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Homes & Design

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Home renovation trends for the new year



In previous years, home remodeling projects were often done with the goal of increasing resale value. Recently, however, homeowners have been staying in their properties longer and are making these projects a priority of functionality as well as a reflection of personal style.

Before homeowners begin thinking about the changes they'd like to make, they need to think about how a renovation may affect their home insurance policy. Their policy may need to be remodeled too.

"A common oversight when redesigning a home is the impact a new kitchen or bathroom remodel might have on their homeowners insurance," said Bonnie Lee, Mercury Insurance vice-president of property claims. "If a renovation project leaves a gap in your existing coverage and is later damaged or destroyed, your insurance policy might not protect the upgrades you've made. You need

to contact your insurance agent to discuss any renovations you're considering."

Two of the most highly used areas of the home are the kitchen and bath, places many people start considering when it comes to renovations. According to BluPeak Credit Union, the average loan for a kitchen remodel is \$50,000 while the average loan for a bathroom remodel can cost up to \$25,000. Most loans to fund the cost of remodeling the kitchen and bathroom area, including flooring, can total up to \$100,000.

Home improvement experts are seeing the following as an integration of personal style with form and functionality to these busy areas.

Opening up space

Open concepts throughout the home are still popular when it comes to remodeling the kitchen and bathroom. Giving a room an open

feel can be as simple as installing mirrors or additional lighting to removing a non-weight-bearing wall or installing skylights. The idea is to create an environment that allows for a sense of space even though the square footage hasn't changed.

"I consider the concept of an open kitchen as not only one of functionality, but also as a reflection of the homeowner's lifestyle," said interior designer Joy Cho. "When cooking you don't want to feel isolated, you want to be a part of the interactions happening in your home. Think of the kitchen as more than another room, it's the home's heart where everyone gathers."

According to the National Kitchen and Bath Association, homeowners are also looking to open up areas in bathrooms by incorporating more lighting in mirrors,

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above: Home improvement experts are seeing an integration of personal style with form and functionality in high-traffic areas like the kitchen and bathrooms.

STOCK PHOTO Homes & Design



Maximalism reinvented

Ways to showcase your personal style

The kitchen is a space that fosters creativity – from the design choices to the art of cooking, it is the heart of the home; a place for people to come together to celebrate and share in abundance. To create a meaningful kitchen, incorporate characteristics of maximalism, such as personal items that showcase individual style and purposeful accent pieces.

Complementing contrasts

Maximalism has existed throughout time, but personalization and avant-garde touches can take it to the next level. Take a cue from previous eras to inspire home design, and do not be afraid to select and pair seemingly contrasting elements, patterns or mediums within a space.

Select fixtures with tone-on-tone split finishes to create a grand statement that elevates the traditional home. Create breathtaking variations by combining

artistic flair with eclectic features, such as selecting faucets with unique fluting details. These aesthetic choices bring beauty into a space while enhancing the sensory experience.

The Tulham Kitchen Collection by Brizo reimagines every detail by combining elegant contours with art deco motifs for an inventive blend of traditional and avant-garde, making it a great addition to a maximalist-inspired kitchen.

When paired with other elements in the space, such as a vintage light fixture or a modern barstool, these distinct attributes can create an intriguing and layered design that makes the space feel and look unlike any other.

The grandeur of technology

The integration of technology is a great way to elevate the kitchen even further; it can be both functional and innovative.

Whether it is used to make the room easier to clean or makes cooking more efficient, technology opens up a world of culinary possibilities. The Tulham Pull-Down Kitchen Faucet has both a Touch-Clean nozzle, to make wiping away mineral deposits simple, and a two-function wand with spray and stream elements to make the faucet as practical as it is lavishly beautiful.

Optional SmartTouch Technology on the Pull-Down and Pull-Down Prep Faucets activates water flow with just a tap, making both clean up and cooking functional without sacrificing style.

