in minimalist and modern kitchen designs. Their clean lines and expansive surfaces contribute to a streamlined, uncluttered appearance that emphasizes simplicity and elegance," says Fiore. "And it's also great for those who want easy kitchen cleanup."

Kitchen Flooring: Trends and Considerations

When it comes to kitchen design, flooring plays a crucial role in setting the tone of the space. It's a high-traffic area that demands durability, ease of maintenance and, of course, aesthetic appeal. With myriad flooring options available, each with its own set of benefits and styles, selecting the right one for your kitchen can be both exciting and overwhelming.

Sophia Amiano, designer with Amiano & Son Design-Build, eagerly shares her insight on the latest trends within the industry.

"As a home remodeling designer, I'm thrilled to share the latest trends shaping our spaces. The design world today is all





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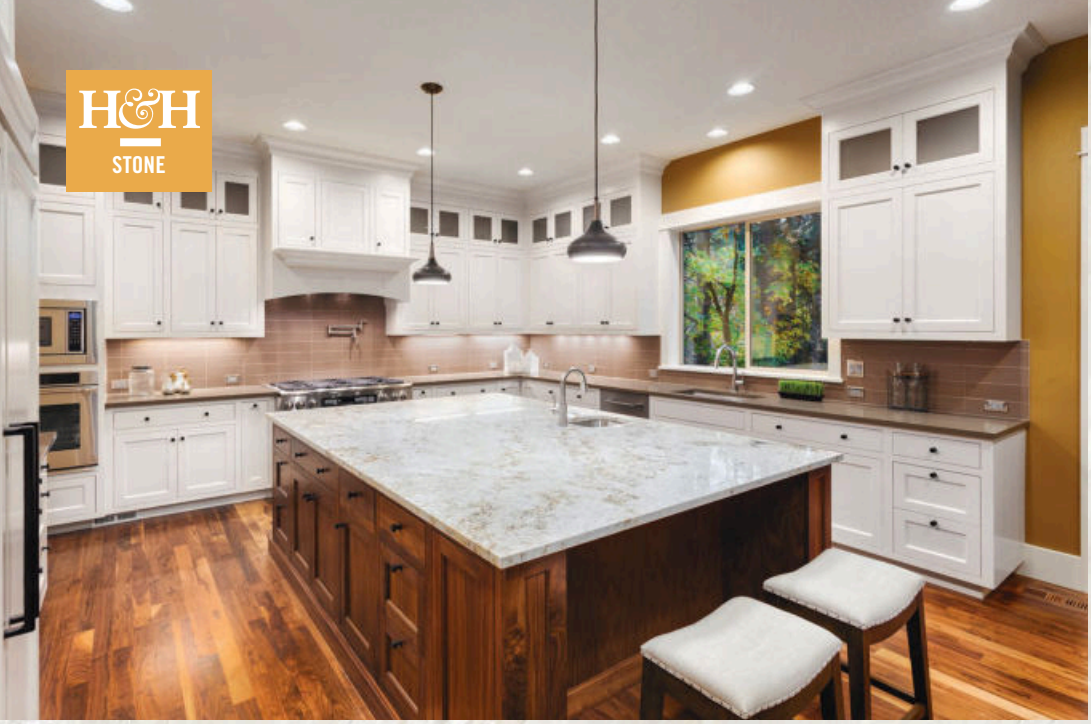
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about embracing organic materials, raw textures and calming palettes," she says. "In kitchens and bathrooms, we're seeing a surge in linen-inspired tiles, basketweave mosaics, and classic black-and-white patterns. The modern farmhouse look has made way for tailored traditional designs with a rustic twist. Think rich wood tones, moody office spaces and playful laundry rooms."

Terrazzo and concrete floors are making a comeback, particularly in modern and industrial-style kitchens. Terrazzo, with its speckled appearance and diverse color options, adds a spirited yet sophisticated touch. Concrete floors, on the other hand, provide a sleek, minimalist look that complements contemporary designs. Both materials are highly durable and can be customized with different finishes and treatments.

Engineered wood flooring is also still popular, combining the beauty of hardwood with improved durability. It consists of a top layer of real wood veneer over a plywood or high-density fiberboard (HDF) core, which makes it more stable and less prone to warping than solid wood.

"For kitchen flooring, many homeowners are choosing warm wood to extend the cozy feel throughout their most-used spaces," says Amiano. "Additionally, concrete-inspired, sleek patterned tiles are becoming a highly sought-after look in contemporary kitchens. To add a personal touch or a dash of whimsy, incorporating fun, bold colors in select areas can bring a delightful pop and invigorate the overall design, making each space uniquely yours."



In conclusion, it's safe to say that the world of kitchen design is ever-evolving, with new materials, colors and patterns continually emerging. Quartz is growing in popularity for countertops, offering unique benefits and a universally pleasing aesthetic appeal. In the realm of backsplashes, homeowners are embracing more intricate patterns, unconventional shapes and elevating the classic subway tile. For kitchen flooring, durable and stylish options like terrazzo and concrete are leading the way, with a growing emphasis on larger formats and unique patterns. Some homeowners, however, take a warmer, more traditional approach by opting for natural and engineered hardwoods.

Ultimately, choosing the right stone and flooring for your kitchen depends on your personal style, practical needs and the overall design vision for your space. By staying informed about the latest trends and innovations, you can create a kitchen that is not only functional but also a beautiful reflection of your taste and personality. **H&H**



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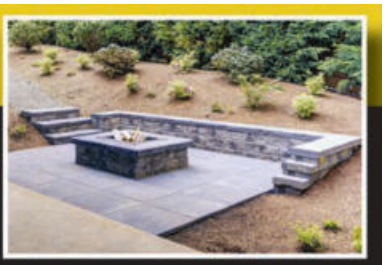
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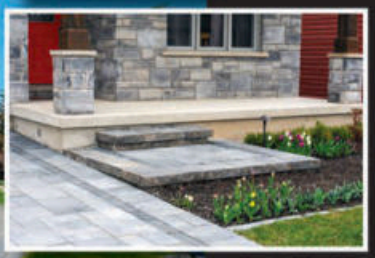
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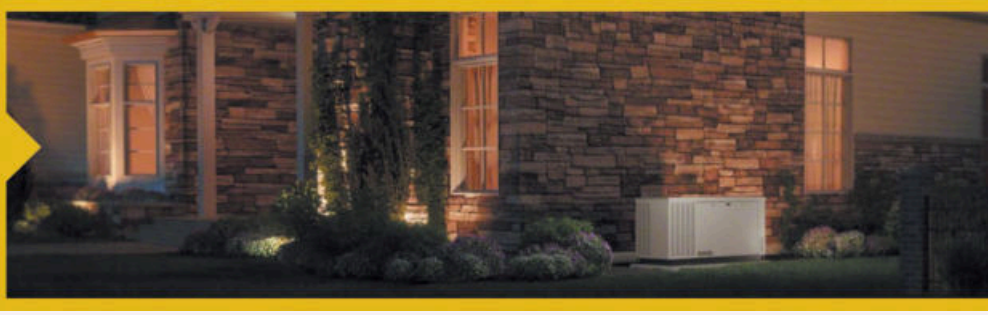
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