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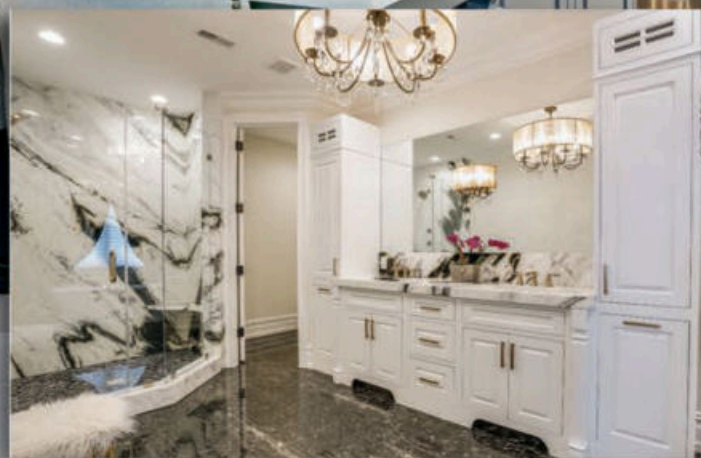
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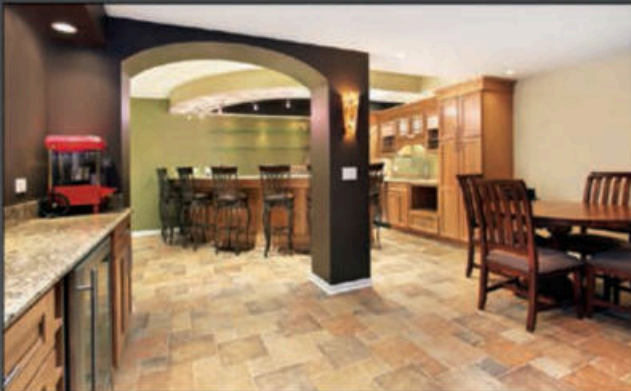
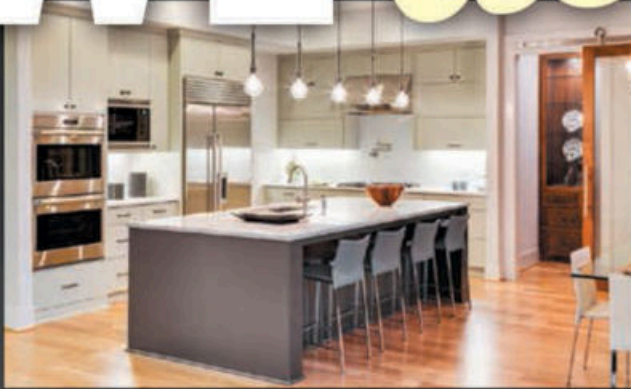
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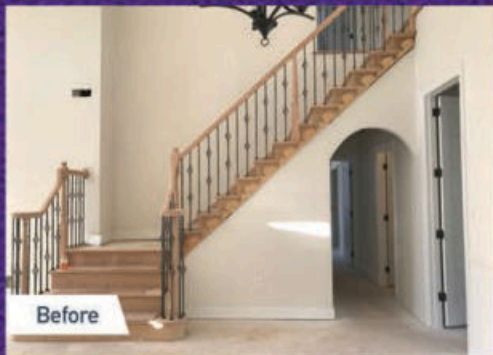
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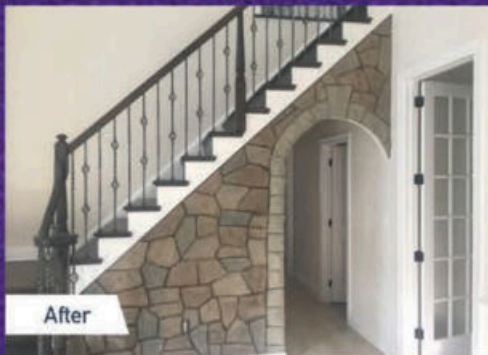
Before



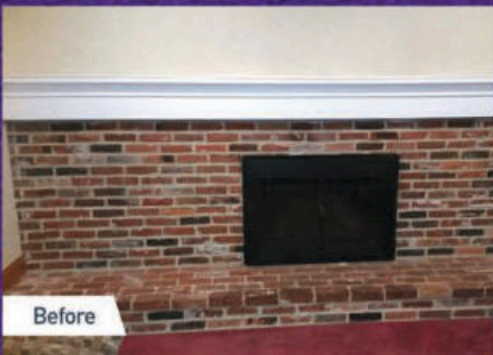
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22

contents

11 Best of House & Home 2020

Our annual recognition of the top local home improvement professionals, products and services as voted by our readers

15 Best of House & Home Winner Spotlights

Interviews with our winners and the qualities that set them apart from the competition

20 Best of House & Home Showcase Special Advertising Section

21 Ask the Expert

Monroe & Kent Home

22 What Lies Beneath

A finished basement can enhance your living space and add great value to your home

34 Bang for Your Buck

If a major renovation is not feasible, there are alternatives to sprucing up your home that are less costly and still have a profound impact



34

On the cover:

This month's issue is all about celebrating, something much needed in 2020. Our sixth annual Best of House & Home recognizes the companies, products and services our readers trust most for their personal home improvement projects. Turn to page 11 to see this year's winners and join us in congratulating their efforts.



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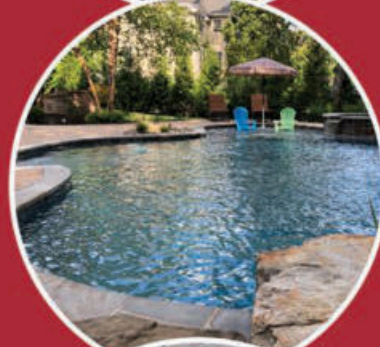
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WINNERS, SPOTLIGHT and SHOWCASE

We are excited to present our sixth annual
Best of House & Home.