The Tulham Instant Hot Faucet easily coordinates with any aesthetic and can deliver near boiling water, ready at a moment's notice. From brewing French press coffee to steeping tea, the faucet's innovative technology elevates even the most ordinary kitchen tasks.

(BPT)

With its creative technology and beautiful, artistic details, the Tulham Kitchen Collection enhances the art of cooking and brings maximalism to the heart of the home.

STOCK PHOTO Homes & Design



The hottest trend in fireplaces?

Using them to warm up a kitchen or bathroom

In the past few years homes have become vital sanctuaries – places where you and your family want to feel comfortable, cozy and serene. Recent shifts in home design are responding to this need, while also reflecting a desire for beauty and luxury. As a result, fireplaces are seriously trending – not just for living

rooms or bedrooms, but even kitchens and bathrooms.

Thanks to recent innovations such as beautifully designed, easy-to-install electric fireplaces from SimpliFire, you can add the warmth and charm a fireplace brings to almost any room without undergoing major renovations or having to worry about things like chimneys, piles of wood, screens or gas lines.

The sleek, contemporary features seen in these electric fireplaces add a warm glow and ambient light to any room. You can

select features like driftwood log sets and a variety of finishes, plus whatever flame color options and fire bed materials and colors suit your mood and style.

Time-honored luxury with a modern aesthetic

While adding fireplaces to various rooms may be an emerging trend in contemporary home design – and a boon for home values – the idea has a long history, as homes

• CONTINUED ON PAGE 6

Sleek, contemporary electric fireplaces can add a warm glow and ambient light to any room.

STOCK PHOTO *Homes & Design*

once relied solely on fireplaces for heating every room. Today's designs, however, offer the drama and visual interest of clean lines and modern style – while also being much more convenient and energy-efficient than traditional wood-burning fireplaces. Another great advantage? You can run your electric fireplace anytime you'd like to enjoy the beauty and ambience it provides, with or without heat, all year round.

The heart of the home

The kitchen is possibly the most crucial room in every home. Because kitchens needed fireplaces for cooking functions in olden days, it seems like a natural fit to add a fireplace here. Today's kitchens are the heart of the home in more ways than one, especially with open plan home designs allowing plenty of space for the entire family – and guests – to gather around and cook meals together.

What better space to create a warm, cozy and decorative focal point with an electric fireplace? You could even use a 3-sided style such as SimpliFire's Scion Trinity Fireplace by Heat & Glo to connect a kitchen to dining or living areas, or use two units back-to-back to create a two-sided fireplace between any two rooms.

A personal spa

The bathroom has become a sought-after

oasis in contemporary homes, inspiring spa-like features from heated floors or towel racks to deluxe standalone tubs that create an aura of comfort and luxury. Adding a bathroom fireplace is one more way to design the ultimate personal retreat. What could be more calming than relaxing in a hot bath by the light of a glowing fireplace?

Fortunately, today's electric fireplaces make this renovation easier than ever. While a few special safety precautions need to be taken for bathroom applications, following your product instructions and local code restrictions will ensure that your fireplace will be as safe as it is enchanting.

How electric fireplaces work

Electric fireplaces can supply light as well as being able to offer some heat, but the glow and warmth are created without an actual flame. With the press of a button, you can use a remote control to adjust both the "flame" and other effects, including the heat level, thermostat, timer, brightness, ember bed lights and accent lighting. Turn up the heat to take the chill off during wintry days, or turn the heat down and enjoy the fireplace just for its calming ambience when the weather's warm.

Installation is easy

Whether you choose to hire a professional or completely DIY it, electrical

fireplace installation is remarkably easy. With just a few tools, a well-placed grounded electrical outlet and a revolutionary wall-mount SimpliFire Format electric fireplace, you can bring the comfort of a fireplace to any room in your home in a day.

Interested in making a statement with a new fireplace in your home? Visit heatnglo.com to see all of the beautiful possibilities to warm up the atmosphere in any room.

