

Serving the Tri-County Area

# Fall *Festival* of Homes

Supplement to The Mercury, The Times Herald, The Reporter,  
and The Phoenix Reporter & Item Sunday, October 29, 2017



## REAL ESTATE

# Re/Max Achievers announces awards for 2016

Re/Max Achievers Inc. had another great sales year in 2016!

The sales associates generated over \$200 million in real estate volume!

Re/Max Achievers and broker/owner John E. Ohler hosted the annual Re/Max Achievers Annual Awards Ceremony in February. Sales associates were recognized for their many hours of sacrifices to reach their achievements. The associates at Re/Max Achievers continue to offer excellent real estate service!



Re/Max Achievers presented 2016 awards for the Re/Max EXECUTIVE CLUB, Re/Max 100% club, Re/Max Platinum Club, Re/Max Achievers Top Producer(s) and Re/Max Achievers Top Teams.

Hire the Achievers' award-winning Realtors! They are experts in the real

estate industry!

- Executive Club — Kim Welch, Rick Sheppard, Rick Finaldi, Nancy Peters, Paula Pearce, Stefanie Bryan, Nicole Roman, Brian Bertsch, Marcia Singh, Mark Toepel.

- 100% Club — Marlene Sabella, Peg Chism, Billy-Jo Salkowski, Jim Boyd, Donna Russell, Dave Waldt, Melinda Bastable, Rob Landis, Kristen Weller, Kathy Cicala, Ron Vogel, Ginger Childs.

- Platinum Club — Brent Harris, Michael Richter, Marilyn Keenan.

- Top Producers — Top Producer: Brent Harris; Producer No. 2: Mike Richter; Producer No. 3: Marlene Sabella.

- Top Producing Teams — Team No. 1 Marilyn Keenan and Joseph Henning; Team No. 2 Kristin Weller and Rob Landis; Team No. 3: Nancy and Don Peters.

- Hall of Fame — Ginger Childs received this for outstanding sales volume during her career at Re/Max.

- New Sales Associates — Re/Max Achiev-

ers welcomes Realtors John Chism, Ron Vogel, Cindy Royer, Norma Coy, Rob Deckert, Kim Welch and Eric Welch to Re/Max Achievers Real Estate.

There is no time like the present to sell and buy real estate. Interest rates remain low, and inventory is low! Walk-ins are welcome; stop by our two offices, call, text or email. The offices are minutes from your home: Collegeville, 1425 S. Collegeville Road (Route 29), 610-489-5900; Pottstown, 2060 E. High

St., 610-326-1200. Email: AchieversOffice@AchieversPA.com. Text: 610-308-9449.

Re/Max Achievers is eager to assist you with all your real estate needs whether buying, selling or investing. The team of Re/Max Achievers Realtors offers over 600 years of experience!

For more industry information or to request services, call us.

All the best for a happy holidays!

## REAL ESTATE

# Cypress siding: It's what the pros choose

## Brandpoint

If current design trends are any indication, wood siding is back. Design professionals are recommending one species in particular: cypress. What's behind this revival of cypress siding?

"Good looks, dependable performance and affordability," says Stephen Logue of the Southern Cypress Manufacturers Association, [www.CypressInfo.org](http://www.CypressInfo.org). "Cypress has a unique appearance with its honey-like hues and intriguing grain pattern. Its ability to withstand the elements and nature has long made it a favorite siding material in areas of the country that experience constant heat, high humidity and torrential rains. Additionally, cypress is a competitively priced material. We see it being requested more and more."

Architects side with cypress: Take it from the pros

Atlanta-based architect Daniel Martin says he recommends cypress to clients based on his first-hand experience with the unique wood.

"The performance is great," Martin says. "I've had cypress siding on my own home for more than 20 years, and I've only had to repaint it once in that time. One of the main reasons I recommend cypress is because it's resistant to decay, as well as insects like termites and bees. Carpenter bees love some other species of wood, such as cedar. They'll bore in and lay their eggs, and then woodpeckers come along and gouge out grooves to get to the eggs, destroying the wood. That's not an issue with cypress."

As Martin has learned, cypress comes by its durability naturally, thanks to an oil that is produced while the tree is growing. The oil acts as a preservative, meaning cypress wood doesn't need to be pressure treated with chemicals like some other wood siding options.

David and Laurel Mullikin, a husband-and-wife design/build duo in Atlanta, say they use cypress regularly in outdoor applications.

"We've designed some of our best projects with cypress," Lau-



BRANDPOINT

Cypress siding provides good looks, natural durability and dependable performance at an affordable price — qualities that attract homeowners and design professionals alike.

rel says. "It's one of our favorite species of wood to use. In fact, we're currently designing our own new home. We are incorporating cypress as the ceilings for our porches, adding a

lot of aesthetic warmth to a part of the house many people overlook. And we're using cypress siding and finishing it with the Shou Sugi Ban method, which involves charring the surface of the wood

and then sanding and sealing it. The process not only provides a unique look to an already beautiful wood, but also enhances its natural durability."

For the best performance

As with any wood siding, cypress will require a little TLC every now and then to look and perform best. With properly applied finishes and regular maintenance, cypress siding will last a lifetime or longer.

Whether installing new cypress siding or refreshing existing wood, the first step is to make sure its surface is clean so that it can better absorb the desired finish. Wash the wood with a mild bleach-and-water solution, using a pressure washer on a low setting. Let the solution soak for 15 minutes before thoroughly rinsing. Then, allow the wood to dry for about a week. This also is a good time to repair any nail holes and surface irregularities.

Homeowners who prefer cypress' natural color can preserve the look by applying a clear, water-repellant sealer to all sides



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## Meet Our Team



Meredith Jacks is the Broker / Co-Owner of Styer Real Estate and is the top sales agent in the Owen J. Roberts school district. She is passionate about customer service and strives to go above and beyond when helping people move into the next phase of their lives. She is an OJR and Penn State Alumna, and lives in East Coventry with her husband Shawn and bulldog Butter.

Kenneth R. Styer is the Associate Broker / Co-Owner of Styer Real Estate and has been selling real estate in Chester County for over 45 years. He has built close to 100 homes and was the owner of Tri-County Land Development and Kenneth R. Styer Real Estate for 35 years. He currently lives in Warwick Township with his wife Carole and dog Melanie.



Jessica Weeks grew up in Warwick Township and is an OJR and PSU graduate. She became a Realtor while living in Philadelphia over 10 years ago and is thrilled to be representing her hometown! She loves getting to know her clients and helping them translate their big dreams into functional reality.

Amber Buchanan is an Accredited Luxury Home Sale Specialist with over 15 years of experience serving the greater Pottstown area. She is an OJR and Ursinus University graduate, and currently resides in North Coventry Township. She looks forward to continuing to serve the community she loves!



Dianne Melvin is a full-time Realtor who brings a fresh and upbeat approach to Real Estate. She is passionate about helping children with special needs, and is the co-founder of The Rebecca Melvin Foundation, a non-profit organization formed to assist children with chronic disabilities.

For over 13 years Mark was the owner of MH & Family Homes where he worked side-by-side with his son doing high-end custom carpentry work. Mark was raised in West Chester and currently lives in North Coventry in a beautiful home that he recently built with his sons. After 45 years in the construction business, Mark is excited to share his love and expertise of homes with his satisfied clients. When he isn't working, he enjoys golfing, motorcycle rides, and spending time with his 4 children and 9 grandchildren.





## REAL ESTATE

## Affordable weekend DIY projects that completely recreate your home

Brandpoint

The cold months of winter have a batten-down-the-hatches feel to them, don't they? Fortunately, they're over. Now that summer is here, you want to spread out, bask in the beautiful weather and finally tackle those home improvement projects you were eyeing during those colder

months.

Now is the perfect time to make a big impact on your home, and you can do so without spending a lot. Below are five do-it-yourself projects you can tackle in a single weekend, and each will still leave you enough money in your budget to enjoy everything else summer has to offer.

▪ Freshen up your landscaping. Your home's outdoor appearance gets a pass during the winter, but in the summer the exterior of the house is all about curb appeal. That makes improving your landscaping a great place to start your summer projects, plus the work you do can be completely customizable

to your budget. If you have some extra money, plant a tree or a bush. If your budget is tighter, opt for potted flowers. Even an activity like trimming around your trees and bushes or pulling weeds can have a big impact on the look of your home and it costs you nothing.