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





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(908) 751-4481
GlassCastle.com

Holland Home Renovations
(732) 228-0592
HollandHomeRenovations.com

Shore Glass Doors
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ShoreGlassAndDoor.com

SIDING
American Construction
(844) 677-6776
AmConstruct.com

Cambridge Exteriors
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CambridgExteriors.com

Imperial Home Remodeling
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ImperialHomeRemodeling.com

SOLAR ENERGY
Orbit Energy & Power
(800) 836-3987
OrbitEnergy.us

SPAS/HOT TUBS

Niagara Pools
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(856) 875-6600
NiagaraPool.com

Spa Hearth & Home
(856) 234-7799
SpaHearthAndHome.com

Spring Dance Hot Tub
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SpringDanceHotTubs.com

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(856) 354-4747
AllMarbleGranite.com

Filling Marble & Tile
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FillingMarble.com

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Genesis Marble & Granite Refinishing
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GenesisMarbleAndGranite.com

Sir Grout
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SirGrout.com

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C.C. Tree Experts
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CCTreeExperts.com

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SmartWindowChoice.com

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EasternSolarGlass.com

Precision Glass Tint
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PrecisionGlassTintNJ.com

SJ Window Tinting
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SJWindowTinting.com

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Designer Draperies & Innovations
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DesignerDraperies.net

Window Ware
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WindowWare.net

Window Works
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WindowWorks-NJ.com

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Home Trimwork
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HomeTrimwork.com

The Wood Works
(856) 728-4520
TheWoodWorks-NJ.com





BEST OF HOUSE & HOME 2020

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akoonsbhhs@gmail.com



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(609) 828-1235 cell/text
kate.morra@gmail.com



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Reilly Realtors

Charles Maimone
(856) 767-1776, C21reilly.com



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(856) 889-4455,
chrismckenty@comcast.net



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kw
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REALTY

Nicole Snyderman
(856) 261-6943,
nsnyderman@entouragehomes.com



Weichert
REALTORS

Anna Cable
(609) 706-2793
anna-cable.weichert.com



BEST of HOUSE & HOME in:

Bath & Kitchen Design



What makes you the best while separating you from your competitors?

We are family owned and built our business by not being the "salesman" but rather the confidant you trust in guiding you through a process of remodeling your home, your safe place. We take extreme pride in offering quality affordable products that will increase the quality of life and value of your home. We treat every home as if it were our own.

How does it feel to be recognized among House & Home's Best of Winners?

We are humbled by the people we meet every day in this business. We work extremely hard to make all their dreams come true and to be honored with this gives us the feeling of doing it right. Without the referrals from the friends/clients we have worked with we would not be here.

What keeps you motivated every day to do the work you do?

If you are not motivated at your job, the job gets stale and goes away. We have an amazing staff to work with every day, we have the best contractor base you could wish for and customers that send their friends and family in to see us! We are motivated to keep everyone working, keep our customers happy and keep our family name a positive one in our community. We get to design and sell the most beautiful products and take a person's home that they raised their family in and change it to be so much more than a kitchen or bath; we get to make it a place of relaxation and peace in these stressful times.

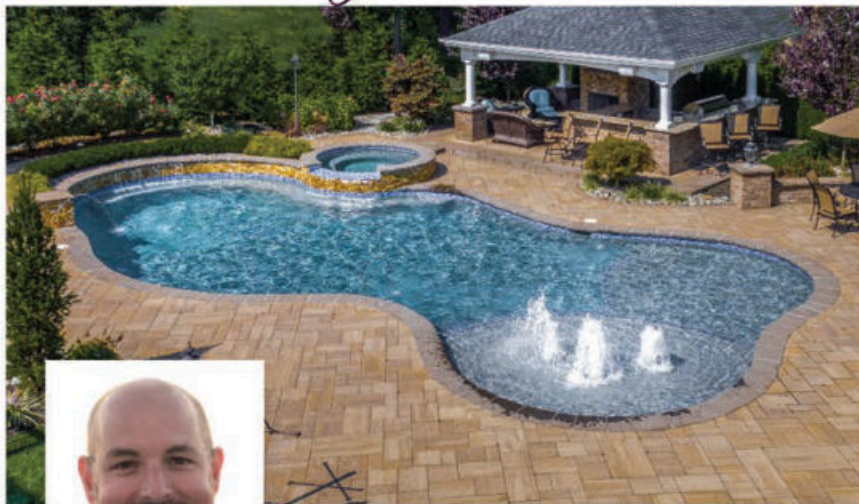


Steven Matteo, Owner
(856) 769-2490
MatteoKitchens.com



BEST of HOUSE & HOME in:

Pool Design/Installation



Swim-Mor Pools & Spas

920 Lake Drive
Mount Ephraim
(856) 270-6571

331 Tilton Road
Northfield
(609) 755-3046

514 Route 33, Unit 4
Millstone Township
(732) 422-5314
SwimMor.com

What makes you the best in your industry while separating you from your competitors?

The short version is being family-owned and -operated with 51 years of specializing in building and renovating only gunite pools. Our construction team is made up of our own in-house crews, and by not having to sub out the work Swim-Mor is able to control not only the quality of the job but the people who are at your home. Swim-Mor's in-house service department supports our customers and their pools by focusing on only our own pools' warranty and non-warranty work.

How does it feel to be recognized among House & Home's Best of Winners?

The Swim-Mor team puts in a lot of hard work and long days into a grueling and demanding seasonal business with the goal of building a gorgeous, high-quality pool that our customers love and enjoy. It is extremely gratifying and heartwarming to know that those goals are not only being accomplished but that we are recognized among the best of the best for what we do.

What do you find most rewarding about this industry?

Through all of the work dealing with townships and inspections, construction outside in the dirt and mud, with rainy days, hot days, and even snowy days, meeting deadlines and holidays, at the end when it is finished and you receive a picture back from a homeowner weeks later of their family enjoying the pool together with a thank you is what I find most rewarding about the pool industry."

Best of HOUSE & HOME

BEST of HOUSE & HOME in: *Furniture & Accessories and Interior Design*



How many years have you been in business or in this industry?

Monroe & Kent Home started in 2017 as an e-commerce store and we opened the first of three planned stores in 2019 in Marlton, N.J.

What makes you the best in your industry while separating yourself from your competitors?