(BPT)



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How well do you know your home's **HVAC system?**

How well do you know your heating, ventilation, and air conditioning, or HVAC, system? Like any product, you want to keep it in working order, and being HVAC savvy will help you keep this vital equipment working more efficiently regardless of the temperatures outside.

Here are some important aspects of your HVAC system you should know:

Lifespan of HVAC

Generally, with proper maintenance most residential HVAC systems have a typical lifespan between 10 to 20 years. For instance, an increase in dust on surfaces in your home could be a signal to replace the furnace filter, which should be done monthly for optimal performance. Loud noises from the HVAC or inconsistent room temperature can also indicate the need for maintenance or an upgrade.

Although an HVAC may continue to provide comfort during this timeframe, the average homeowner may still seek to replace an HVAC system during this period for a variety of reasons, such as rising energy bills which could also be a signal that the HVAC is not operating as efficiently as newer models.

State-of-the-art HVAC Technology

While most people are familiar with central HVAC systems, some homeowners might not know about “mini-split” systems. A “mini-split” system, typically ductless, both heats and cools. There is an indoor and outdoor unit; the outdoor unit does most of the work while the indoor unit distributes the heating or cooling.

Mini-Split HVAC units with inverter technology, like those from LG Electronics, provide zoned heating or cooling where

you need it, all while providing you with an opportunity to reduce your reliance on fossil fuel. This ductless system allows you to select comfort settings for each zone or room in your home and then control the temperature, volume, and direction of airflow, all according to your preference.

Energy Star certified models are available and, in addition to being more eco-friendly than a traditional HVAC system, can help cut your cooling costs by up to 30%.

Know the SEER rating

The Seasonal Energy Efficiency Ratio rating of your air conditioner is a measurement of the product's cooling output in comparison to the total electric energy input. The SEER rating, which can

• CONTINUED ON PAGE 10

Heating and cooling costs could be cut by up to 20% versus traditional HVAC products by using Energy Star certified models.

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Top 2023 kitchen design trends create a statement, chef-inspired oasis



The kitchen isn't just a place where you cook food to nourish your body. It's a place where you gather with friends and family to connect and make memories. Because it's the heart of the home and facilitates so many activities, it's important to consider how your kitchen design can enhance the meaningful moments enjoyed within the space.

With this in mind, many people desire to upgrade their kitchen in 2023. If you're one of them, consider the top trends in kitchen design and how they can enhance your space:

Focus on functionality

The kitchen space is significant from an investment point of view, as well as an

aesthetic one. Beyond the monetary and cosmetic aspects, it's important to keep in mind the kitchen is also the hardest-working space in the home. The products you select should be beautiful yet durable, and the materials used are as important as the design itself.

As you begin a project, seek options that enhance work areas, ease of operation and convenience. Consider a chef's sink that fits your personal needs, a faucet that provides multiple water pressures to conserve output or a separate filter faucet to cut down on bottled water consumption. When researching, look for materials that can withstand the rigors of daily use while maintaining their luster and depth of color.

Designer collections

Upscale collections remove guesswork, resulting in a kitchen that is classic and stylish with products that have the strength and durability to withstand the test of time. These attributes are the goals of expert designer Mick De Giulio, who partnered to create collections with Kallista starting in 2011 with the introduction of the Multiere and the Soltiere chef-inspired kitchen sinks and accessories, and the Bacifiore entertainment sink, with the addition of the apron front Bacifiore sink in 2019.

With a career that has spanned over four decades, De Giulio approached his

• CONTINUED ON PAGE 12

Kitchen design trends for 2023 focus on functionality with thoughtful details in a minimalist design.

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HVAC • CONTINUED FROM PAGE 7

range from 13 to over 30, represents the heat pump cooling and air conditioning efficiency.

