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Natural Stone vs. Engineered Stone: Understanding The Difference



Natural stone—granite—is indeed 100% natural since it is quarried directly from the earth in large blocks. These blocks are then sliced into slabs and polished on one side at the quarry before being shipped. Fabricators cut shapes from the slabs according to your countertop specifications. They then profile and polish the edges. Granite should be sealed once a year, to close the pores and lessen the chance of staining. You can put hot pots on granite without concern.

Quartz, on the other hand, is an “engineered” stone, meaning a manufacturing plant uses various grades and sizes of quartz crystals and mixes them with resin and pigment (for color) in a ratio of 93% quartz to 7% resin. Fabricators create

quartz countertops in much the same way as they do granite countertops: by cutting the shapes from the slab and then profiling and polishing the edges. Quartz does not need to be sealed and is generally considered non-porous, however, harsh chemicals such as bleach or drain cleaner can affect the finish of the quartz. Hot pots or cooking appliances such as crock pots or electric fry pans, should not be placed directly on the quartz without a trivet.

The question comes down to this: what’s the right countertop material for *your* specific needs, *your* lifestyle, *your* design? Do your research, ask those questions, and then decide.

Rest assured, whether you choose granite or quartz, they will equally add unique beauty and value to your home!

Article provided by: Rocky Mountain Granite and Marble

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2017 ROC Home & Remodeling Guide

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Right-sizing: The right move for builders and buyers

For years, the term “right-sizing” had a negative connotation. Usually equated with “downsizing” and applied to empty nesters moving to smaller homes, the term implied a reduced lifestyle. But the Great Recession changed all of that. Suddenly, “right-sizing” was all about the practicality of your home. After decades of homes increasing in size while family sizes actually decreased, people began to realize that their homes were simply too big, full of rooms they never used, and space that wasn’t usable.

Gale Steves, the author of *Right-Sizing Your Home*, was an editor at Home magazine when she realized that people weren’t really **living** in their homes. “There were rooms that they walked through on the way to someplace else, or that were ignored except at Christmastime,” she recalls.

New home builders had a similar epiphany, learning from prospective buyers that usable space was a much bigger priority than more square footage. Feedback included the desire for more storage, and rooms that could be adapted for multiple uses. So, home builders began the process of redesigning their models and floor plans, focusing on flexibility, flow and efficiency. As Larry Garnett of Professional Builder’s House Review noted in “Getting It Right: Right-Sizing House Plans,” single or specific use



rooms such as formal dining rooms and home offices gave way to plans that instead featured a dining room that doubles as a library or a pocket office with space for a desk and a laptop.

According to the National Association of Home Builders, homebuyers have definitely shifted their perspective on what they want, seeking practical and functional space rather than surplus square footage. In other words, quality over quantity. What accounts for this rather significant transformation? For one thing, lifestyles are changing. People are less formal, and less interested in taking care of a big house. They also have fluctuating family needs – children moving back home, or multiple generations living together. They need rooms that are adaptable, flexible spaces that can be used as extra bedrooms, rec rooms or work spaces.

Economics also plays a part in the right-sizing trend. Homes with a larger footprint cost more – higher mortgage payments, taxes, utility bills, and maintenance costs. People realized they

were literally paying for square footage they never used. They began to look at doing more with less, searching for homes with good layouts that fit what they really needed – open floor plans, combined great room/kitchen/dining areas, larger garages with storage, rear entry mudroom/laundry room/pantries.

Is the right-sizing trend here to stay? Probably. Smaller homes are more economically viable

and more practical. While there will always be homes with mega-footprints, right-sized homes will likely have more staying power.

Written by Brian Warren, Director of Sales & Marketing, Riedman Homes

Since our founding in 1993, Riedman Companies has specialized in the development of real estate throughout the Greater Rochester, Buffalo, Finger Lakes, Syracuse and Northwestern Pennsylvania Regions. With a focus in real estate development, investment, and asset management, Riedman Companies designs, develops, owns, builds, manages and markets a wide variety of residential, industrial, commercial and retail properties. In the development of new apartment communities, the rehabilitation of aging properties, and the sale of new homes, Riedman Companies has made its mark by completing projects that are well planned, economically sound, and a positive influence on the communities in which they are located.