The biggest differentiator compared to our industry peers in the local area is that we are a family-owned and -operated company. Both James and I are very hands on. Whether it is working the showroom, going to client homes for design consultations or even delivering customer orders—the proximity to our customers means that we get to hear feedback and adjust our business fast to the needs of our customers.

This has been beneficial in refining the products we offer and launching several initiatives including free delivery, free design services and free extended warranties.

How does it feel to be recognized among House & Home's Best Winners?



Richard Eib

The recognition is appreciated. Everything that our team and James and I do is not with the intention of getting accolades and awards, it is driven by providing a seamless and exceptional experience for the customer, from order to delivery day.

Monroe & Kent
(856) 521-9100
MandKHome.com

BEST of HOUSE & HOME in: *Fencing, Landscaping and Hardscape Design*



Chris Demato,
owner

Rock Bottom Landscaping
(732) 873-6780
RockBottomLandscaping.net

What makes you the best in your industry while separating you from your competitors?

My personal approach and involvement in every project we do. It's very unlikely to find an owner/operator in this industry of 32 years who is still working out in the field—most often they are in the office dispatching crews, etc. We also have separate divisions; for example we have a mason/brick crew that does that kind of work every day for many years; we have a fence crew, we have a plant crew and a lawn cutting/maintenance crew. This ensures great experience related to the specific work.

How does it feel to be recognized among House & Home's Best of winners?

It is very humbling to be recognized among the leaders in our industry, as I have worked very hard over the years and I am still learning every day. I do believe the best experience is on the job site.

What keeps you motivated every day to do the work that you do?

I really enjoy what I do—transforming an old deck to a bright updated brick patio, or tearing down an old fence and installing a new updated style or transforming that dull overgrown garden into a colorful interesting focal point never gets old. Contributing to the overall aesthetic of our environment is very rewarding.



BEST of HOUSE & HOME in:

Pool Renovation, Repair & Services



How many years have you been in business or in this industry?

24 years

What makes you the best in your industry while separating you from your competitors?

We are a family business and we always put the customer first.

How does it feel to be recognized among House & Home's Best of Winners?

House & Home magazine has a great reputation & we are glad to be part of them.

What keeps you motivated every day to do the work you do?

The challenge and working with the customers are very rewarding.

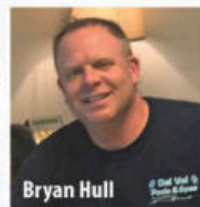
What do you find most rewarding about this industry?

To create a new project or backyard dream for customers.

Del Val Pools & Spas

(856) 629-2999

DelValPoolsAndSpas.com



Bryan Hull



BEST of HOUSE & HOME in:

Builder/Remodeler



Brian Iwano,
Owner and Founder
Blue Tree Builders
(609) 240-3231
ExperienceBlueTree.com

How many years have you been in business or in this industry?

2021 will be the 15th year in business for Blue Tree Builders.

What makes you the best in your industry while separating you from your competitors?

We are constantly looking inward to ask ourselves, "How can we bring more value to this opportunity?" and "How can we continue to improve our processes to offer the best experience possible?" In addition to the constant continuous improvement efforts in clear communication at every level of the project, another way we've been able to bring more value up front is how we've evolved into a full-service design-build company. We've seen that our clients appreciate the continuity and simplicity this brings to the planning and execution of their projects.

What keeps you motivated to do the work you do?

This is our second consecutive year being named "Best of" in South Jersey House & Home. Recognition isn't what drives us every day, but it's nice to see some validation that our efforts are paying off in this way. Family is the overarching driver for us. Whether it's simply providing for the families of all of those on our team or providing comfortable gathering spaces for our customers, family is at the center of it all.

Are there any new products or services you are offering that you'd like our readers to know about?

This year, we launched Braden Cabinet Co. which was built to be able to offer our clients high-quality, high-value semi-custom and full-custom cabinetry options. In addition to the retail component, we're now able to partner with other contractors who don't have the resources to design the kitchens they install for their clients. Additionally this year, we've been able to expand into residential roofing and siding projects using our existing resources.



Best of HOUSE & HOME

BEST of HOUSE & HOME in: *Clock Repair and Service*



1770's
Hollingshead
clock,
repaired
by
Master
clock-
maker
David
Fisher

How many years have you been in business or in this industry?

Antiques and Clocks Repair and Service has been family owned and operated for 32 years. My wife and I opened our business in the late 1980s as a small antique and clock store located in Cinnaminson. As time went on and our family grew, we decided to work from our home in Moorestown, which enabled us to fix clocks and also spend more time with our family.

What makes you the best in your industry while separating you from your competitors?

We always put the needs of our customers first. Clock repair means trust. Many families have a clock that is special to them and their families. Many clocks have been passed down from generation to generation. Our customers are usually pleased with the level of detail and attention to their heirlooms that we take pride in giving them. We care about their story. Many of the clocks we work on are antiques or

older clocks and have been with a family member through their childhood and even at a grandparent's home, and in many cases, even longer than that. They know when we fix their clock it is done correctly and by a master clockmaker. We also offer a guarantee on the work that we do, even on antique clocks & museum clocks.

How does it feel to be recognized among House & Home's Best of Winners?

We feel honored to be recognized by a magazine that has a great reputation within the home improvement industry & to be voted by the readers as Best of House & Home for the third year in a row. After many years of hard work and customer satisfaction, it makes us even more motivated to continue our work.

What keeps you motivated every day to do the work you do?

Seeing how happy people are when we return their clock gives us pleasure. Many of the



David & Lisa Fisher, owners

clocks we get haven't run in years. It is always great to know that the way we make our living also brings joy to others.

Antiques and Clocks Repair and Service

Moorestown, N.J.

(856) 786-3444 | (856) 912-6798
antiquesandclocks1@gmail.com

BEST of HOUSE & HOME in: *Remodeler/Builder*



What makes you the best in your industry while separating you from your competitors?

We find a major difference between us and our competition is our large selection of products all housed under one roof. In this year's strenuous circumstances it puts clients' minds at ease knowing they are coming into one location for a private appointment. At that private appointment everything down to the door handle is sanitized with the latest recommended cleaning products. Being able to offer homeowners lots of remodeling products under one roof is such a bonus to our clients. You get to view your personalized design, work directly with your designer in a closed setting. All of this in a comfortable, safe environment.