You'll want to know the rating to help you understand the efficiency of your unit when it works at its maximum potential. In general, the higher the rating, the better. For example, your air conditioner should have a SEER rating of at least 14.5 to qualify as an Energy Star product.

Benefits of Energy Star

The gold standard for energy efficiency is Energy Star, a U.S. government-backed program that helps consumers and businesses easily identify products designed and built to meet above-average efficiency standards.

Home products, including HVAC systems, which achieve a certain degree of energy efficiency while also meeting usability and convenience requirements, earn the rating. In fact, heating and cooling costs could be cut by up to 20% versus traditional HVAC products by using Energy Star certified models.

Keeping your heating, ventilation, and HVAC equipment well-maintained can have a significant effect on your utility bills and will help you catch small issues before they snowball into financial burdens. Replace the air filter regularly, have a maintenance expert evaluate your system twice a year in the spring and fall, and report any concerns to your HVAC provider between planned visits.

Ready to make the switch? Consider an LG HVAC unit by contacting a contractor to learn more about upgrading your system or installing a new unit.

(BPT)

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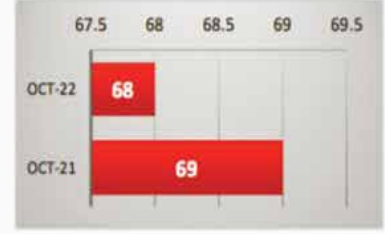
October 2022 **6.90%** | October 2021 **3.07%**
 AVG 30 YR. FIXED | AVG 30 YR. FIXED

from last year **↑ 124.8%**



Year-to-Date 2022 **67,550** | Year-to-Date 2021 **76,086**
 HOMES SOLD THRU 1Q22 | HOMES SOLD THRU 1Q21

from last year **↓ -11.2%**



October 2022 **68** | October 2021 **69**
 ACTIVE LISTINGS | ACTIVE LISTINGS

from last year **↓ -1.4%**

Home sales continue to fall

Home sales fell in October by the largest margin all year as mortgage rates approached 7% and inventories continued to fall relative to 12 months earlier, according to the Wisconsin Realtors Association.

Existing home sales slid 28.1% compared to October 2021. Tight inventory levels continued to push the median price up, but declining affordability has moderated the price pressure. Specifically, the October median price rose 6.1% to \$260,000 compared to that same month in 2021. This is the lowest rate of home price appreciation since June 2020, the WNA wrote in its monthly sales report.

On a year-to-date basis, existing home sales were down 11.2% relative to the first 10 months of 2021, and the median price rose 9.5% to \$265,000.

“We saw some moderation in the appreciation of home prices in October. Mortgage rates have more than doubled in the last year, and that has pushed some buyers to the sidelines. Lower demand should help to slow the pressure on home prices,” said Brad Lois, 2022 Chairman of the WRA Board of Directors.

The slide in home sales was remarkably consistent across the state with existing home sales falling between 25.2% and 29.9% in all regions over the past 12 months.

In contrast, there was more regional variability in median price appreciation with the strongest price pressure seen in the more urban regions, where prices rose 11.4% in the Northeast,

increased 9.1% in the South Central, and increased 7.8% in the Southeast.

By comparison, the more rural North, Central and West regions saw median prices rise in the range of 4.0% to 4.3% over that same period.

Overall inventory levels are at the lowest level since the WRA began tracking inventory data at the end of 2009. The average end-of-month inventory stood at just 18,815 units for the first 10 months of 2022. This is down 14.6% compared to the first 10 months of 2021 when the average monthly inventory stood at 22,024 units. By comparison, average monthly inventories were 67,285 units in the first 10 months of 2010, as the economy had just emerged from the Great Recession.

“Inventories are at historically low levels, and affordability has been sliding due to strong price pressure and rising mortgage rates,” said Michael Theo, president and CEO of the WRA. “With both the supply side and the demand side of the housing market weakening, it’s not surprising home sales have fallen statewide.”