▪ An accent wall that truly accents. You've seen hundreds of DIY tips suggesting you add an accent wall to your home with a fresh coat of paint. However, to add an accent wall that goes above and beyond, replace the paint project with Charred Wood Shiplap from UFP-Edge instead. This wood, burnt through an ancient Japanese technique to highlight its beauty and character, then sealed with a satin finish, offers the perfect contrast to any room for an accent you'll relish every time you see it.

▪ Update your bathroom on your terms. A full bathroom remodel is hardly DIY, and you're certainly not finishing it in one weekend. However, that

doesn't mean this room is completely off-limits when it comes to improvements. Instead, pick the project that matches your needs and your budget. Large-scale improvements could include replacing your outdated sink or toilet. You could go smaller and simply replace the hardware on the sink. This is also a great time to look at the smaller aspects of your bathroom and see if you want to replace your medicine chest, your towel rack or the handles on your cabinets.

▪ The perfect wrap for your kitchen or bar. The kitchen is a focal point in any home, so improvements made here tend to stand out. If you're looking to improve your kitchen with an incredibly popular country look, you can add your island to the motif with a rustic wrap. UFP-Edge Rustic Collection is new lumber that has been distressed to provide that worn country charm. Rustic wood is available in shiplap siding and trim boards that allow you to create a wood proj-

ect that supports your style in any size and any location. Start with a wrap for your kitchen or bar and see where your creativity takes you.

▪ Rethink your window treatments. Like your bathroom, a full-scale replacement of your window treatments can be pretty expensive. However, like your bathroom, you also have plenty of freedom to pick and choose your options here as well. If a favorite room feels too dark, replace the existing curtains with something light and airy. If you want the room to feel darker, install room-darkening shades. Spend your money and your time on the rooms that matter most to you and you won't be disappointed.

These warm-weather months are the perfect time to make your home everything you want it to be, so invest your time in a little DIY. You, your home and your budget will all be better for it. To learn more about these accent wall materials available from UFP-Edge, visit UFP-Edge.com.



BRANDPOINT

The cold months of winter have a batten-down-the-hatches feel to them, don't they?



**RICHARD ZUBER**  
REALTOR, BROKER, CERTIFIED APPRAISER  
OFFICE PHONE: 610-369-0303 EXT. 233  
CELL PHONE: 610-639-0787

**MLS #6560103/6560166**

Boro of Boyertown Single Detached Brick Building. Commercial office on first floor. 3 bedroom apartment on second floor. Two car detached garage. Various possibilities.

**\$160,000****MLS #7059205**

Berks Co. brick/vinyl split level home w/eat-in kitchen, DR, LR, 3 BR, 1.5 Baths, FR, 1 car garage, 10 X 20 deck, in-ground pool, .59 acres.

**\$189,900****MLS #7019582**

Amity Township Quality Blt stone rancher w/ 20x24 FR, Cherry Kitchen, LR w/stone fireplace on 1.5 acre sewerred lot. 32x32 separate detached garage.

**\$279,900****MLS #7059198**

Berks Co. brick & vinyl split level, kit, DR, LR, 3 bedroom, 1 bath, 1 car garage, 2.214 acres.

**\$189,900****MLS #7017498**

Village of Shannon, W. Chester townhouse featuring K, DA, LR w/fireplace, FR, 3 BR's, 2.5 baths. 1 c garage.

**\$299,900****LAND****MLS #6874128**

Level wooded 0.64 acre lot in Upper Pottsgrove Twp. on quiet cul-de-sac in Colonial Heights sub-division at intersection of Continental and Concord Drives. Lot will support 1-2 micro mounds based on probe test by soil engineering firm.

**\$39,500**

## REAL ESTATE

# Luxury single-family homes with spectacular views at Brookshire in Zionsville

Located on the border of Berks and Lehigh counties, Brookshire offers brand new, luxurious, single-family homes in a quiet, rural setting with breathtaking hilltop views.

Not only are the homes and views spectacular, the location is great — it's close to Routes 100 and 29 and just minutes away from the Pennsylvania Turnpike, Route 78 and Route 22.

Call 610-282-2511 to schedule a visit.

Homebuyers looking for exceptionally well-designed, single-family homes from a trusted builder will certainly find it at Brookshire. The community offers seven single-family home floor plans ranging from 2,800 to 4,542 square feet of living space and offers an open floor plan, generously sized rooms, 9-foot first-floor ceilings, four to five bedrooms, two to three baths and a two-to-three-car garage. The homes also include gourmet kitchens with state-of-the-art appliances, a center island and 42-inch

cabinets, spacious family rooms and luxurious owner's suites. Homes are priced starting from the upper \$300,000s.

One of the most distinctive features of this community is the amazing view. Located on gently rolling hills, the community provides a picturesque view of wooded hillsides surrounding the community — gorgeous every season of the year.

Brookshire is also in close proximity to shopping and entertainment. The community is within 30 minutes of the Lehigh Valley Mall and the South Mall in Allentown, as well as Brookside Country Club or the Saucon Valley Country Club. For family fun, it's not far to Dorney Park and Wildwater Kingdom or Arnolds GoKart and Family Fun Center.

Brookshire is being marketed from Judd Builders' Whispering Pines model home. Visit the Whispering Pines sales office at located at 3905 Liberty Creek Parkway, Coopersburg, PA 18036, to tour the models available at

Brookshire. The Sales Office is open Monday and Thursday through Saturday from 11 a.m. to 5 p.m. and Sunday from noon to 5 p.m.

For more information, contact Brendan Boroski, community sales manager, at 610-282-2511 or 215-416-6621 or visit [www.juddbuilders.com](http://www.juddbuilders.com).

*Judd Builders, a division of the broad-based DePaul Group, was founded in the late 1950s as a builder of custom homes in and around Philadelphia. Over its 50-year history, Judd Builders has earned the reputation as a skilled and conscientious planner of communities that is sensitive to the contemporary environmental issues as well as the concerns of all homebuyers. Today, Judd Builders offers high-quality, award-winning homes designs in the most desirable locations. For more information on the company and its communities, visit [www.juddbuilders.com](http://www.juddbuilders.com).*

## Siding

FROM PAGE 2

and edges of siding boards. It's also suggested to look for products with a UV inhibitor to block out the sun's fading rays. Sealers should be reapplied every few years to rejuvenate and protect the wood. If left untreated, over time, cypress will weather to a dark gray.

To bring out the richness of cypress' grain, semi-transparent, oil-based stains work best. These stains will penetrate the wood, prevent water problems and allow the wood to breathe. Stains typically need to be reapplied every two years.

If you like the clean look of a solid finish, paint it. For best results, apply a 100 percent acrylic latex paint with

a compatible primer. It's also recommended to back prime the boards to avoid any potential moisture issues.

No matter your chosen finish, remember to follow the manufacturer's instructions for best results. For more information on cypress, or to get inspired for your next home or renovation project, visit [www.CypressInfo.org](http://www.CypressInfo.org).

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## REAL ESTATE

# More value, more lifestyle, more savings at Meadow View Farms in Oley

There's never been a better time to purchase a brand new home and get super savings at Meadow View Farms!

For a limited time, take advantage of special pricing on your dream home — save \$30K on any home. Contact Tim Bambule, community sales manager, at 610-987-0422 to

learn more about this special offering!

Homebuyers looking for exceptionally well-designed homes, a low-maintenance lifestyle and a trusted builder will certainly find it at Meadow View Farms. The community offers three low-maintenance single-family home floor plans with

convenient one-floor living and prices starting in the low \$200,000s. The floor plans range from 1,674 to 1,963 square feet of living space and offer generously sized rooms, an open floor plan, two or three bedrooms including a first-floor owner's retreat with walk-in closets, up to three baths, large

kitchen with center island and breakfast nook, 9-foot first-floor ceilings, two-car garage, spacious great rooms and rich exteriors of stone, siding and brick. More information can be found at the sales office.

Meadow View Farms' community center is the perfect place to relax and meet up with friends or fellow neighbors. Residents can enjoy the well-appointed fitness center, play cards in the great room or activities room or meet up with family and friends in the great room.