How does it feel to be recognized among House & Home's Best of Winners?

We feel accomplished. Lou and I have worked so hard to create unique processes for internal and external needs. When our clients recognize those efforts you gain a sense of accomplishment.

What do you find most rewarding about this industry?

The most rewarding thing is creating a finished product that is visually amazing and having the knowledge that people will go into that space and enjoy a new beginning in their home together.



Lou and
Wendy Amiano

Amiano & Son Design-Build

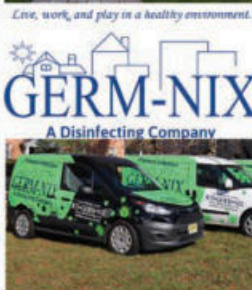
1637 Route 206
Southampton, N.J.
(609) 268-5923

AmianoAndSon.com



BEST of HOUSE & HOME in:

Disinfecting



Live, work, and play in a healthy environment.

How many years have you been in business or in this industry?

Germ-Nix is a premier disinfecting company led by industry experts with over 35 years of professional experience in the health care industry. Along with our parent company, Legion Building Services, we work with hospitals, operating rooms and various health care systems on the East Coast.

What makes you the best in your industry while separating yourself from your competitors?

We are a company based on the values and expectations required by the health care industry. Our passion for hospital-grade disinfection is reflected by having an infection preventionist and registered nurses as key personnel on staff.

What keeps you motivated every day to do the work you do?

Germ-Nix is motivated to educate and help those in need. We have a growing demand for the residential community not just for immunocompromised individuals, but with the pandemic, we are busy assisting clients who have family that have had to quarantine and or had the virus. We not only apply treatments but educate on how to keep disinfection at its peak performance. Having the peace of mind to disinfect properly and stop the spread at home with family members is vital. Disinfection at home goes beyond the current crisis and is being adapted by homeowners and businesses for seasonal flus, germs and bacteria.

Are there any new products or services you are offering that you'd like our readers to know about?

Germ-Nix has many solutions to prevent and eradicate germs, viruses and bacteria. Along with electrostatic spray and atomized fogging we provide education, UVC and ATP Swab testing to name a few. Our services are preventative, proactive and economical.

Germ-Nix
(833) GERMNIX
(437-6649)
GermNixLLC.com



BEST of HOUSE & HOME in:

Sheds & Outdoor Structures



How many years have you been in business or in this industry?

BarnCo Woodworks LLC has been in retail since 2001. We have been in the woodworking business since 1988 in the heart of Lancaster County, Pa. We handcraft each piece to bring you the old heritage value.

What makes you the best in your industry while separating you from your competitors?

We offer quality and friendliness with hassle-free service from pouring the shed foundation to the installation. We pride ourselves on customer satisfaction and we are registered with the Better Business Bureau.

How does it feel to be recognized among House & Home's Best of winners?

We feel humble and unworthy to have such a nice and friendly customer base. They took the time to vote for Barnco Woodworks to be the Best of winner.

What keeps you motivated every day to do the work you do?

Our great customers are our motivation. Each day we come in and I wonder who the next person will be that we can make his/her day by supplying what they need.



Sam King, Leroy Stoltzfus
BarnCo Woodworks, LLC
(856) 767-6887, (856) 241-7660
BarncoAmishBuilders.com
BarncoSwedesboro.com



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Millstone Twp., N.J.
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pools*

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renovations



Swim-Mor Pools & Spas is a family-owned and -operated business started in 1967 that proudly carries on a tradition of quality in our products. We have an experienced staff that utilizes some of the latest technology to bring to you. Visit or contact one of our three convenient locations for a consultation about building your ideal pool.



Give your old pool a new look with the latest features, functions and materials. Add the hydrotherapy spa that you always wanted or simply replace the worn plaster, tile and coping, a full range of options is available.

stylish spas

Stun your neighbors and attain a level of sophistication that you have always dreamed of. Your yard is now ready for everything from cocktail parties to barbecues and birthdays.



Monroe & Kent Home

At Monroe & Kent Home, the phrase “Where Home Happens” isn’t just a slogan, it drives their business. Helmed by Richard Eib, group chief executive, and James Eib, president, Monroe & Kent Home facilitates any aspect of a home design project, from furniture, lighting, decor and wallpaper, to flooring, window treatments, custom cabinetry and more. As people plan improvements, it’s often based on what stores to visit. At Monroe & Kent, it’s a one-stop destination.

While 2020 may be nearing a close, the need for design services is showing no signs of slowing down. *House & Home* spoke with Richard Eib about how homeowners can capitalize on the current real estate market and how their personal, no-pressure approach yields the best results for customers.

There’s a red-hot real estate market right now and people want to maximize the value of their home’s appeal. How can having the proper furnishings complete the look and help customers increase the appeal of their home?

How you present your home will drive the speed of the sale and achieve the sale price that you want. In the same way that you may dress conservatively for a job interview, you want to ensure your home is depersonalized and furnished in a neutral style that allows prospective buyers to see the potential of themselves living there.

Our design team recommends removing bold or dark paint colors or dated wallpaper and to open a space by using a neutral wall color. Take down family photos, religious



EXPERTISE: FURNITURE, ACCESSORIES & DESIGN



Richard Eib, group chief executive

artifacts and other items that are personal to you. Declutter the space—less is more when it comes to decorative accents. Remove bulky or extremely dark colored furniture so that it shows off the size of a room. Monroe & Kent Home offers full-service staging to assist sellers looking to get top dollar for their home.

How do you marry your design services with the practical needs of a homeowner to help transform their living space?

A lot of us have a hard time visualizing how things can look. We might see a paint color we love, but we have an issue understanding what every wall in that color will look like. A sectional may look gorgeous in the showroom, but how is it going to look in my home? Our complimentary design services are offered to help alleviate these hurdles.

Our design team works with a customer to understand what they want to do and what they want to achieve at the end of the process. From this, we can leverage tools such as 3D floor plans, design decks or mood boards to assist in bringing a customer’s vision to life in a way that helps them feel confident to move forward with a project.