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Popular & Trending: Wide Open Spaces

In the last decade of home building there has been a desire for open concept living. The early 90's brought on the "open floorplan" where common areas of the floorplan were divided by décor, not by walls. By removing interior walls, it would allow people to entertain from the kitchen all the way into the family room and create an open view from one side of the home to the other.

This trend had continued through the turn of the century and has now extended to the outdoors by expanding the floor plan to include a 3-Season Room or large deck space. Having an entertaining space on the outside of the home has become a must. Outdoor fireplaces, entertainment systems, furniture, and more! It was found that people wanted to enjoy the fresh air while not sacrificing the amenities of modern luxuries.

The challenge to meet the consumer's needs were far more difficult than the solution in the 90's. Removing non-loadbearing interior walls was simple. The building industry has needed to find a way to remove structural, load

bearing, insulated exterior walls while complying to the energy code standards. Window and Door manufacturers acknowledged the need, and have answered with a solution to the latest industry trend.

Wide Open Spaces

One of the largest trends hitting the building industry are larger than life doors, connecting the outdoor living space with the interior of the home. Gone are the days of a single swinging door to the backyard. Homeowners want large openings to entertain through; expanding their entertaining footprint for gatherings and events, while being able to close these spaces off when not needed.

There are many different door configurations to choose from, depending on the final needs of the consumer. Every remodeling magazine and television show has been documenting different ways to achieve this. Full glass doors became sliding patio doors. Then, sliding patio doors got larger. Manufacturers started offering 8ft wide

doors in their standard size matrix. They also introduced the 4 panel open view, Lift and Slide, Multi-Slide, and even multi-panel bifolding doors.

The next step would be to visit a window and door showroom for you to experience the product first hand. An experienced door consultant will guide you through the process of selecting the proper door that best fits your needs.

Article provided by: Stephen Trotta, Vice President, Rochester Colonial Manufacturing. Why choose Rochester Colonial? Knowledge — Our expertise in product design and application, architectural specifications, historic replication and code issues is unrivaled. Resources — Over 100 dedicated men and women, a fleet of 50 vehicles and 200,000 square feet of office and manufacturing space allow us to offer the ultimate in customer service. Manufacturing — We produce some of the most acclaimed custom hardwood windows and doors in the world. Selection — The largest anywhere in the area.



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What Investments Last The Life of Your Mortgage?

How many items in your house are worthy of being on your 30-year mortgage? The answer is not many. Your dishwasher, refrigerator, and hot water heater will likely be long gone before your final mortgage payment is made, along with many other parts of your house that were included when you signed on the dotted line. The one thing that is worthy of your 30-year commitment are your hardwood floors. Hardwood flooring will continue to add value to your home for years to come because it is time-tested and always in style. Pete Harman of Harman Hardwood Flooring, Inc. remembers a time when all homes included hardwood, "There was a time prior to the early 70s when all new homes included hardwood flooring as a standard. With changing building codes and the popularity of wall-to-wall carpet at that time, we saw a decline in the number of hardwood flooring installations during the 1970s."

That has all changed now according to Harman: "Hardwood flooring is currently more popular than ever. I have to say, consumers are more aware of the value of quality hardwood flooring for the long term in comparison to tile or carpet. These products are typically replaced in a five- to ten-year period of time."

It's true that hardwood floors have been a mark of quality in fine homes for years because they hold their value and provide enduring beauty. "The variety of hardwood available gives the consumer the choice of many different wood species. Oak, hickory, maple, ash, cherry, and walnut are just some of the woods harvested from managed forests which consistently plant more trees than they cut. The styles range from classic strip to random plank. The look can be clear and uniform for a cleaner, more contemporary

look, or character grade for a rustic appeal. The wood can be unfinished for a custom-sanded and finished look or pre-finished for the convenience, ease of installation, and durability of a factory quality finish," Harman says.

Additionally, customers can choose finish textures like hand-scraped, wire-brushed, or distressed and include character knots and chiseled bevels for plank definition. The choices are practically endless! Customers can craft a floor that perfectly adheres to their individual decorating style.

Harman says, "Wide planks continue to grow in popularity and are currently the rage. Unfortunately, these wider boards are susceptible to cupping and warping if your home's humidity is not completely regulated. The good news for the 'wide appeal' consumer is the new generation of engineered floors. These more stable floors have solved the warping problem."