Homeowners will be pleased to know that the homeowners association takes care of the lawn care, trash removal and snow removal from driveway, walkway and streets. Also, since this is a 55-

plus community, homeowners will be with like-minded neighbors who share similar interests, attitudes and commitment to an active lifestyle.

To visit Meadow View Farms and tour the decorated models from Pottstown, take Route 422 West to 662 North, then turn left onto Route 73 West. Go approximately 1 mile, and then turn left on Friedensburg Road. Meadow View Farms is on the left. The sales office and decorated models are open Monday and Thursday through Saturday from 11 a.m. to 5 p.m. and Sunday from noon to 5 p.m.

For more information contact Tim Bambule, community sales manager, at 610-987-0422 or visit [www.juddbuilders.com](http://www.juddbuilders.com).

com.

*Judd Builders, a division of the broad-based DePaul Group, was founded in the late 1950s as a builder of custom homes in and around Philadelphia. Over its 60-year history, Judd Builders has earned the reputation as a skilled and conscientious planner of communities that is sensitive to the contemporary environmental issues as well as the concerns of all homebuyers. Today, Judd Builders offers high-quality, award-winning homes designs in the most desirable locations. For more information on the company and its communities, visit [www.juddbuilders.com](http://www.juddbuilders.com).*



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## MLS #6977320

Tucked up on a hillside in Robeson township is where you will find this 2 story colonial on almost 5 acres. 3 BR, 2.5 Baths, stone fireplace & wood stove. Attached 40 X 24 green house. Bring this special place back to life.

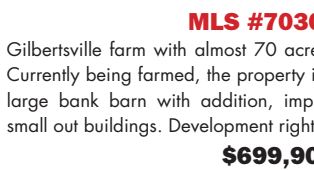
**\$239,500**



## MLS #6966193

Spring Valley Village, 55+ community is where you will find this 7 yr. old ranch style home, 2 BR, 2 baths, 1 car garage, all appliances remain, immediate settlement possible. Lot rent is \$425 mo. which includes trash, snow, grass, and clubhouse.

**\$109,900**



## MLS #7030855

Gilbertsville farm with almost 70 acres of gently rolling farmland. Currently being farmed, the property includes an 1820 farmhouse, large bank barn with addition, implement building and several small out buildings. Development rights have been sold.

**\$699,900**



## MLS #6981199

Pottsgrove 2 unit investment property. 2-2 BR units with laundry hook-ups for both units. 6 off street parking spaces, good rental history.

**\$142,000**



## MLS #6870316

Pottstown wonderfully maintained 3 unit mixed use building. One commercial first floor unit that formerly was occupied by a chiropractor, available now for \$450 a month. The balance of the first floor is a large one bedroom apartment with a long term tenant that has use of the detached garage. The second floor is a large 2 bedroom apartment with cover rear porch area. The attic is used for owners storage. The basement has a washer/dryer hook up for the first floor tenant. Shared rear yard. Good income producing property. Call for details.

**\$84,900**



## MLS #7054695/7054834

Boyertown Borough great investment property. First floor former Chiropractor office that has many possibilities and a second/third floor apartment that has been totally renovated. Detached 2 car garage also can provide additional income. Great exposure on Route 73, close to Routes 100 & 562.

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## REAL ESTATE

## Sanatoga Ridge is the place for you

Worry-free, affordable retirement living is in your future

Where do you see yourself when you retire?

How about a worry-free, affordable community specifically designed for independent adults?

Sanatoga Ridge Community may be just the place for you.

Nestled in Sanatoga Village in Lower Pottsgrove Township, Sanatoga Ridge is a quiet senior community at 2461 E. High St.

Not sure you're ready for a move? It's never too early to plan for tomorrow. You'll find a community that meets your needs and allows your "someday" to happen today.

"We've undergone many community enhancements. These enhancements en-

sure we continue to provide an affordable, attractive and comfortable lifestyle for our residents. We are also excited about our new pricing," said John McMenamin, executive director. "We've reduced our standard pricing to what we believe is right for the senior housing market in the region. As a resident, you also enjoy the use of our community center, which includes an exercise room, hair salon, library and game room, and the opportunity to participate in numerous clubs, entertainment events and trips."

If travel is in your plans, you can go away for a week, a month, six months; your grass will be cut or your

snow plowed and shoveled. Want a staycation? A quick ride from Route 422, you easily find yourself visiting an Amish farm in Lancaster, shopping for bargains at the Philadelphia Outlets or catching an afternoon matinee at one of several nearby movie theaters.

This worry-free lifestyle can be yours for far less than you might imagine. Sanatoga Ridge Community is the most affordable senior community of its kind in the Tri-County area. When you spend less money on your purchase, you have more money to take advantage of your newfound lifestyle and freedom.

## HOMES

## Five steps to a smart home

### Brandpoint

When it comes to technology, smarter is better. There are smart watches, smart televisions and just about everyone has a smartphone.

So what about a smart home?

Smart thermostats and lighting timers represent the first steps toward smart home technology for many homeowners, but in a lot of cases, they were the only steps. Since then, technology has continued to develop, and today there are scores of home goods that can talk to one another while allowing you total control of your home from your smartphone, tablet or another device.

It all sounds so simple, so perfect, yet many consumers remain confused on how to make the most of smart

home technology in their house. Instead of finding the installation welcoming, they see it as daunting and expensive.

This doesn't have to be the case. Installing - and enjoying - smart home technology in your house is easier than you think. Follow these five simple steps and your home will be a smart home in no time.

▪ Determine what you'd like to control remotely or automate based on time. Having total control of your home sounds great, but it also leads to total responsibility and sometimes you don't need all that. For example, lighting solutions are a popular automated option. The smart dimmer by Leviton allows you to dim and time lighting to meet your needs once you download the app, providing you increased function-

ality all from your smartphone or tablet.

▪ Select technology that works with your home. When you're shopping for products - like lighting switches - you should always be mindful of functionality. For example, does your home operate on Wi-Fi or Bluetooth? Understand the base functionalities of your home and you'll streamline your shopping process.

▪ Seek professional help. If you're concerned about your ability to set up your smart home technology successfully, don't be afraid to seek out some guidance. Call on your contractor to assist you in the installation. You can also download helpful guides and how-to instructions from the manufacturer's website. The more information

SMART » PAGE 10

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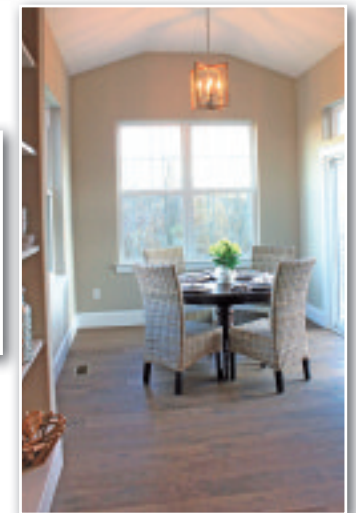
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## REAL ESTATE

# Re/Max Achievers helps food pantry

Re/Max Achievers Inc. will celebrate its 15th year of donating turkeys and canned goods to the Daily Bread Food Pantry. It's time for Re/Max's annual food drive! Realtors and staff will

visit the Daily Bread Community Food Pantry on Route 29 in Schwenksville and will donate fresh

turkeys and canned good items that will help hundreds of families in need. The Daily Bread Food Pantry serves hundreds of local families in the Perkiomen Valley Area and church members of Jerusalem Lutheran Church.

The pantry provides food, clothing and also children's items such as toys and personal necessities to families who depend on these items throughout the calendar year. The families are in need, especially during the holidays. Please consider donating in 2017.

Re/Max Achievers invites you to clean out your pantry and donate! Drop off your pantry dry and canned goods to either of Re/Max Achievers' branch offices.

Re/Max Achievers Inc.



Nicole Roman, broker John E. Ohler Sr., Suzanne Jurenko, Mike Richtler, Kathy Cicala, Finance of America Lender Scott Tomlinson, Marcia Singh, Brent Harris, Don Peters, Donna Russell and Nancy Peters pose with donations for Daily Bread Community Food Pantry during a previous year's food drive.

sends many thanks to our local community, the East Norriton Shop Rite and the Limerick Giant for their support year after year.

If you would like information or would like to donate items, please contact Daily Bread Pantry, 3938 Ridge Pike, Collegetown, at 610-489-5540.