What have been some of the more popular requests and trends during the pandemic?

Home offices! Remote working has had a massive impact on how people live in their homes and for families with children, creating a defined space for home schooling has become important. We have been working with clients to transform spare bedrooms, a nook in their basement or a formal living room into a functional work or study space.

How does your personalized approach to working with customers help set you apart from the competition, especially big box stores where the same attention to detail is often overlooked?

First and foremost, unlike a lot of our competition, we are not selling our own house brand. This enables us to draw from a pool of more than 200 different brands where we can be objective about price point, quality and durability of the product.

As a family-owned firm, we don’t place downward pressure on our stores to meet sales goals, which means that the customer experience is more relaxed, less pushy, but more importantly, the process of working with us is driven by making sure our customers purchase the right pieces for how they live in their home. **H&H**

Monroe & Kent Home

Marlton, N.J. | (856) 521-9100 | MAndKHome.com

What Lies Beneath

A finished basement can enhance your living space and add great value to your home.

BY PETER PROKO

One could argue that the home improvement industry has never been hotter than it has been these past several months. With the pandemic causing more and more folks to spend increased amounts of time at home, interest in projects has spiked significantly as working and schooling remotely have become the norm for the foreseeable future. And as homeowners look to transform their space into something better suited for their current needs and desires, they are doing so by prioritizing functionality and return on investment.

One of the best ways to address both is with a finished basement.

Basements can often be seen as an afterthought. A place to stow away holiday decorations, mementos from the past or that dusty treadmill you swore would never collect dust. But the truth is, a well-designed finished basement not only offers more ways to enjoy yourself at home, it can also add some serious property value. It's a much cheaper alternative than building an addition onto your home while also providing the personal benefit of the increased living space.

Dennis Gehman knows a thing or two about the matter, having founded Gehman Design Remodeling in 1990 in the basement office of his home. Since then, he's helped countless homeowners realize a basement's full potential by taking advantage of the extra square footage in a variety of ways.





“People want a workout space, a play area for the children or maybe an entertainment area with a large flat screen and stadium seating,” says Gehman. “They want to make their house feel like a resort ... like a place where they want to go.”

If finishing a basement is on your home improvement list, you can expect to wait at least a few months before any work to begin given the current demand for home remodeling. If a contractor isn’t booked up with jobs, you may question why that’s the case. That’s why it’s important to do your homework before moving forward with any project, let alone one of this magnitude.

As many homeowners readily know, finding the right contractor is a big piece of the puzzle.

“Check contractor references and verify that they are licensed and registered with the state. And ask for an insurance certificate,” Gehman advises.

“When looking into contractors, you want to know how many years of experience they have. Better Business Bureau ratings are always good indicators and, of course, referrals,” adds Tom Meier, owner of Basement Living Systems.

Meier has more than 30 years of experience in the home

What Lies Beneath

remodeling industry and has worked on more than 250 basements in the past 15 years alone. He says the days of the grandiose bar areas or larger-than-life media rooms have taken a back seat to more practical needs like home office areas and space for children to play.

"I've done the media rooms with projectors and staged floors where it's like you are inside a theater," says Meier, "but right now, people just want to finish the



space" so it can be better utilized during the pandemic.

One of the biggest concerns with a basement, finished or unfinished, is moisture. That's why a vital first step to making your basement dreams become reality is to ensure that the space is properly waterproofed. If ignored, mold and water damage can lead to repairs that could amount to triple the cost of the initial investment. And even after the basement is finished, issues can arise and homeowners need to pay close attention for any tell-tale signs of a failing foundation or crawl space.

"The easiest one is if there is visible water on the ground or walls. Try to diagnose where the water is coming from. It may just be a leaky pipe or washing machine. Other times it could be coming up from the floors or through the walls since concrete is porous," says

Jesse Cecola of Dry Guys Basement Systems. "Another indicator that your below-ground space needs help is how your home feels or smells, especially in your basement or crawl space. Humidity and musty odors are signs that your home is suffering from a mold problem; that can affect the air quality of the entire house."

Lately, a lot of homeowners have been trying to "seal out" the water with waterproofing paint and other similar products, which is problematic according to Cecola.

"The truth is that you are fighting against mother nature and she will always win. Fixes that try to directly stop water are doomed to fail eventually. The best solution is to always direct the water through a system and away from the home. Extending downspouts are a great start to this and there are a dozen other solutions and systems that can help," he says.

When it comes to creating the finished space, Gehman says it's important to take the necessary steps to make your basement feel like an extension of the rest of the home. "Don't cheap out," he says. "Spend the

money for finishes that look like they belong on the first floor."

Meier agrees, saying he prefers to blend the two levels together as seamlessly as possible. "I'll use the same trim the homeowner has upstairs, the same door styles. ... I'll carry that whole theme downstairs."

Adding a bathroom and adequate lighting along with proper heating and cooling are further ways to make the lower level feel less like a basement.

When it comes to choosing flooring, carpet provides a certain warmth and comfortability, but it can be a concern for any space where moisture levels could be high. As an alternative, luxury vinyl plank flooring has become quite popular. Available in a variety of colors from rustic-looking grays to glossy mahogany,

Images courtesy of Egress Solutions

As Seen In
DESIGN HOME 2014

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www.liciron.com



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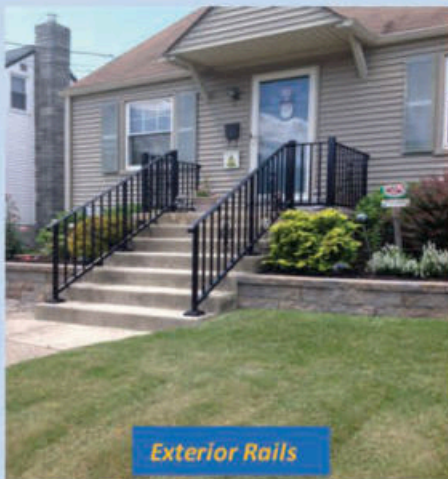


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"MAKE A GREAT FIRST IMPRESSION"



What Lies Beneath

jump on the resale end.”