Wide-sawn planks of four millimeter thickness are now affixed to a plywood backer to give a seven-inch wide look, offering complete stability. These planks will remain flat throughout seasonal humidity changes. Their engineered qualities allow them to be nailed, glued, or floated over a variety of sub-floor surfaces.

Hardwood floors continue to evolve and impress. In recent years, they have changed from just an ordinary strip look to a decorator's dream while still maintaining the value they have always promised. For an investment that truly deserves to be a part of your 30-year mortgage, Hardwood Flooring is always a sound investment with outstanding value.

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Condo, Townhome, Patio Home — *What's The Difference?*



Have you started the beginning stages of researching the housing real estate options? The descriptions for condos, townhomes and patio homes can sometimes be confusing. In fact, many people don't know the difference between these property types. As you start to weigh the different housing options, you will discover that many homes offer exterior home maintenance. In the interest of helping the real estate investor, let's take a look at what each of these terms mean legally and what they mean in a real estate listing.

Condominium:

A condominium, frequently referred to as a condo, is a building or complex of buildings containing a number of individually owned apartments or houses. Condominiums are much like apartments, where other units may be above you, below you, or to either side.

A condo owner is legally considered to own the property consisting of the walls within. Condo ownership comes with no land rights and no airspace rights above. Parking is typically not attached to the property (although in some cases it is), but assigned to the unit and a part of

the legal ownership structure.

Townhome:

A townhome is usually a multi-story house; two or more stories in a modern housing development which is attached to one or more similar houses by shared walls. However, in some cases, a property may legally be considered a townhome even if it is a single-story property. Townhomes typically share common walls to either side with other units but never above or below. Parking may be attached to the unit or it may be assigned somewhere on the property.

Patio Home:

There's not usually a legal definition of a patio home. Some houses called patio homes may alternatively be marketed as townhomes as they are very much like townhomes except they often do not share common walls with other units, or sometimes only one wall.

Most taxing jurisdictions do not have a separate classification for patio homes. Patio homes are constructed much like free-standing homes, but typically very close together or connected in a limited manner. Parking is usually a part of the unit itself, not common on the property.

Benefits:

Although each term is different, all three words are used to mean the same structure. Each home offers a Homeowners Association (HOA) that will manage and be responsible for the care of external maintenance for a fee. Most buyers looking for a condo, townhome, or patio home are looking to alleviate some type of maintenance from their current house. Thus, having the option for maintenance included with your home is a fee many are willing to pay for. This allows the owners to free up more of their time and also eliminates the need to store large home equipment.

Article provided by Wegman Companies, Inc. For over 40 years, Wegman Companies, Inc. has been developing multiple types of residential communities while providing lifestyle options, including single-family residential communities, multi-family apartment complexes, maintenance-free townhome and patio home communities and senior living communities as well as commercial properties. Every community and property development we undertake is backed by the Wegman family values and our shared commitment.

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Maintaining Your Tile for a Lifetime and Beyond



Tile is the most durable and long lasting surface option on the market today. No matter what size you choose for your next remodeling project, when installed properly, ceramic and porcelain can withstand the wear and tear of a lifetime and beyond. Here are a few low maintenance tips to keep your floor and wall tile looking its best for years to come.

DO: Clean tile with a damp sponge or soft cotton cloth with a small amount of tile friendly cleaner and warm water. Make sure the cleaner is neutral, non-acidic and non-alkaline. Heavy alkaline cleaners leave residues that build up over time and these residues will cling to the tile surface and attract dirt. If the tile is extremely dirty, use a full strength cleaner appropriate for ceramic and porcelain surfaces.

DO NOT: You should not use everyday soaps or detergents on tile or stone surfaces. Such cleaners leave a film which dulls the surface and promotes mildew, making your tile look cloudy, dull, and just plain dirty! You should not use an acidic or ammonia-based cleaner because it could affect the color of the grout. Acid-based cleaners will etch polished natural stone and dull the surface. Re-polishing natural stone is an expensive and time consuming task that only professionals can do. The most common mistake people make when cleaning tile or stone is by using bleach or vinegar. These acidic liquids can cause costly damage to grouts and even dull some surface finishes on natural stone. Lastly, avoid using steel wool pads or any other abrasive items on your tile or stone. These materials can scratch or dull the surface. Any

loose particles of steel left on the grout may cause rust stains.