If you would like to participate in any of the above donation drives, please visit one of our branch offices: Collegetown, 1425 S. Collegetown Road (Route 29), 610-489-5900, and Pottstown, 2060 E. High St., 610-326-1200.

Log on to [www.AchieversPA.com](http://www.AchieversPA.com) for more information.

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### MLS #7025042

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**\$104,900**



### MLS #7032574

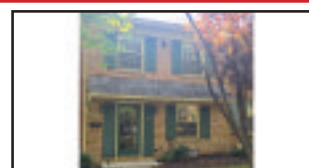
Bright, well maintained END UNIT in desirable Maple Ridge community is offered for sale! Open floor plan 1st floor with huge EIK, living/dining room combination, powder room. 2nd floor has 3BR, including a large master with 3 closets and master bathroom, hall bathroom with tub/shower combo and hall laundry. Finished basement offers more living/entertaining space and home is adjacent to open space for all of your outdoor entertaining needs. Schedule your showing today!

**\$162,500**

### MLS #7014573

Adorable 3 bedroom 1 bath twin in a fantastic location on N. Keim Street. Old-world charm with modern day conveniences. Huge kitchen dining room combo, hardwood floors throughout, new sump pump in basement, off street parking, and more!

**\$89,900**



### MLS #7062294

Enjoy easy living in the highly desirable Roboda community! 57 Roboda Boulevard is a beautifully maintained, tastefully updated townhouse in the award winning Spring Ford SD. You will love the updated kit with granite counter tops, tile backsplash and stainless steel appliances. Huge LR with cozy wood FP and formal dining room are an entertainer's dream! Formerly a 3BR that was converted into 2 huge BR full of windows and storage space. Easy to convert back to a 3BR, if desired.

**\$214,900**



## REAL ESTATE

# Re/Max Achievers welcomes Terry Ayres

Collegeville-Pottstown Re/Max Achievers real estate, on Route 29, and John E. Ohler, broker/owner, is excited to welcome aboard Terry Ayres, Realtor, who was REAL TRENDS 2016 ranked and awarded America's Best Real Estate Agent.

Through Ayres's personal commitment to her clients, she has become a top real estate sales producer. Ayres prides herself in her devotion, loyalty and passion for her job. This naturally allows Ayres to provide quality service while keeping client communication a top priority. Ayres loves working with people and is enthusiastic about the real estate industry and sales experience.

Ayres's prestigious credentials are just as impressive as her personal commitment and quality service. Ayres has been a licensed Pennsylvania Realtor for 13 years. Ayres has been a Philadelphia 5 STAR real estate agent since 2010. Her quality service has been recognized throughout the years. Ayres is proud to share her impressive career sales awards of: 2016 Top Agent companywide, 2015 No. 2 Top Agent and Re/Max Platinum Club Award, 2014 No. 2 Top Agent and Re/Max 100% Club, 2013 Top Team and Re/Max Platinum Club, 2012 No. 2 Top Agent and Re/Max 100% Club, 2011 Quality Service Award, 2011 Masters Emerald Producing Agent Award, 2010 Centurion Award, 2009 Salesperson of the Year Award, 2009 Centurion Award, 2009 Quality Service Award, 2008 Silver Award, 2008 Emerald Masters Award and the 2007 Ruby Award.

She is a member of Re/Max Achievers, Montgomery County Association of Realtors, PA Association of Realtors and National As-

sociation of Realtors. Ayres continues to improve her real estate industry knowledge, marketing and technology skills.

Terry comments, "Coupled with my business degree, I have established that with every real estate transaction, my clients will achieve their real estate goals. I will go the extra mile to make their sales experience a smooth and enjoyable experience."

With a client list of hundreds of happy home buyers and sellers from surrounding communities, Ayres remains an aggressive Realtor and an honest and a dependable person. Her real estate areas of expertise include but are not limited to Berks, Bucks, Chester and Montgomery counties.

"I am eager and happy to share my personalized marketing plan, my past client testimonials and my sales statistics with you prior to selling your home," Ayres states. "During my career, I have earned over 95 testimonials, which are displayed on Zillow.com. I have had the privilege of working with clients who have become my friends and continue to refer me business year after year. My clients' recommendations are a testament that I am a Realtor with a heart ... and as we all know, 'home is where the heart is.'"

More information can be found at TerryAyres.com and on social media sites such as Facebook, LinkedIn, Twitter and YouTube. She can be reached seven days a week at 484-542-0181 and TerryAyres1@gmail.com.

*Re/Max Achievers has two branch offices in Collegeville (610-489-5900) and Pottstown (610-326-1200). Through the years, Re/Max was rated the No.*

*1 real estate franchise by consumers for quality service to both buyers and sellers. Re/Max has over 110,000 real estate agents with an average of 17 years' experience.*

*The average number of sales per agent at Re/Max Achievers is 17.2. Re/Max agents continue to exceed the competition's sales volume. Discovered this for yourself. Visit*

*AchieversPA.com. Check out listings for sale on Comcast cable channel 98 and AchieversTV.com. Re/Max Achievers remains "At the Top of the Hill and Above the Crowd!"*



Terry Ayres

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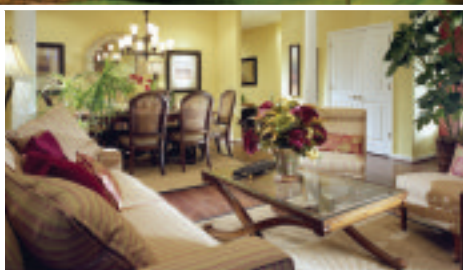
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## Smart

FROM PAGE 7

you have before beginning the project, the more comfortable you'll be with the installation.

▪ Download the proper apps. The key to your home's smart technology lies in the corresponding apps. Make sure you've downloaded the right one to match your

system. Many smart home technologies offer both iPhone and Android apps to provide the functionality control you need.

▪ Set your schedule and optimize as needed. Your smart home is an ever-evolving machine, and the more time you take to continually customize your preferences, the more you'll get from your system. Establish your initial schedule and then add voice control through

Amazon, Google or Apple. Finally, don't be afraid to make continued improvements. You've already tackled the biggest hurdle of installing your system, and the ongoing small adjustments you add will make your system great.

To learn more about today's smart homes and lighting technologies available from companies such as Leviton, visit [www.Leviton.com/DecoraSmart](http://www.Leviton.com/DecoraSmart).



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### MLS #6999629

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**\$129,900**



### MLS #7011288

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**\$229,900**

### MLS #7038616

Boyertown Borough twin, 3 BR, 1.5 BA, main flr ldry, gas heat, off-street parking, convenient to shopping and major roadways. Main flr consists of large LR, DR, kit, half BA, ldry, and end porch leading to a nicely fenced back yard. 3 BR, full BA and sun porch off master are located on 2nd flr. 2 finished un-heated rooms for your hobbies or extra storage are on the 3rd flr.

**\$130,000**



### MLS #6954506

3 BR, 1.5 bath stone beauty dating back to 1840 with the modern conveniences of today. Deep window sills, open beam ceiling, wooden floors and an open hearth walk-in fireplace convey evidence of days gone by. Schedule your showing today.

**\$149,900**



## REAL ESTATE

# Hot home design: 4 things to consider when choosing siding

## Brandpoint

Selecting new siding is one of the most important curb appeal decisions homeowners face when building new or remodeling an existing home. With so many options - both classic and modern materials - there's a lot to consider.

Many manufacturers are now combining traditional styles and materials with advanced technologies, delivering a product homeowners can love for years to come. Among all the options on the market, vinyl siding - with its various styles, textures and colors - remains the most-used product. In fact, 2016 marked 22 straight years that vinyl siding held the top spot in cladding for new single-family houses, according to the U.S. Census Bureau's annual home report. This material has come a long way since it was introduced in the 1950s, with manufacturers such as Ply Gem Building Products making strides in research and development efforts for design and performance.

Whether you are building a new home or remodeling, there are four key consid-

erations every homeowner should account for when determining which siding option will best meet his or her needs: durability, design, maintenance and affordability.

### DURABILITY

Siding selection is typically a once-in-a-lifetime decision, making durability a key factor for many. Homeowners should look for a siding option that is resistant to every element, including rain, wind and even the sun. Manufacturers now offer siding products with technologies that resist the damaging impact of the sun, preserving color for the lifetime of the home. Options, like Ply Gem's Mastic Vinyl Siding SolarDefense Reflective Technology, expand exterior home design with darker, on-trend colors that can make your home the envy of the neighborhood.