Not surprisingly, there remains a strong seller’s advantage with just 2.6 months of available supply in October. This is down from 3.1 months of supply a year earlier.

The Wisconsin Housing Affordability Index measures the percent of the median- priced home that a buyer with median family income qualifies to buy, assuming a 20% down payment and the remaining balance financed with a 30-year fixed-rate

mortgage at current rates.

The index was 136 in October, which is a reduction of 32.3% in just 12 months.

“The Fed has aggressively tightened credit conditions to get inflation under control, and there are signs of slow progress,” said Dave Clark, Marquette University Economist and WRA Consultant. “The October inflation rate fell to 7.7%, which is the lowest level since January 2022. It is important to remember the cost of housing is a large determinant of the Consumer Price Index, which is used to measure inflation. Indeed, shelter accounts for about a third of consumer spending, and hence the rapid increases in home prices we experienced have fueled inflation.

“A cooling housing market will help to reduce inflation pressure.”



Kallista faucet designs as he does all his work, with the eye of an artist, the deft hand of a craftsman and the practicality of an engineer. Aptly named Juxtapose to reference the collection's intriguing mixed metal finish combinations, the faucets' slim profiles and chic details were designed to "bring the soul back into performance products," explained De Giulio.

Minimalist designs

Expect to see more minimalist designs in upscale kitchen products in 2023 and beyond. Remember, minimalist doesn't mean minimal functionality. The best products pair superior function to suit modern life with minimalist designs that please the eye and offer understated elegance to a room.

For example, the Kallista cold-water Contemporary Filter Faucet features a slim, minimalist design that pairs beautifully with the Juxtapose series. The faucet has a 360-degree swivel spout and requires a water filtration system, such as the Kohler Aquifer Water Filtration System. This faucet is available in polished chrome, polished nickel, brushed nickel, unlacquered brass, matte black and stainless finishes.

Thoughtful details

Like the jewelry that makes an outfit,



Elegant fixtures add a touch of class to kitchen sinks.

STOCK PHOTO
Homes & Design

thoughtfully selected details elevate the kitchen. Many people are putting in coffee/espresso stations that they use every day and distinguish the space by using expensive tile to define that one small area and set it apart. Complementing products also serve to complete the look, such as finish-matched soap dispensers or handcrafted cabinet hardware.

Intricate tile backsplashes, a statement-making feature wall, updated lighting, fun

bar stools, vintage-style table and chairs, and new appliances in a finish appropriate to your fixture and faucet choices will also elevate your kitchen design.

An insider note: Expect Mid-century modern aesthetics to continue to be big in 2023 because they tend to embrace minimalist design while maintaining an enduring warmth. This can help guide you when determining the kitchen details.

(BPT)

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home and property sales

Here is a listing of recent single-family home, condominium and vacant land sales in Kenosha, Racine and Walworth counties. The information is provided through the Multiple Listing Service.

RACINE COUNTY

SINGLE-FAMILY HOMES

Waterford

- 5619 Contour Rd \$ 160,000
- 7156 N Tichigan Rd..... \$ 740,000
- 5011 Riverside Rd..... \$ 887,900
- 4514 Empire Ln..... \$ 975,000

Burlington

- 33821 Hillcrest Dr..... \$ 161,000
- 372 S Kane St..... \$ 169,000
- 8055 Monroe St..... \$ 215,000
- 5955 Bonns Trl \$ 1,225,000
- 3014 Knollcrest Dr..... \$ 1,375,000

Union Grove

- 23710 Burmeister Rd \$ 225,000
- 1129 58th Rd 67B \$ 384,900

Racine

- 945 Lasalle St \$ 45,000
- 1445 Dr Martin Luther King Dr \$ 50,000
- 1519 Virginia St..... \$ 58,500
- 12th St..... \$ 60,000
- 1006 Albert St \$ 55,000
- 2611 Douglas Ave \$ 75,000
- 1321 Grand Ave \$ 100,000
- 2001 Grange Ave \$ 100,000
- 1021 Arthur Ave \$ 100,000
- 1530 Wisconsin Ave..... \$ 107,000
- 2610 Douglas Ave \$ 99,000
- 1221 English St..... \$ 117,000
- 1660 Superior St \$ 110,000
- 1633 Erie St \$ 125,000
- 1500 Maryland Ave \$ 125,000