Tile, stone, and grout require different types of maintenance. For complete details on protecting, cleaning, and solving problems with these surfaces, visit besttile.com.

Article provided by Best Tile. Best Tile is the largest importer of tile and stone in the Northeast. As experts in the industry since 1956, Best Tile celebrates 60 years providing an unparalleled selection of tile and stone products! Check us out at besttile.com then visit our 10,000 square foot design showroom in Rochester at 380 Empire Boulevard! Call us at 585-482-1420. By Lindsey DiFlorio - Contributing Editor & Marketing Manager for East Coast Tile.



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Make Your Backyard Deck A New *Living* Space



Unlike the decks of decades ago, there are high quality and durable outdoor building products available to homeowners who want a lasting and beautiful deck. With the introduction of different colors, textures and finishes, you have a number of options to choose from. You can go with something that blends with your home and landscape, or something bold!

In the Rochester climate, one that gets pounded with snow, rain and sleet, wooden decks often splinter and mold after a couple of years. Outdoor spaces should be able to be enjoyed through multiple seasons and for decades at a time. Some of the available products come with as much as a 30 year fade and stain warranty. Take your time to search out the product that is right for your project.

Outdoor living trends have changed over the years. Homeowners want to have an outdoor space that is real living

space – even in our climate where that time is so short. In fact, maybe that's why it is so important in this region! We do love our summers,

and of course we can appreciate a nice gas flame fire on that deck as the leaves change, too! With today's array of choices you can even get products that look like reclaimed wood.

As homeowners in Rochester make the big decision of investing in an outdoor space, there are two important factors to keep in mind – how will it look and how long will it last. Even in markets where climates might not be sunny and warm, outdoor spaces can still be enjoyed through the seasons and for decades at a time.



TimberTech®, a premier brand of low-maintenance, high quality and durable outdoor building products, is constantly working to stay ahead of both consumer and industry trends. With the introduction of different colors, textures and finishes, and the company's recent 30-year fade and stain warranty announcement, TimberTech remains a top pick for homeowners and contractors on both a national and local scale.



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Components of High-Quality Subflooring

Subflooring is integral to the performance and longevity of a home. If you think all subflooring is the same, think again. Delamination, cupping and callbacks for squeaky floors can be major headaches for builders. To prevent these issues, builders should seek out high-quality subflooring that is strong, stiff and moisture resistant.

Strength and Stiffness

The subfloor is the basis for the finished floor coverings. It should be stiff, flat and even, and be able to withstand job

site conditions, hold heavy furniture and handle foot traffic.

A subfloor's fastener holding power determines how it will hold nails, screws or staples. Low-quality subfloors lack the strength to hold fasteners tightly which can lead to subfloor movement and leave your finished floors prone to squeaks.

Unlike low-quality subflooring, the advanced resin in engineered wood subflooring better holds grip fasteners in place, leading to a sturdy, flat subfloor

that keeps moisture out and nails in, mitigating squeaks in your home.

Moisture Resistance

Advanced resin subfloors are moisture resistant and can withstand the elements better than a normal OSB or plywood subfloor. If exposed to the elements during the construction process, moisture can ruin a low-quality subfloor.

Once construction begins, the average home build takes six months, which means your job site is bound to be hit with rainfall a few times before it is complete. Heavy rain and long periods of exposure to the elements can take a toll on many wood-based building materials. Similar to a sponge, low-quality subfloors can soak in moisture during the build, which can lead to delays and rework during construction. It can also cause problems like nail pops, squeaks and uneven floorboards after the build.

Rather than commodity subfloor products, builders should look for subflooring that uses an advanced resin technology to help panels resist moisture and grip fasteners in place, resisting noisy movement between materials in the subfloor assembly. The result is floors that stay strong, flat and quiet, leading to happy homeowners and less callbacks.

Article provided by Huber Engineered Woods. AdvanTech® subflooring is a high-performance, engineered panel designed to replace plywood and commodity oriented strand board (OSB) floor sheathing. Fabricated in highly controlled production facilities utilizing advanced resin technology, AdvanTech subflooring delivers the total performance package of strength, fastener holding, moisture resistance and quality. AdvanTech panels help eliminate floor bounce and squeaks by being manufactured to meet ESR-1785 specifications. For more information visit advantechperforms.com.