### DESIGN & COLOR

Today, the most overwhelming decision for many when considering siding options can be style and color - but it doesn't need to be. There are several primary siding material options available to

homeowners - vinyl, aluminum, steel, wood, brick, fiber cement, stucco and stone - and countless color and style options within each material type. To help you determine what might look best, seek the advice

of a siding specialist like a contractor, builder or architect for help. They can educate you on color coordination and what would go well with the neighborhood, while still giving personalized options for your home.

Also check out online resources like Ply Gem's home exterior visualizer to experiment with different options and customize your style.

"In recent years, homeowners have been getting more creative and choos-

ing bolder colorful options for their exterior," said Pat Verlodt, president of Color Services & Associates, an organization that identifies color trends and educates consumers and man-

SIDING » PAGE 14



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BRANDPOINT

The variety of vinyl siding offers homeowners a virtually endless palette of low-maintenance, fade-resistant colors, from pastels to deep hues, combined with trim, accents and accessories.



## HOME IMPROVEMENT

# Eight surprising facts that will have you rethinking your lighting

## Brandpoint

You step into a dark room, turn on the light switch and go about your day without giving it another thought.

But here's the thing - you should.

According to the U.S. Environmental Protection Agency, the average American home has approximately 50 light sockets, and most of those still contain inefficient light bulbs. These bulbs spend 90 percent of the energy they use

creating heat around the bulb and only the remaining 10 percent providing any real, actual light. This is just one surprising fact about your lighting you may never have considered. To get you thinking about your lights in a whole new way, here are eight more surprising lighting facts.

- Small costs, big savings for you. An ENERGY STAR-certified LED light bulb will cost you about \$2 in most parts of the country. In some areas it may be possible to buy such a bulb

for \$1, thanks to utility rebates. Yet over the course of its lifetime, a 15,000-hour bulb will save you around \$80 compared to the cost of using a 43-watt halogen-incandescent bulb over the same time.

- Big savings for the country as a whole. If every American replaced their existing bulbs with energy-efficient solutions, the country would save \$6 billion per year in lighting expenses.

- Same options in an energy-efficient offering. LED bulbs that have earned the

ENERGY STAR look and act just like the conventional bulbs you are used to. They turn on instantly and provide quality light all around. Most are also designed to dim, and some even get warmer as they do so. There are even LED solutions designed to match the look of trendy vintage-style bulbs so you can have the look you want without wasted energy expenses.

- Look for the ENERGY STAR seal. The government-backed ENERGY STAR label is a "seal of approval"

ensuring that the certified product saves energy, delivers on brightness and meets myriad other requirements proven by extensive testing and third-party certification. Select products bearing this seal and you'll attain your lighting and energy efficiency goals.

- A shifting trend. Since 2016, many major light bulb manufacturers and retailers have pledged to phase out CFL bulbs and utilize only LED lighting offerings. Now is the time to be ahead of the trend.

- Adoption across the map. LED adoption is happening at different rates across the U.S., but in most states, LED bulbs made up about 20 percent of sales in 2015-2016. In 2016, the following cities were leading in LED bulb sales: Minneapolis, Seattle, Oklahoma City, Tulsa, St. Louis, Richmond, Orlando, Hartford, New Haven, Milwaukee, Nashville and Phoenix.

- Finding the right solution for your home. Like conventional bulbs, there are specific LED solutions for every socket in your home. To find the right bulb for your space, remem-

ber the ABCs: Application, Brightness and Color. ENERGY STAR offers a guide that can help you choose the right bulb for your needs by analyzing each of these categories. You can find the guide at [www.energystar.gov/choosealight](http://www.energystar.gov/choosealight).

- An ever-evolving market. Today LED lighting solutions are available in many options, but the potential for the future is nearly limitless. For example, many manufacturers are integrating microchips into LED bulbs, enabling them to be controlled remotely, to turn on and off, dim or operate based on a schedule or the occupancy of space. All of which will provide ease of use, reduced energy expense and the lighting consumers need.

Turning the lights on and off in a room is a simple decision, but one that has great implications you may not be aware of. Make the change in your home today to more energy-efficient LED bulbs and you'll feel better about your decision with every flick of the switch. To learn more, visit [www.energystar.gov/bulbrevolution](http://www.energystar.gov/bulbrevolution).



BRANDPOINT

You step into a dark room, turn on the light switch and go about your day without giving it another thought.

**John E. Ohler, Sr.,**  
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## REAL ESTATE

## The Reserve at Bally Springs to hold grand opening of Phase III

Time is running out for purchasing an affordable single-family home on a half-acre lot at The Reserve at Bally Springs in the Boyertown Area School District.

Phase II is winding down with only three lots available on half-acre lots with thousands of dollars in extra buyer incentives, which include a choice of \$15,000 off or 600 square feet of finished basement.

With pricing starting under \$300,000, homeowners can choose ranch- or Cape Cod-style homes or two-story colonials with three and four bedrooms and first-floor master and in-law suites.

“With Phase II nearly completed, we’ve already begun the site work on our third and final phase of construction at Bally Springs,” said Anthony Holowsko, COO of Rotelle Development Com-

pany. “We will be holding a grand opening for Phase III home sales at our beautiful, professionally decorated model home on Nov. 4.”

At that time, 38 lots will be made available for pre-construction pricing with single-family home plans priced from the upper \$200,000s. Lot choices will be on a first-come, first-serve basis. The event is from noon to 5 p.m.

The builder will continue to offer Phase III buyers added incentives to customize, so stop by the grand opening to see what the incredible incentives will be for this new phase.

“Why would anyone want to purchase a used home when they can affordably build a new one to their exact specifications at Bally Springs?” said Holowsko. “Add to that a fantastic price point, a buyer incentive, at-

tractive styles and a spectacular location and you’d be hard pressed to find any other opportunity quite like it.”

Just minutes from Route 100 in the award-winning Boyertown Area School District, each Bally Springs home will be situated on picturesque one-half- to three-acre building lots with breathtaking mountain views and a grand on-site recreational area complete with a large playground and basketball and tennis courts.

With the perfect location and choice of home styles for growing families or folks ready to downsize, Rotelle offers creative designs and customized floor plans to set the stage for future needs and offers smaller lots for one-story ranch-style living. There are 10 different floor plans to choose from, ranging in size from 1,500 to 3,000-plus square feet of liv-

ing space.

“Buyers can make these homes their own,” said Cyndi Yaeckel, Bally Springs’ site agent. “They can consider changes or modifications to personally customize their residence by teaming up with Rotelle’s in-house architect and designers at Studio(e) in South Coventry, Pa. This one-of-a-kind design studio guides home buyers every step of the way: from choosing the ideal location, to selecting the perfect house plan and custom design features, to providing them with financing.”

The inspiring Studio(e) setting with an emphasis on buyer education ensures that Rotelle customers are well-informed, well-served and protected against risk. The entire process — from initial conversation to finished product — includes a guarantee that the new home will



The kitchen in the Bally Springs model features wide plank floors, gray and taupe neutral wall colors and tile and a stylish free-floating island for entertaining and dining.

be delivered on-time and on-budget.

Call or stop by to see for yourself.

The Reserve at Bally Springs is open Friday, Saturday and Sunday from 11 a.m. to 5 p.m. It is located at the intersection of Gehring Road and Joy Circle in Barto. Please call Cyndi Yaeckel, site agent, for more information or to set an ap-

pointment at 215-272-4122.

Rotelle Studio(e) is located at 1011 Ridge Road in South Coventry. Hours are Monday to Friday 8 a.m. to 5 p.m. and weekends 10 a.m. to 5 p.m. Call the Studio directly at 610-422-1000 for more information or visit the Studio(e) website at rotelle.com to learn how we can help you build your custom dream home.



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# Siding

FROM PAGE 11

Manufacturers about those trends. “Whether you’re looking for a certain period-specific color scheme to align with historical significance, for a new palette to freshen up your curb appeal, or for a specific panel texture, such as cedar shake or wood clapboard, my recommendation is to look at vinyl. It provides the homeowner the freedom to add low-maintenance color and definition that will never go out of style or need painting or refinishing.”