With so much to think about, you’re going to want to do plenty of advance planning. Think about how or what you want to use the space for and what kind of amenities you want for certain and which ones would be nice to add if your budget allows.

“There may be a difference in the level of finishes and money you invest in finishing a basement depending on whether this will be a play space for your kids, a family space or a place you’ll spend time with guests,” says Gehman. “Invest a good amount of time in designing and planning your project. Depending on the size and scope of the project and how quickly you make decisions, design could take a minimum of two months, but it will go so much smoother once construction starts in your house.” **H&H**

they say “vinyl is final” because the flooring is waterproof and often carries a lifetime warranty.

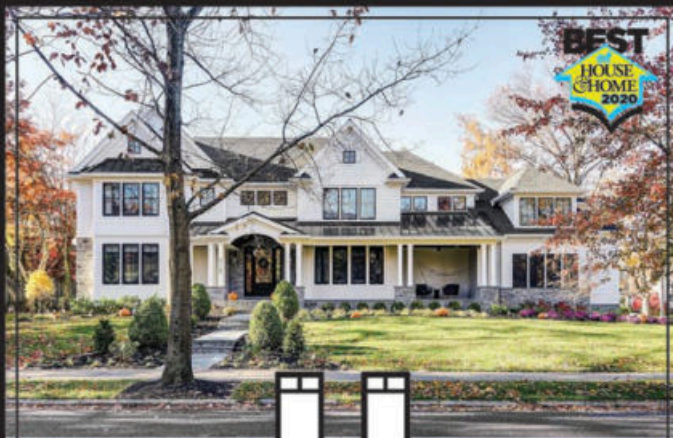
Another big decision in the basement finishing process is what type of ceiling is best. A drywall ceiling can make the space look more uniform with the rest of the house, but a suspended ceiling can sometimes offer better acoustics and provide easy access to pipes and other valves in case of emergency.

In addition to customizing the space to your liking, you have to also consider egress requirements. In most cases, a basement is required to have at least two forms of egress, which means that there are at least two options for a person to safely escape to the outside in case of a fire or other emergency.

“What an egress system does is, No. 1 it allows for a safe escape if, God forbid, there’s a fire. I believe somewhere around 90% of basement stairs exit into a kitchen area. Typically, when a house fire breaks out, it’s going to happen in the kitchen. Someone could potentially be trapped in the basement with no way out if those stairs are their only way in and out of that space,” says Trae Lamborne, of Egress Solutions.

Though egress windows are often added out of necessity, there are other benefits besides the added safety measure, like allowing for more natural light and ventilation. What’s more is that a quality egress system can also boost your resale value and in the current red-hot real estate market, that can go a long way.

“Your realtor can market that space as livable space,” Lamborne says. “Having livable space versus just a finished basement is going to be a huge

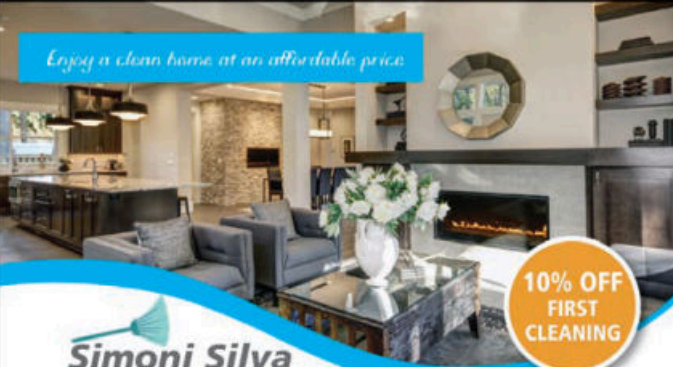


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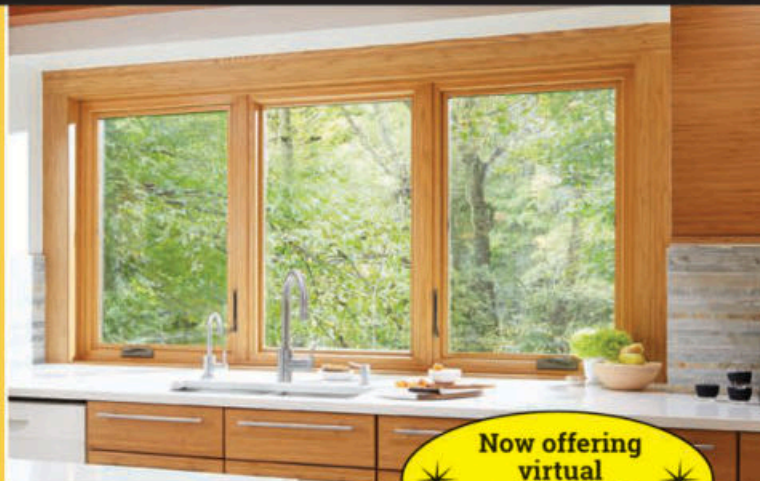
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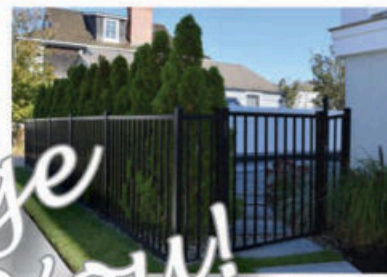
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If a major renovation is not feasible, there are alternatives to **SPRUCING UP YOUR HOME** that are less costly and still have a profound impact.

By now you have surely heard about the robust demand for home improvement projects during the COVID-19 pandemic, most of us are spending more time than ever in our houses and lamenting their imperfections. Chances are you've wandered around your development and noticed a brand-new pool or outdoor living space being constructed in your neighbor's yard, or perhaps you were invited into a friend's home to check out the newly remodeled kitchen.

Full-scale renovations such as these usually garner the most attention, and deservedly so, for there is no denying the impact they can have. But a major job may not be in the budget for every homeowner, or even on their wish list in the first place. The good news is that there are many subtle, cost-effective ways to spruce up a home as we approach the winter season, and they can go a long way in freshening up a certain room or the house's overall décor.