Mount Pleasant

- 3515 Sheridan Rd \$ 80,000

CONDOS

Racine

- 720 S Marquette St 303 \$ 95,000

Mount Pleasant

- 6540 Mariner Dr 204 \$ 108,000
- 5700 Cambridge Cir 3 \$ 140,000
- 3134 Wood Rd 6..... \$ 159,900

Burlington

- 633B Meadow Ln \$ 150,000
- 7325 Woodland Ct..... \$ 329,900

Sturtevant

- 1503 92nd St 1 \$ 167,400

Waterford

- 602 Park Dr \$ 244,900

Union Grove

- 1125 58th Rd 68A \$ 367,900

VACANT LAND

Kansasville

- 5221 Beaumont S Ave..... \$ 159,000

Burlington

- Lt21 Beere Ln..... \$ 164,900
- Lt0 Yahnke Rd \$ 300,000

Waterford

- 8114 Virginia Cir..... \$ 212,000

Racine

- 3275 Bergamot Dr Lt77 \$ 106,900

WALWORTH COUNTY

SINGLE-FAMILY HOMES

Delavan

- 209 Beloit St..... \$ 75,000
- 1113 E Wisconsin St \$ 184,000
- 5153 Bailey Rd..... \$ 500,000
- W6805 South Shore Dr \$ 623,259

Genoa City

- 540 Sumner St \$ 136,000

Lyons

- 1448 Sunrise Trl \$ 115,000

Elkhorn

- N7321 Nine Indian Trl..... \$ 545,000
- W5210 Meadow Ln \$ 596,000
- W3074 Weaver Rd \$ 675,000
- N7258 County Rd ES.... \$ 1,100,000
- W6709 N Lakeshore Dr.... \$ 230,000
- W5335 Wisconsin Dr..... \$ 209,000

East Troy

- 1917 Fremont St..... \$ 260,000
- W913 Miramar Dr..... \$ 1,065,000

CONDOS

Elkhorn

- W4945 County Road ES 141..... \$ 65,000

Delavan

- 2400 E Geneva St 1614 \$ 70,000

- 1401 S Delavan Club Dr... \$ 200,000

Lyons

- 1492 Park Dr \$ 145,000

Lake Geneva

- 106 Evelyn Ln E \$ 198,000
- 500 S Edwards Blvd 7 \$ 295,000
- 983 Lakeland Dr 9-52..... \$ 445,000

Darien

- 203 Winfield Ct..... \$ 210,000

Fontana

- 201 Abbey Springs Dr ... \$ 1,400,000

VACANT LAND

Lake Geneva

- Lt8329 Acacia Rd..... \$ 25,000
- Lt15 Lakeview Park Dr Lt16 \$ 38,000
- W3625 Washington Dr..... \$ 510,000
- N1792 Spring Rd..... \$ 810,000
- N2210 Patrick Pl..... \$ 755,000
- 6701 Buckby Rd \$ 1,425,000
- W3415 Snake Rd \$ 17,000,000

East Troy

- Lt22 Crest Hill Dr..... \$ 68,000

Elkhorn

- Lt59 E Koopman Ln..... \$ 199,000

Fontana

- LtJ8 County Club Estates. \$ 274,000

Delavan

- 2909 South Shore Dr \$ 1,350,000

KENOSHA COUNTY

SINGLE-FAMILY HOMES

Trevor

- 10024 270th Ave \$ 100,000
- 10330 264th Ave \$ 265,000

Salem

- 31508 71st St..... \$ 131,000
- 24813 71st St..... \$ 170,000
- 6410 244th Ave \$ 235,000
- 23301 82nd Pl..... \$ 260,000