In fact, more than 400 vinyl siding colors have been

certified for color retention, according to the Vinyl Siding Institute (VSI). The variety offers homeowners a virtually endless palette of fade-resistant colors, from pastels to deep hues, combined with trim, accents and accessories. Look to manufacturers like Ply Gem that offer complementary solutions for the entire exterior.

## MAINTENANCE

Beyond style and color, homeowners are also seeking siding that is low maintenance, which reduces or eliminates the cost and personal time expended for proper upkeep. Each siding material type has a different level of care and main-



BRANDPOINT

Vinyl siding is resistant to rain, wind and even sun. Manufacturers like Ply Gem offer vinyl products in dark, on-trend colors with technologies that resist the sun’s impact, preserving color for the lifetime of the home.

tenance required. Vinyl typically requires just soap and

water for periodic cleaning, and no need to paint, stain or caulk, which means little maintenance over the long term. Wood and fiber cement can require repainting every five to seven years. Stucco will need to be repainted and sealed. Brick and stone require repointing of mortar. The earlier point about durability plays a part here too, ensuring that the option you select is free from potential time-consuming and costly repairs due to storm damage such as wind and moisture.

## AFFORDABILITY

Lastly, establish a financial plan and budget. By doing this homework up front, you can have a more informed consultation with potential contractors and better ensure that es-

timates are aligned with your budget. Don’t forget that sometimes investing a little more into the project up front may reduce issues and maintenance costs down the road.

As you look to select new exterior siding, be sure to keep in mind these important factors - durability, design, maintenance and affordability - to make the best choice possible for your home and lifestyle. To get started on siding your house, look to manufacturer websites such as plygem.com for siding choices, as well as home visualizer and color selection tools that help homeowners experiment with different colors and textures before making a decision.



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## HOME IMPROVEMENT

# Upping your laundry room's wow factor

## Brandpoint

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and come into their own. In fact, laundry rooms today are right up there with dream kitchens and dream bathrooms - and the more style, function and "wow factor," the better.

"Laundry rooms are no longer just utilitarian," said

**LAUNDRY » PAGE 16**



BRANDPOINT

Doing the laundry is no longer relegated to dark, musty basements where no one cares to go.



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# Laundry

FROM PAGE 15

Anitra Mecadon, TV personality and award-winning interior designer. "People want stylish, healthy environments where they can relax, multitask and have some fun while doing the laundry."

Below are four ways Mecadon recommends to ramp up the wow factor, function and allure of your laundry room:

## High-tech appliances

When looking for washers and dryers today, there are more features than you can imagine. You should consider your needs and desires

before starting your search - and we're talking about more than gas or electric, front- or top-loading, color, budget and space parameters. Today's "smart" appliances offer custom wash cycles, wrinkle removal, steam cleaning, less noise, delayed start times, moisture sensors with allergen and sanitize cycles and more. There's even a machine that washes two separate loads with different setting options at the same time. And nearly every machine today is Energy Star-certified for energy efficiency.

## Loads of style

Laundry rooms today can be decorated to complement other rooms in your home -

and Pinterest and Houzz offer loads of pictures online to spark your creativity. Laundry rooms can be country French to modern, whimsical to multi-functional - and it's not unusual to see them in bold or soothing colors, with comfy chairs, statement lighting, flat-screen TVs and docking stations to play music or charge tablets and phones. They also can include windows to let in natural light. If you think white and stainless are your only color options, think again. They can be turquoise, burnt orange, glacial blue, fire engine red, kelly green and even black stainless.

## Function galore

Washing and drying are only part of doing the laundry. There's sorting, folding, hanging and ironing - and each of those steps needs its own space, supplies and storage. Baskets for sorting and carrying laundry can be wicker, plastic or wood and stored for all to see or out of sight. Counters for folding can be granite, marble, quartz, butcher block or laminate, and many people put them over their washers and dryers as well as around the room. Drying racks made of ladders or upcycled cribs can be creative and functional. Ironing boards can be stand-alone, foldable and stored in cabinets or retractable and out of sight. Washers and dryers can be big or

small, stacked or all in one - and even put on pedestals.

## High-performance drywall

When laundry was relegated to the basement, part of the dread of doing laundry was the thought of being surrounded by dampness, mold and mildew - sometimes from washing machine water hose failure causing mold to grow within the wall cavity. Because your washer and dryer introduce water, moisture and heat into the room, it's important to use drywall with extra protection for your laundry room walls and ceilings - such as moisture-, mold- and mildew-resistant

PURPLE XP drywall by National Gypsum. PURPLE XP - which stands for "Xtra Protection" - products are GREENGUARD Gold Certified for indoor air quality, while aiding in the creation of healthier indoor environments.

"I love that prettier and more functional laundry rooms are becoming places people want to hang out and do laundry, but it's important to think about what's behind all that style and function - and that's their walls," said Mecadon. "Walls and what they're made of are important and they're not all the same."

For more information, go to [www.AskForPurple.com](http://www.AskForPurple.com).



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## Space

FROM PAGE 17

hold space into the life of the party. And once the festivities are over, all the accouterments such as glasses and silverware, not to mention wine, liquor and mixers, can be stored in those cabinets, either displayed behind glass or hidden by solid wood doors.

"Today, the term 'built-in bar' covers a variety of possible set ups," says Linda Jovanovich, of the American Hardwood Information Center at [www.Hardwood-Info.com](http://www.Hardwood-Info.com).

At its simplest, a bar may occupy the end of a kitchen island - nothing more than a short length of dedicated countertop above a neat grid of cubbyholes to store wine and a small fridge to cool it when necessary.

Slightly more ambitious bars comprise a niche or doorless closet fitted with wood shelves and cabinets, a countertop and perhaps a faucet and sink. Then there are more imposing affairs, the modern equivalent of a traditional butler's pantry, fully plumbed stations where not only drinks, but also finger foods and hors d'oeuvres can be prepared and served. Finally, there are dedicated sit-down bars. Complete with stools, behind-counter serving space, and semi-professional equipment, these pull-up-a-chair facilities have special requirements that take them beyond our present consideration.

"Many houses and apartments have a closet or unused space that can easily be converted into an attractive and useful built-in bar," says Laura Bohn, a New York-based interior



BRANDPOINT

An inviting and accessible built-in bar featuring handsome hardwood cabinetry can help transform mundane household space into the life of the party.

designer who has done this for several clients over the years. "If you live in a house with stairs, the space beneath them is often an ideal place to install a small, modestly equipped drinks center. It should be able

to accommodate enough countertop to prepare cocktails, enough storage for a liquor cabinet, and maybe enough room for a fridge or wine cooler." A sink is not an absolute necessity, but if the small space you req-

uisition is near a kitchen, powder room, laundry or bathroom, you may be able to make use of the existing plumbing and create a true wet bar.

As Bohn notes, one advantage of using such confined spaces for built-in bars is that they can be closed off when not in use, so that a commandeered closet looks just like a closet, an appropriated staircase just like a staircase. "But a well-designed, well-crafted hardwood mini-bar needn't be hidden," she adds. "Made of walnut, cherry or some other distinctive wood - my favorite is maple - it can be an integral and pleasing part of the décor."

Of course, larger butler's pantry-style built-in bars cannot be hidden. Ideally, they are located discreetly in transitional spaces between kitchens and adjacent dining or living rooms.

But in today's more open-plan houses, such built-in bars, often dubbed buffets, are likely to be in either the kitchen or living area itself - wall-spanning installations that are on full public view and should therefore look as elegant as pieces of fine hardwood furniture.


"Walnut is very popular right now for this type of bar," says Christine Donner, a kitchen designer in New Canaan, Connecticut. "It is an elegant wood and its cool tones complement the white-and-silver palette that my clients currently favor. It can be bleached to a lighter tone, left natural, or stained much darker, almost all the way to black. Limed oak, bleached to a lovely honey-blond color, has a marvelous midcentury-modern feel that is slowly catching on, too."

For Donner, functionality

SPACE » PAGE 19




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## Space

FROM PAGE 18

is as important as aesthetics. "Wine connoisseurs often have an extensive col-

lection of varietal-specific glasses that they want displayed, so I get asked a lot for glass-fronted cabinets with interior lighting," she says. "Much of this stemware is oversize or extra tall, so I make sure the

shelves can accommodate their height. And I always include solid-door cabinets to stow motley collections of assorted liquor bottles." Fine hardwood cabinetry can also be used to conceal icemakers, refrigera-

tors, bottle-cooling drawers, dishwashers and other unsightly appliances and equipment.