"You don't have to redo your whole room or do a whole renovation project," says Natalie Weeks Rossitto, owner of M.C. Weeks, Inc. Window Fashions. "I imagine it must be difficult for a lot of families to do something like that. Because of the pandemic, people don't have that extra money to spend if they're worried about their income."

"However, if people have money set aside for vacations they're not taking, or even if they normally travel for work and they're not doing that now, there are things they can spend their money on to make their home more enjoyable and more luxurious. We've always promoted increasing the quality of life for our customers and increasing the happiness in their home. It's not just about money; it's about being comfortable, being happy and appreciating what you have. Those little changes are always a good idea."

House & Home spoke to several local professionals to learn more about which areas of the

home can be updated in small, affordable ways.

WINDOW TREATMENTS

Although window treatments are sometimes an afterthought, they can have a significant impact not just as a decorative element but also in terms of energy efficiency, privacy and light control.

"There are so many problems that window treatments solve, but one of the things that's really neat is you can change the feel of your home without doing a whole lot of change to your home," says Laura Hawley, owner of Ambiance Design. "It's kind of like a new paint color in your house without changing the furnishings or the layout or anything that would require a lot of expense. It makes a big impact on the comfort and ambiance of the room."

Hawley's company has been extremely busy during the pandemic as homeowners have had extra time to scrutinize their spaces and look for ways to update their interiors. But she is



Image courtesy of Hunter Douglas

also getting additional requests for the practical uses of window treatments with many people working from home and their children learning remotely.

"We're now in this virtual world where people are being seen by other people on Zoom calls, so we've been asked to put in window treatments that will help reduce the glare so they don't look like white ghosts," she says. "Most recently, a couple of clients have said to me, in this new environment they must get good sleep for their mental health, so they need the light control that window treatments can provide."

Ambiance Design and M.C. Weeks both specialize in products from Hunter Douglas, one of the premier brands when it comes to shades, blinds and draperies.

"Hunter Douglas, being the leader in the industry, literally comes out with completely new products every few years," Weeks Rossitto says. "We promote those products and people really love them. We have some that are traditional, like wood blinds, and we're still doing a lot of those in people's homes. New products include Pirouettes, Sonnettes and Solera [shades]. Those are all fabric-based products and some of them incorporate sheers into them, so you have a nice, soft look and a flat front that is maintenance free."

Both Weeks Rossitto and Hawley have high praise for Hunter Douglas' attention to safety, which especially comes into play with children home more than before. The advances in technology and availability of remote-controlled shades and blinds have played a big part in this area.

"Hunter Douglas leads the charge when it comes to child and pet safety because they're really serious about it," Hawley says. "They take the standard that is proposed by Washington, D.C., and then they do even better. As a matter of fact, they've eliminated certain systems completely from their line and offer a cordless option in every product category now."

Weeks Rossitto points to two other trends to be aware of when considering window treatments.

"We've still been doing a lot of draperies and curtains, but they're not the real elaborate, dramatic, heavy draperies like we saw many years ago," she says. "It's just a simple panel on either side of the window to add a pop of color and softness. They go to the floor but don't drag on the floor, so they're easy to clean."

"We've also done cornices along the top of the window. There are different types of cornices. A wooden cornice would be like a really nice, large piece of molding, and we have those. We also have the fabric upholstered cornices. ... That's the kind of product you never have to mess with. It's simple and once it's up, it's beautiful. You can do some throw pillows and a cornice, and it looks like you have a whole new room if you coordinate the colors in them."

PAINTING AND WALLPAPER

Just like window treatments, painting a room is a great way for a homeowner to show off his or her personality and create a fresh look without breaking the bank.

"There has been a significant rise in home improvement projects industry-wide due to people being forced to stay home," says Greg Parkhill, owner of Brush Masters XP. "Since people cannot travel, dine out or shop as usual, these funds are being spent improving people's homes."

"Painting is by far the most affordable way to transform your home. Compared to other projects like a bath or kitchen renovation, you can spend a fraction of that cost painting while covering your whole home versus just focusing on one area. A fresh coat of paint increases value and curb appeal."

Val Traore, owner of Fresh Coat Painters of Burlington-Camden, says many homeowners are seeking a kitchen or bath remodel, but that doesn't always require a gut job.

"Painting is the least expensive way to spruce up your home but give you that really spectacular finish," she says. "For example, instead of getting all new cabinets or getting them refaced—which can run you anywhere from

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Parkhill is getting a lot of requests for two other sections of the home. "Going into the holidays everyone is focused on their grand entrance ways and dining rooms," he says. "These areas are spaces family and friends will be passing through the most as gatherings take place."

Although exterior paint jobs are now on hold with the colder weather arriving, Parkhill says winter is a good time to plan the project and get on the schedule for the spring, and his company even offers discounts at this time. Traore similarly offers a curb appeal special for exterior projects. "Just painting your shutters, your front door and



doing a powerwash on the house, the walkway and the driveway can make your home look brand-new," she says.

In addition to painting, wallpaper—also known as wall coverings—has made a major comeback in recent years. Unlike the dated, flowery styles of the past, today's wallpaper has a modern look and is often used as an accent wall.

"Just getting the right colors on the walls can totally change the space, and it's amazing what wallpaper can do too," says Jere Bradwell of J Bradwells Home Kitchen & Design. "We're selling a lot of grass cloth [wallpaper], which is a product with a lot of texture. It gives you a

wow effect, but you don't really have a pattern or multiple colors. I would say it's used a lot as an accent wall and even behind a bookcase, above a chair rail in a dining room or in a powder room where you want to give a wow factor."

"There is nothing more fun than to walk into a powder room and see a fabulous wall covering on it," Hawley agrees.