Twin Lakes

- 30615 119th St..... \$ 150,000
- 1923 Esch Rd..... \$ 259,900
- 2904 Hickory Ln \$ 257,500
- 11812 Fox River Rd..... \$ 265,000
- 2360 Anna Ave..... \$ 679,000



home and property sales

Here is a listing of recent single-family home, condominium and vacant land sales in Kenosha, Racine and Walworth counties. The information is provided through the Multiple Listing Service.

- 401 W Park Dr..... \$ 1,235,000
Silver Lake
- 103 E North St..... \$ 162,000
Brighton
- 6500 400th Ave \$ 326,500
Pleasant Prairie
- 1023 91st St..... \$ 340,000
- 315 110th St..... \$ 349,900
Wheatland
- 7144 327th Ave \$ 490,000
- 38275 88th St..... \$ 465,000
Kenosha
- 4439 17th Ave \$ 92,000
- 8415 17th Ave \$ 106,000
- 7724 15th Ave \$ 115,000
- 804 74th St..... \$ 135,000
- 6632 20th Ave \$ 120,000
- 420 57th St 314..... \$ 144,900
- 420 57th St 204..... \$ 225,000
- 3101 55th Ct 24..... \$ 237,000
- 6310 43rd St 95..... \$ 254,000
- 7002 53rd St 66..... \$ 257,900
- 3123 55th Ct 58..... \$ 269,900

VACANT LAND

CONDOS

- 6666 105th St..... \$ 385,000
- 8411 Lexington Pl 5..... \$ 169,900
Salem
- 9000 226th Ct 5B \$ 290,000
- 418 56th St 209..... \$ 134,900

- 4622 10th Ave \$ 18,700
Twin Lakes
- Lt0 Lakeview Ave..... \$ 26,000
Salem
- Lt1 235th Ave \$ 21,800

RENOVATION TRENDS • CONTINUED FROM PAGE 3

vanities and showers, as well as accent lighting for ambiance. Larger showers or bathing areas with integrated seating are trending with homeowners. These spa-like upgrades can meet future needs as more people consider aging in their home.

Smart home technology

Another trend is in the area of smart home technology. Smart lighting and appliances offer ease and convenience but may also offer homeowners savings in the form of lower utility bills due to the use of energy-efficient technology. And while smart tech is synonymous with clean design and large screens, the look doesn't always have to be futuristic. Many modern appliances incorporating digital technology still have a standard look and feel. Smart ovens that can be preheated from the touch of an app and give homeowners the ease of meal prep may easily integrate with a current kitchen design.

Sustainable materials and organic design

Today more homeowners are thinking about the impact their remodel or

renovation can have to both the outer environment and the one within their home. Many are incorporating natural colors, designs and textures into their renovations by using more organic materials and paints that are practical and functional while sourcing them locally to reduce the carbon footprint created by transport.

Before trying to decide between granite or marble tile, however, consider the things that are behind the wall. Pipes and electrical wiring, for example, may need more attention and upgrading before other installations can begin.

"Make note of the items that need to be updated and that are relied upon on a daily basis before beginning any renovation," said Lee. "A safety precaution to take when upgrading these areas first is having any wiring or plumbing projects installed by a professional. Secure any necessary permits if required by your community or municipality. A permitted home renovation project may qualify you for a homeowners insurance discount."

(BPT)

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REAL ESTATE

Other Real Estate

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Attention: Local Area Home Owners To Get Opportunity of the Year...



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Frustrated Contractor is "Giving Away" \$3,151 Furnaces for \$1,275 with Off-Season Central Air...