Mike Duval, CSI

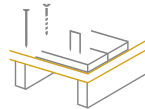
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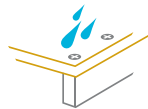
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Understanding the Construction Lending Process

The idea of building your dream home is appealing to many homeowners—the home will be brand new and can be customized exactly as you want. However, the process of obtaining financing on a newly constructed home is much more complicated than buying an existing home.

Because of the additional work involved on a construction loan, many banks and mortgage brokers have stopped providing construction financing altogether. Some smaller banks offer construction financing, but process so few each year that they often don't have the knowledge and expertise to handle the challenges that can arise during the construction process. Finally, some banks, particularly larger national banks, have such rigid lending guidelines that they often cannot work through the intricacies of construction loans.

Finding a lender that has experience in construction lending and the flexibility to work through any challenges is critical. Keep the following in mind as you search for a lender:

Rate Lock: Until your permanent interest rate is locked in, you're at risk of interest rate changes. With a typical six-month construction phase, that can add quite a bit of risk, and potentially a substantial increase to your monthly payment if rates rise. Lock-in policies vary dramatically across lenders. The

earlier you can get locked in, the less risk for your monthly payment meaning one less thing to worry about during the home-building process! Be sure to ask your lender when you can lock in, how long it's good for, and what happens if rates decline between the time that you lock your rate and the home is completed.

Loan Servicing: Whom will I end up making my payment to? Some lenders transfer the servicing of your loan once the house is done. Be sure to ask your lender about their loan servicing process.

Construction Changes: What happens if I want to make a change to my new home in the middle of construction? Not all lenders will respond the same. Some may require you to essentially start the mortgage process over, while other lenders may be able to handle your changes on the fly and keep everything moving forward.

Closing Costs: Be sure to check if there are additional costs associated with construction loans, as added bank fees can vary significantly. Get a few estimates, from lenders that your builder recommends, to compare costs and make sure they are reasonable.

Paying your Contractor: Builders love a lender that can be flexible and timely in making payments because it keeps the entire construction process flowing.

Nothing will bring a home construction to a halt like a lender that takes forever to get funds to your builder, whereas a proactive, flexible lender will help facilitate a smooth and easy building process. With variables like weather and suppliers, a new home construction is sure to have some hiccups along the way; so find a lender that's experienced and can manage surprises.

The home-building process requires a true partnership with your lender. Take the time to understand your lender's construction process and terms as you make your dream home a reality.

Article provided by LNB. LNB is a \$956 million independent, community bank with thirteen branch offices located throughout Wayne, Onondaga, Ontario, Monroe, Seneca and Yates Counties. LNB has a long-standing tradition of excellence, dating back to 1852. As its mission, LNB serves all of its customers and communities with unmatched professional service. LNB offers an extensive variety of products within the personal and business banking realms, including direct deposit, online banking, Cash Management Services, Remote Deposit Capture and much more. LNB also provides financial services, including investments and insurance. For a complete listing of products and services, as well as branch locations, please visit BankwithLNB.com.

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Choosing The Right Tile For Your Home



Today, it seems like our lives, and homes, are all about efficiency. Cell phones let us communicate more efficiently than ever, and modern floorplans allow for efficient hosting and movement throughout your home. The key to efficient maintenance is planning ahead with the types of products put into your home.

One of the most efficient and low-maintenance improvements you can make to your home is tile. Tile blends trendy and luxurious with low-maintenance and efficient. With all of the tile options on the market today, it is easier than ever to create a lavish design with durable tile.

Tile can provide a lowmaintenance finish for multiple areas including flooring, backsplashes, showers, counters, and more. So how do you choose which tile is best for your next improvement?

Here are a few things to consider:

Stain-Resistant Porcelain Tile:

A popular choice for kitchens and bathrooms because it's resistant to spills. Neutral porcelain tile opens up options for cabinets and countertops, while still allowing your floor to stand out.

Slate-Look Porcelain Tile:

Great for mud rooms or laundry rooms where things get pushed around and dragged in your home. Slate-look porcelain tile helps hide imperfections, and gives the floor a rustic, lived-in look.

Mosaic Tile:

These tiles are traditionally manufactured in 12inx12in sheets, and are most often used as backsplashes in kitchens or in bathrooms. However, they can be used in a smaller room as flooring.