"A small bar sink is also very useful," Donner continues. "Less for the water coming out of the spout

than as a place to dump out old drinks or melted ice." Loading up your built-in bar with such practical, laborsaving features will free you up to enjoy your own party to the fullest. And that, surely, is the

point of the exercise. Visit [www.HardwoodInfo.com](http://www.HardwoodInfo.com) to learn more about cabinetry for built-in bars and other products made from American hardwoods.



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## HOMES

## Four bathroom design trends that marry luxury, beauty and sensibility

### Brandpoint

When you're ready to create the bathroom of your dreams, it's no time to chase fads. You want design trends with enduring appeal, concepts that blend luxury, beauty, sensibility and eco-friendliness. Striking the perfect balance between indulgence and practicality can result in a bathroom where you'll happily spend time getting ready to face the world or decompressing after a busy day.

As you're planning your bathroom remodel, here are four 2017 bathroom design trends that are as smart as they are luxurious and lovely:

#### Rediscover cork

Chances are, if cork is already present in your home, it's part of a bulletin board or nestled in the neck of your favorite bottle of wine. However, cork has many advantages as a design material, and it's especially appealing in modern bathrooms.

Cork is a beautiful natural material. With a wide variety of colors, grains and textures, each piece of cork is a unique work of natural art. It's naturally water re-

sistant (although not water proof) and anti-microbial, so it combats mold and mildew in bathrooms. As a flooring material, it's soft, warm texture is friendly to bare feet.

Finally, cork is exceptionally sustainable; it's renewable, recyclable and biodegradable, and cork trees need not be cut down in order to harvest the material.

Win with wall-mount toilets



Already widely found in European homes, wall-mount toilets are gaining in popularity in the U.S. Wall-mount toilets offer many design advantages that are both beautiful and practical. Mounting a toilet on the wall allows greater design flexibility, and makes cleaning beneath and around the fixture easy. Great in any size bathroom, wall-mount toilets work particularly well in smaller spaces to create an uncluttered and open visual effect.

Leading manufacturers like TOTO offer wall-hung toilets that feature leading edge technology and eco-friendly elements. The newest addition to TOTO's line of wall-mount toilets, the MH Wall-Hung High Efficiency Toilet, delivers an elegant appearance, powerful Dual-Max 3D Tornado flushing, a nanotechnology glaze that repels waste and reduces the need for harsh cleansers, and a planet-loving 1.28 gallons per flush for solid waste and 0.9 gpf for liquid waste.

Delightful daylighting

The concept of daylighting - using natural light from multiple sources to illuminate a space - has been around for a while, and this is the year to welcome the trend into your bathroom. Incorporating natural light into a bathroom can help reduce electricity consumption, improve visibility, positively affect your mood, balance your internal clock and increase your home's resale value.

Windows are the most common way to bring sunlight into a room. If your bathroom has an exterior wall that's lacking a window, consider adding one. Windows with glass blocks or simple frosting on panes can allow you to enjoy sunlight while retaining privacy.

Skylights and tubular skylights are another tactic for bringing daylight into a bathroom. For rooms with direct roof access, professional skylight installation can be a cost-effective way to daylight the room. For ground-floor powder rooms and second-floor bathrooms with

## REAL ESTATE

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Richard A. Zuber Realty is celebrating its new Royersford office, located at 384 N. Lewis Road, Royersford, PA 19468. The move to Royersford's main street promises to make the agency more visible and accessible for buyers and sellers — qualities that support the agency's mission of service.

an attic above them, tubular skylights use reflective tubes and mirrors to transmit sunlight from the roof into the room.

Wonderful wet rooms Showers, like TOTO's Aero Shower System, have been trending toward larger and luxurious for some time now on the bathroom design scene. For a shower that truly stands out in terms of visual impact and luxurious experience, consider creating a wet room. Another bathroom design concept that's popular abroad,

modern wet room bathrooms eliminate shower doors, enhance accessibility, make cleaning easier and create a more expansive shower experience.

To turn your standard bathroom into a wet room, you'll need to waterproof the walls and floors, and have the floor gently graded to lead to a central floor drain that carries excess water away. Whether you have a large bathroom or a smaller space, the wet room concept can make your bathroom look and feel bigger by elimi-

nating shower stalls, doors and curtains that take up space.

The average mid-range bathroom remodel recoups more than 65 percent of its value upon resale, according to Remodeling Magazine's Cost vs. Value Report. By choosing design trends that combine good sense with luxurious style, you can create a bathroom that will enhance your enjoyment of your home while increasing your home's value.



## HOME IMPROVEMENT

# Keep the heat in and the cold out this winter

## Brandpoint

Winter this year promises to be harsh across much of the U.S. The Farmers' Almanac predicts conditions will be "bitter cold," "unseasonably cold," "very chilly" and "frigid" for states east of the Mississippi River. In a word, brrrrrr!

Autumn is the perfect time to make sure your home stays warm and cozy, in preparation for when the bitter blasts of January and February come pounding. With some simple DIY insulation projects, you can keep the heat in and the cold out this winter, while also saving on your heating bill.

Check the basement  
One of the first places to check for proper insulation is the basement.

"Up to 25 percent of a home's heat loss is through the basement," says Tom Savoy, technical director for Insulfoam.

Many homes in the U.S. were built with fiberglass batts between wood wall studs, which is notoriously leaky, providing a bridge for heat to pass through the wall, says Savoy. Such insulation can also trap moisture in the walls, causing a musty basement smell.

"Even if you don't spend time in the basement, it's crucial to insulate it right to help manage the heating throughout the rest of your home," says Savoy.

A simple solution is adding a layer of con-



BRANDPOINT

Winter this year promises to be harsh across much of the U.S. The Farmers' Almanac predicts conditions will be "bitter cold," "unseasonably cold," "very chilly" and "frigid" for states east of the Mississippi River. In a word, brrrrrr!

tinuous insulation to the home's basement walls using rigid foam boards, such as expanded polystyrene (EPS).

Available in home improvement stores, EPS insulation is easy to cut and install using standard tools around the house. Unlike many other insulations, rigid foam boards are thin and easy to handle, without messy fibers to clean-up.

"EPS is a professional grade insulation that even DIYers can install," says Savoy.

To get started insulating your basement,

you will first need to figure out how much insulation you will need, based on its "R-value." R-value is the measure of an insulation's ability to resist heat flow, with higher numbers meaning better performance. A quick call to your city or county building department will let you know what R-value is appropriate, and if you'll need to take anything else into account with your insulation project.

Take a look in the attic


In addition to insulating the basement, another leaky area to check is attic hatches.

As heat rises, these hatches often have gaps around them, allowing the warm air to escape. Properly sealing them with weather stripping and adding a layer of rigid foam to the hatch will help keep heat in your living area.

To get ready for the coming shivery weather, the Farmers' Almanac suggests stocking up on "sweaters, long johns, and plenty of firewood." Part of your preparation should also include an easy weekend or two of adding insulation to your home.

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## HOMES

# 8 homeowner dilemmas solved with 1 simple fix

## Brandpoint

Unless you are the latest lottery winner or Queen of England (thank you for reading, your Majesty), you try to make your home improvements really count, and sometimes have to choose one upgrade over another. What if we told you there is a rather quick improvement that will take care of eight issues around the house, all at once?

Now sit back, read along and see how many of these common problems apply to you. If there are some you haven't considered before - rejoice - there is your bonus! We'll then reveal the one simple fix.