***(This is the "Hottest AND Coolest Deal of the Year"
... especially if your furnace is over 10 years old)***

Yes, it's absolutely true. You can actually replace your old (and probably very inefficient) furnace and air conditioner as a package for at least \$1,876 less than you would have to pay at any other time. Let me explain. Every year, the months of January, February, March and April can "Kill" my business. I end up losing a ton of money during these "Killer" months and it can take me the remaining eight months to make up for them. And I'm looking for the same thing to happen this year.

My Problem Is Your Opportunity

I've decided to give up trying to make a profit during the "killer" months. If I can only minimize my losses during January, February, March and April I will come out ahead in the other eight months. Here's how this (admittedly daring) offer came about. Every year, the big manufacturers of air conditioners have to guess how many to build to meet the demand. Of course, they're never exactly right. So, they always have some inventory they must hold over until the next summer season. I went to one of my distributors and they allocated 66 premier air conditioners and furnaces. And, because of the quantity and time of year, I was able to buy them at drastically reduced, dirt cheap, out-of-season prices. They are brand new 2022 models. And they are NOT the seconds or "blems" or standard "builder" models. They are factory-fresh, premier air conditioners and furnaces and have a full factory warranty.

Here's How You Can Get A Furnace For Peanuts

By putting this furnace and air conditioner package together (then "Jaw-Boning" the distributor) and committing to a do-or-die purchase agreement of these systems, I was able to buy both the furnace and the air conditioner for less than anyone should have a right to pay! So, if you buy one of these normal new, premier air conditioners, I am "giving" you the furnace and all I ask for is the \$1,275 it costs to have your furnace installed.

Here's How

Just call me at 262-248-2103 anytime. We will come out and measure your home (and determine the availability of the proper size). Don't forget, I only have a limited amount of matched systems. When they are gone, this remarkable offer ends also. I will show you the real world price on the air conditioner that fits your home. Then, I will show you the substantial savings now. And it will include all labor and installation materials. Nothing is left out.

The Concept Is Simple Really

By letting you win big now, I will win at the end of the year. I'm betting that if I make you an offer that is "irresistible" (at least it should be if your furnace or air conditioner is over 10 years old) and I barely mark it up above the price I paid, I will accomplish two things:

1. I will cover my rent, utilities, insurance and taxes in the "killer" months.
2. I can pay my professional staff and technicians to work instead of paying them to sit at home.

If I can accomplish these two objectives, I will minimize my losses and the rest of the year, I can be a winner.

No Obligation

Even after I completely explain the installation, there is absolutely no obligation. If you decide you don't want to take advantage of the spectacular savings... that's okay. I will give you a surprise gift worth \$60 because you are kind enough to read this ad and give me a chance to solve my problem. I want you to think well of Master Services Plumbing, Heating & Cooling, even if you don't buy.

You Can Buy With NO Cash

You don't even have to pay me right away. I have set up a bank rate financing plan. Consider this. If you decide to make monthly investments instead of paying cash the entire amount of your payments might be more than offset by the savings on your utility bills. It's like "having your cake and eating it too".

Ironclad Guarantee

I'm so confident that you will save at least 25% on your cooling and heating bills (I'm projecting more like 35% +), that I will pay you Double The Difference for two years if you don't! I'll show you exactly how this works. There is no way you can lose. Your lower utility bills will help you save big. And I will even double your savings if you save less than 25%. If these premier systems were not among the best on the market, I couldn't afford to make such a promise.

Why This Offer Can't Last

You must act before April 15th. Here are two reasons why.

1. I only have a limited amount of pieces of equipment. When all of the air conditioners are sold and all the furnaces are "given" away, that's it. There are no more at this price.
2. If I have any of these systems that are left on April 15th (although I doubt I will), this offer still ends. Here's why. The only reason I am making this virtually no-profit (for me) offer is because of the "killer months". My business always picks up about May first. Since these furnaces cost me so little, I can sell them at last years prices next November and December and still come out ahead. Give me a call now at 248-2103 and I will set an appointment for your no-obligation survey.



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