Oversized Travertine Tile:

Oversized tiles help to radiate heat because they maintain and distribute the heat. So, oversized travertine tile is not only low-maintenance and beautiful, but also functional.

Natural Stone Tile:

A fabulous choice for outdoor flooring, natural tiles have already shown they can withstand Mother Earth. Natural stone tiles like slate can survive drastic swings in temperature, but you'll still have to maintain the grout, because this will weather.

Written by Justin Colline, Marketing Specialist at Faber Homes and Claridge Decorating Centre. Claridge Decorating Centre makes the remodeling process easy. For all of your kitchen, bathroom, and flooring design and remodeling needs contact Claridge Decorating Centre for a free consultation.



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Who is:

FindTheHomePros.com

FindTheHomePros.com is a group of more than 300 business professionals. The members belong to the Rochester Home Builders' Association and/or the Upstate Building Industry Alliance.

The Rochester Home Builders' Association (RHBA), a 501c6 not-for-profit trade association, was established in 1934. For more than 80 years it has been the only trade association in the six-county area dedicated to the Residential Construction, Remodeling and Home Improvement industries.

The RHBA provides training, information and resources for the industry's professionals. It is the only organization that provides these critical resources to ensure they are able to keep up with building code changes, safety regulations, and new technology to remain successful in their businesses.

RHBA members are also members of the New York State Builders Association and the National Association of Home Builders. They receive information, educational opportunities and other resources that would not otherwise be readily accessible.

In 2015, the Upstate Building Industry Alliance (UBIA), another 501c6 not-for-profit organization, came under the umbrella of the RHBA. Although members of the UBIA do not have state and national resources, they do have the support and resources here locally that they share with the RHBA members to be sure they remain on top of this fast changing industry and informed about matters that are important to their business and their clients.

The members of FindTheHomePros.com are comprised of remodelers,

contractors, home builders, skilled trades people, building material suppliers, and many other businesses that support the industry such as architects, engineers, real estate professionals, lending institutions, and more.

To become a member of either organization, businesses must have no outstanding legitimate complaints with the Attorney General's office. Their history is checked with the County Clerk's office and all members must provide proof annually of current and proper insurance.

Both the Rochester Home Builders' Association and the Upstate Building Industry Alliance provide consumers with assistance when dealing with issues on a member-related project. Our goal is to establish (or re-establish)



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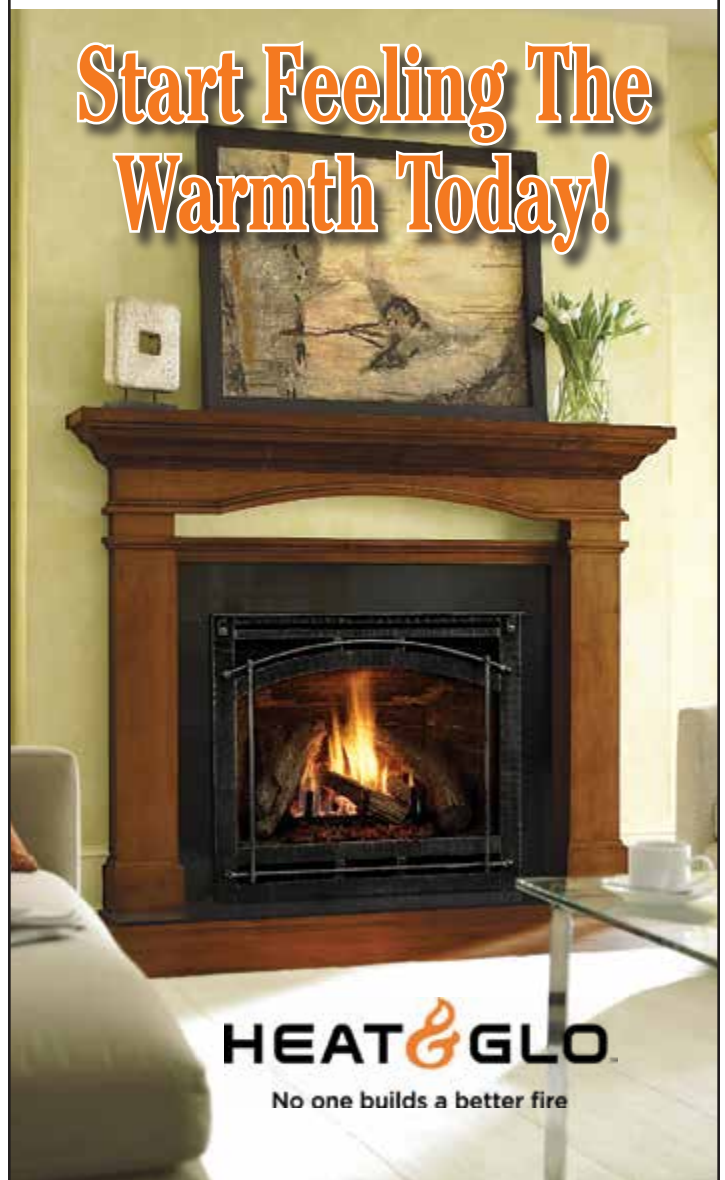
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Because members of the RHBA, and NYSBA (as well as the Upstate Building Industry Alliance, the sister organization of the RHBA) already provide education and training for members, we have been working with Albany for years on what could be the future requirements for our industry.