FURNITURE AND BEDDING

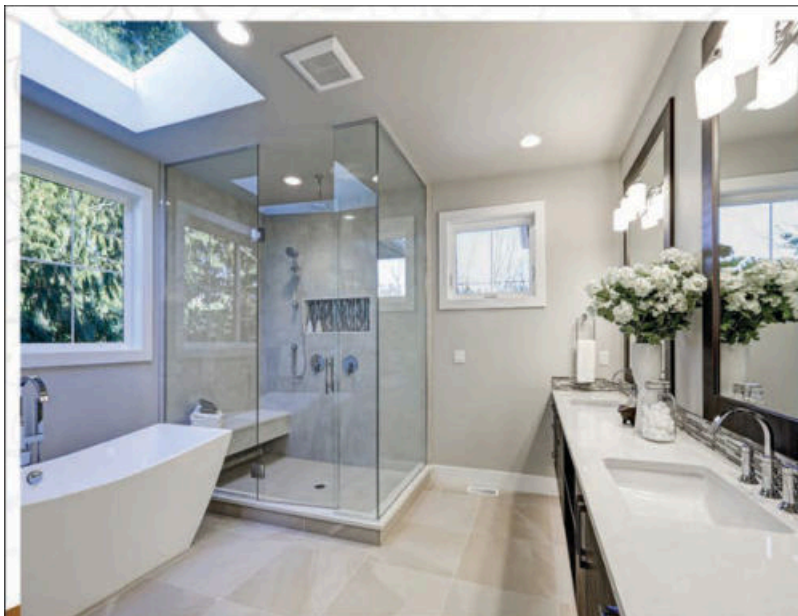
Another way to update a space is with one or more new furniture pieces, from couches and sectionals to foyer tables and wardrobes. The only downside, according to Bradwell, is that the furniture industry

is overwhelmed with requests at the moment and it will take some time for delivery.

He adds that another popular trend is the reupholstering of older furniture pieces, usually a favorite chair or a family heirloom. "We have thousands of fabrics to choose from, which makes it kind of easy because everything happens in one place. It seems like people have pieces they love or maybe it was something from their mother or father and they don't want to lose it. ... When it comes to reupholstering, it doesn't make sense if it's not something that means something to you. But if it does have meaning or it's a style or look that you really love and might not find again, then it's worth doing."

Weeks Rossitto sees the benefits to minor changes like reupholstering as well. "Just one or two pieces can spruce things up," she says. "Or you can replace an area rug with something a little more modern or updated, a little cleaner. Those little changes really do make a difference. When we start to have people over

Image courtesy of M.C. Weeks, Inc.



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again—which we hope will be OK for the holidays—they will notice these things.”

Hawley adds that the changes don't have to be for guests, either. New bedding in traditional or contemporary styles, along with fresh linens and pillows can go a long way. “It's a nice update and it's not as expensive as people think it is,” she says. “It's also [customized] to your taste; people are only going to change that about every seven years, so they might as well get something they like. The biggest trend in that industry right now is a washable velvet. It's beautiful and easy to care for.”

COLORS AND OTHER TRENDS

Speaking of bedrooms, Traore has helped several clients recreate the experience from their favorite vacation spots.

“We've done a lot of fantasy rooms,” she says. “That's where people have gone to a beautiful hotel, maybe in Bali or Thailand or something, and they loved the colors of the room and everything about it, so they want to replicate that room as much as possible.

So they ask for those colors and different accessories to give them that hotel feel.”

Homeowners are extending that to the rest of the house by choosing vibrant colors. “People are going with different shades of white,” she says. “They want to get out of those dull, dark colors and liven things up. We like to call it the post-pandemic look—something to lift your spirits and brighten up your [space].”

Bradwell has seen an emphasis on tropical themes, and one color stands out no matter what the style. “Without a doubt, the big color in the world right now is blue,” he says. “It's all shades of blue, from royal blue to aqua colors. I see it in all different types of things, from wallpaper to fabrics. People are after something light, airy and fresh.”

Parkhill says colors to keep an eye on are urbane bronze from Sherwin Williams and Aegean teal from Benjamin Moore, and adds that crown molding or shadow boxes are a nice finishing touch to a room. And Bradwell predicts that

holiday decorations will be even more popular than ever this year as people look to extend the season and bring some much-needed enjoyment to their lives.

Whichever ways homeowners choose to update their spaces, relying on local, family-owned businesses ensures a personal experience. These companies are also going above and beyond with safety in their showrooms or virtual consultations when needed.

“We've always supported small, local businesses and family-owned, mom-and-pop shops, and it's so important to us at this time that people are supporting us, because we're the ones who really need it,” Weeks Rossitto says. “Just like the restaurant business, it would be such a shame to see these smaller businesses not make it. We're really happy that our customers are supporting us, that they want these products and they're putting their trust in us. We're doing everything we can to keep our customers and staff safe, and with a little luck that will continue.” **H&H**



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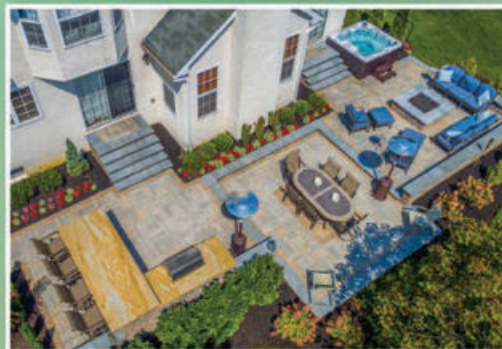
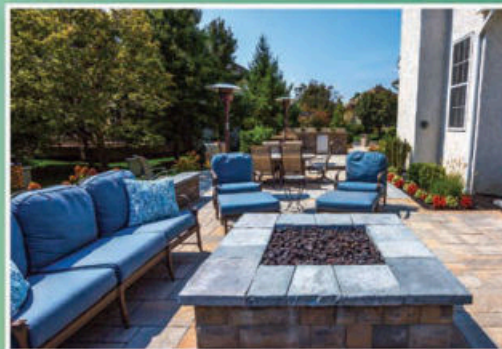
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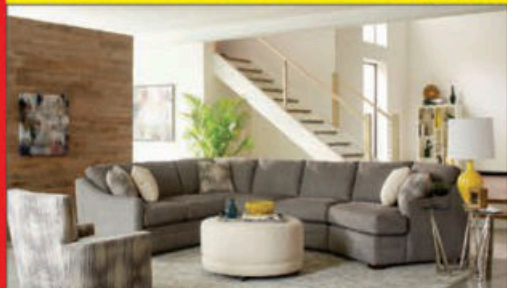
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