Your savings, or lack of thereof

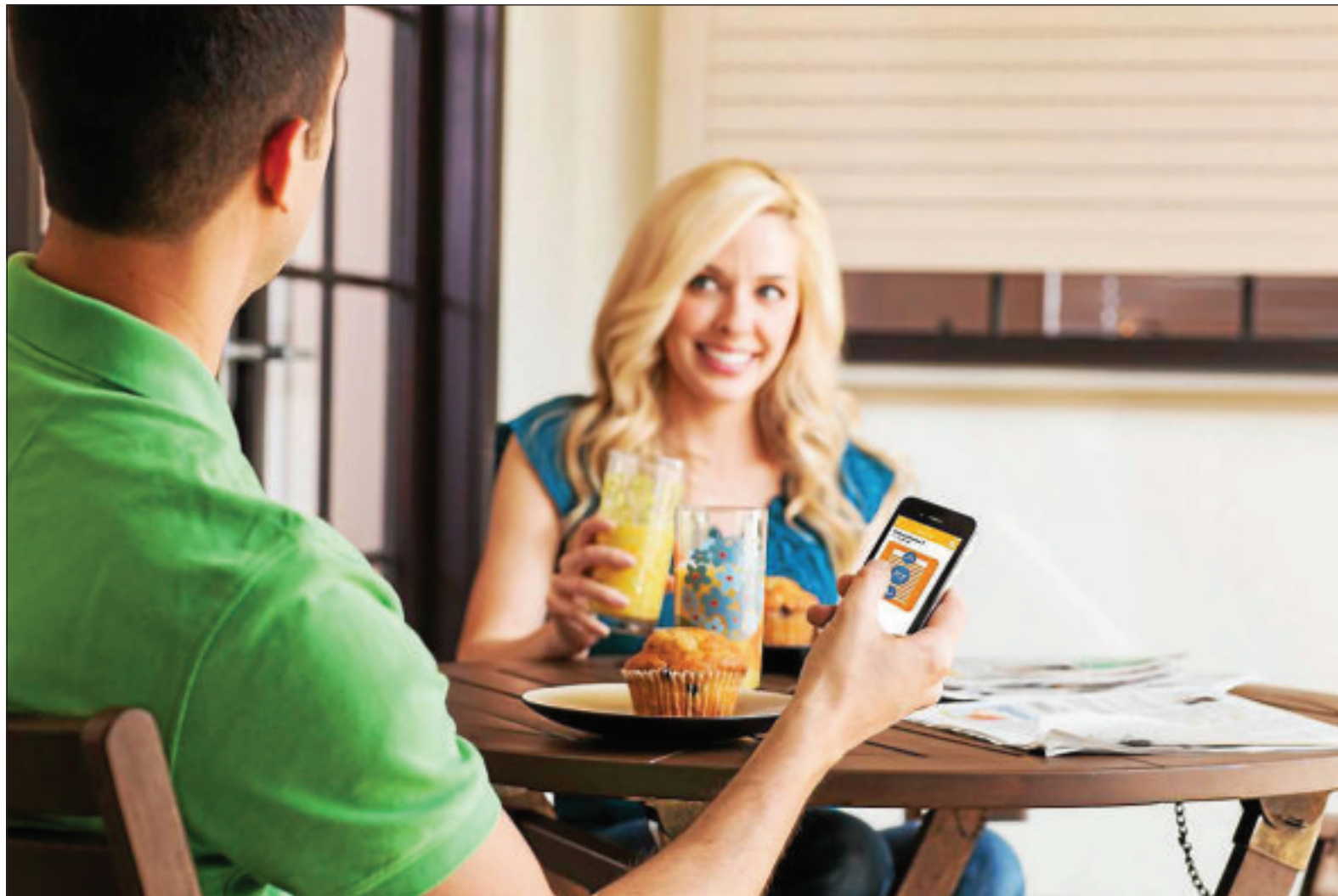
With bright sun comes warmth, which can be very welcome during the cold winter months. But in the summer it can wreak havoc on your AC. Do you feel like you want to cry a little (or a lot) every time your energy bill comes? Surely you have better ideas for spending that money. This solution can help you lower those pesky bills and fill that piggy bank.

Your privacy

Unless your house is naturally private, say perched on a hill or with no neighbors for miles; you probably crave some privacy. This mystery improvement can help right away. Similarly, when you want to take in the view, it will quietly and quickly disappear.

Your Sunday football viewing

Who doesn't love big windows that bring in tons of light? This is until sun glare makes you miss the winning touchdown. Sunshine makes us happy - it is a scientific fact - but too much sun isn't good, neither for your skin nor your posses-



BRANDPOINT

Unless you are the latest lottery winner or Queen of England, you try to make your home improvements really count.

sions. If you want to prevent the glare and the damaging UV rays from entering your home, there is one easy answer.

Your spooky shadows

Big, bare windows are wonderful during the day with light streaming in, but what about at night? Bid goodbye to big, black windows in the evening and don't be scared of who or what may be lurking in the darkness.

Your safety

Do you live in an area where the weather can be

tricky? Or on a golf course, where the golf balls are flying dangerously? With this mystery improvement you can protect your home from the weather and your window glass from flying objects!

Have you guessed what improvement are we talking about yet? Either way keep reading, as it gets even better.

Your security

This improvement can not only hurricane-proof your home, but can also help make it burglar proof.

Did you know 22 percent of all residential break-ins happen via back doors - The same beloved French patio doors you just had to have and enjoy every day? If you think we want to push "prison style" security bars, think twice. This solution is just as stylish as it is functional.

Your snooze time

If you are a daytime sleeper, light sleeper or just want to sleep in on a weekend, you know how annoying outside noise and light can be. You can create a

perfect sleeping environment at the touch of a button.

By now you've surely have guessed what we are talking about. But before we reveal the solution, let us stun you with one more benefit.

By using our home improvement champion you can lower your homeowners insurance!

Finally, the answer

Did you guess that the one home improvement to take care of many of the dilemmas in your home is -

ta da! - an automatic rolling shutter!

They are also known as European shutters, as they are widely popular in Europe. Somfy motorized rolling shutters can be integrated into walls and soffits in new construction, or can be easily attached to existing structures. They are easily controlled from the inside via switches, remotes, automatic sensors, timers or by the myLink app via your smartphone, whether you are home or away.



## HOMES

# Understanding the millennial home

## Brandpoint

For years, consumer buying power and purchasing trends have focused around baby boomers. However, within the past several years, the spotlight has shifted to the 80-plus million Americans between the ages of 25 and 34 known as millennials. Now the largest demographic group in history, this generation is undoubtedly the most studied. Significant research findings, speculations and predictions about shopping habits and motivators are driving the world to cater to this influential group.

Home ownership is

one example. Many speculate millennials aren't interested in, or in a position to buy a home because they're strapped with student loans and a tightened job market. While much of that is true, research paints a different overall picture. In fact, in many U.S. cities, millennials make up half or more of home purchasers (many of them first-time home buyers), according to a recent study by Realtor.com and reported by Bloomberg.

So what are millennials looking for in their home? According to the recent Responsive Home initiative conducted by Builder Magazine, TRI

Pointe Group (Pardee Homes) and partners such as Danze, Inc., several priorities rose to the top of their "must have" list when purchasing or building a home:

- Ability to maximize all spaces within the home (efficient, creative storage)
- Urban conveniences in suburban settings (able to walk to parks and schools)
- Plentiful outdoor space, including an outdoor kitchen when possible
- Customizable floor plans (i.e., ability to have a nanny or mother-in-law suite with kitchenette and more)
- Elements with high

design that offer functionality and value

"There's no doubt this generation is very design savvy and has outstanding taste," says Sharon Overby, vice president of Danze, Inc. "We were excited to be part of the Responsive Home project. Our kitchen and bath faucets, shower systems, bath accessories and others play well with the design-functionality-value ratio."

Among the unique design aspects was the use of satin black as a finish throughout many of the bathrooms. Showerheads, faucets and accessories were often mounted on white subway tile (grouted in

black) for a fun, impactful style.

In one of the kitchens, Responsive Home Creative Director Bobby Berk paired a white farmhouse sink with a Danze pull-down faucet in a tumbled bronze finish. The juxtaposition of mixing and matching elements such as these are at the heart of millennial style.

Outdoor living has proven to be a hot button for many buyers, including these 25-34-year-olds. The Responsive Home project featured unique use of outdoor space that showcased sunken sitting areas surrounded by beautiful gardens

and water features, various applications of large-screen TVs and, of course, fully functional beautiful outdoor kitchens.

"The Danze line is a great match for this set of home buyers, whether they're building new or fixing up an existing home," adds Overby. "We've proven that eye-catching design and value-focused pricing can co-exist in kitchen and bath products, which are often a big aspect to the personality and style of a home."

For more information about the Danze product line, visit [www.danze.com](http://www.danze.com).

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