NYSBA (and local affiliates) believe that if licensing or registration is to occur, that an educational component should be included. Our members are currently offered continuing education programs and updated industry information. Any future regulation by government should be more than just a revenue stream and focus on protection of consumers.

Meanwhile, if you are looking for industry professionals, look to **FindTheHomePros.com** where you will find the members of the Rochester Home Builders' Association and the members of the Upstate Building Industry Alliance. Members have access to ongoing industry updates including building codes and OSHA safety, as well as access to education programs for continuing education. Need information? Call us at 585-272-8222 or visit:

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Upstate New York **585-247-7692**

FURNITURE

Victor Furniture **585-721-8486**

GARAGE ORGANIZERS

Get Organized **585-223-3646**

GENERAL CONTRACTORS

Fedyk Builders, Inc. **585-381-3130**

Gerber Homes and
Additions **315-524-7890**

Hankins Development
Corp. **585-533-1330**

Jay P. Tovey Co., Inc. **585-442-4689**

Ketmar Development
Corporation **585-381-7758**

Lake Country
Construction, Inc. **315-597-0234**

Longwell Builders, LLC **585-385-2449**

Minnehan Design Build **585-223-9444**

Nathaniel General
Contractors **585-865-3020**

Pooler Enterprises, Inc. **585-924-5200**

Scalia Development, LLC **585-749-0338**

Sortino Properties **585-225-7000**

Spall Homes Corp. **585-586-4521**

Standing
Construction, Inc. **585-738-0101**

William F. McMahon General
Contractor, LLC **585-394-7198**

GENERATORS-HOME BACK-UP

Boccacino Heating and
Air Conditioning **585-454-2120**

Home Power Systems **585-433-2511**

Isaac Heating and
Air Conditioning **585-546-1400**

John Betlem Heating
& Cooling **585-271-8888**

**GEO THERMAL HEATING
& COOLING**

Alternative Carbon Energy
Systems, Inc. **585-935-7186**

Boccacino Heating and
Air Conditioning **585-454-2120**

GLASS & GLAZING

Apex Window Films 585-424-3456
 Fitch Construction, Inc. 585-377-3330

GREEN BUILDING CONSULTING

MRB Group 585-381-9250

GRILLS

In Season Fireplace 585-334-4480

GUTTERS

Allied Building Products.. 585-328-7330
 Fitch Construction, Inc. 585-377-3330
 Graves Bros. Home Improvement Co. 585-288-3390
 MIG Building Systems 585-385-3030
 Vekton Corporation 585-248-3240

HANDYMAN SERVICES

Masterpiece Repair & Design, Inc. 585-233-1387

HARDWOOD FLOORS

Bathtub Made New 585-820-9120
 Harman Flooring Co., Inc. 585-546-1221
 Victor Furniture 585-721-8486

HEATING/HVAC

ABR Wholesalers, Inc. 585-482-3601
 American Plumbing & HVAC/Mechanical, Inc. 585-865-7753
 Boccacino Heating and Air Conditioning 585-454-2120
 Carroll Heating & Cooling 585-820-4635
 Crossfield Heating & A/C 585-872-4420
 Hawn Heating & Air Conditioning 585-482-2499
 Henry Isaacs Home Remodeling 585-293-2673
 Isaac Heating and Air Conditioning 585-546-1400

John Betlem Heating & Cooling 585-271-8888

Turnbull Heating & Air Conditioning 585-226-6180

HOME AUTOMATION

Ketmar Development Corporation 585-381-7758

Shear Home Automation 585-943-4664

HOME BUILDER

Alaimo Enterprises, Ltd. 585-225-7810

Anthony J. Costello & Son Development 585-272-6565

Antonelli Construction, LLC 585-223-8540

Aristo Properties 585-223-2550

Battisti Brothers Development 585-594-1629

Bowering Homes, Inc. 585-381-3376

Crosstown Custom Homes of Rochester, Inc. 585-872-9100

DGA Builders, LLC 585-586-8370

DiRisio Builders Inc. 585-202-0657

DiRisio Builders, Inc. 585-742-3662

Dutton Properties Group, Inc. 888-220-2070

Faber Homes 585-889-4840

Flower City Habitat for Humanity 585-546-1470

Graywood Development 585-738-8889

High Point Construction & Renovation, Inc. 585-414-0761

Home Pride Builders & Developers, Inc. 585-230-7123

Homes by Design, Inc. 585-377-3629

homes by RYAN 585-586-0300

Journee Construction, Inc. 585-210-5314

Karrat Homes, Inc. 585-342-4280

Kartes Homes 585-202-5118

Ketmar Development Corporation 585-381-7758

Lake Country Construction, Inc. 315-597-0234

Mark IV Construction Co., Inc. 585-232-1760

Mascot, Inc. 585-865-4490

Metro Legacy Homes, LLC 585-424-3420

Metrose Custom Homes 505-303-4641

Morrell Builders, Inc. 585-249-1330

Newcastle Home Construction Corp. 585-202-0479

Northeast Area Development Inc. 585-482-7320

Orchard View Builders, LLC 315-986-8874

Pinnacle Homes 585-746-0205

Polidori & Ferri Custom Homes 585-733-1656

Premier Homes 585-455-8513

Pride Mark Homes, Inc. 585-424-4444

Riedman Development Corporation 585-232-2600

Riedman Homes 585-232-1000

Ryan Homes 585-419-7400

Sample Real Estate NY, LLC 585-820-3485

Sciortino Developers, LLC 585-621-2399

Sickles Corp. 585-538-2747

Stonehaven Development 585-425-0552

Stonewood Builders, LLC 585-794-7333

The Cabins at Galaxy Village, LLC 585.334-4490

Tomax Homes, Inc. 585-230-6458

Wegman Companies, LLC 585-225-7370

Wohlers Development Corp. 585-721-1743

Woodstone Custom
Homes, Inc. **585-586-0953**

HOME ENERGY ASSESSMENTS

Graves Bros. Home
Improvement Co. **585-288-3390**

HOME IMPROVEMENTS

Barone Homes, Inc. **585-265-2100**

Cameron Home Improvement
Group, Inc. **585-248-3000**

Classic Home
Improvements, Inc. **585-344-2738**

Fitch Construction, Inc. **585-377-3330**

Gerber Homes and
Additions. **315-524-7890**

Graves Bros. Home
Improvement Co. **585-288-3390**

Indé Studio, Kitchens,
Baths & Additions. **585-249-8100**

Ketmar Development
Corporation. **585-381-7758**

Kitchen Express II, LLC **585-624-9190**

Kitchens by Premier **585-338-2260**

Landmark Builders, LLC. **585-754-0789**

McKenna's Rochester Kitchen and Bath
Centers **585-377-3434**

William F. McMahon General
Contractor, LLC. **585-394-7198**

HOME MODIFICATION

Albright
Remodeling, Inc. **585-230-4280**

Kitchen Express II, LLC **585-624-9190**

IN-LAW SUITES

Albright
Remodeling, Inc. **585-230-4280**

Ketmar Development
Corporation. **585-381-7758**

INSULATION

ABC Supply Co. **585-458-2071**

Advanced Thermal
Technologies **585-865-5098**

Cozy Home
Spray Foam LLC **585-369-7805**

Henrietta Bldg. Supplies .. **585-334-4020**

Hep Sales/North Main Lumber/
Bright Ideas. **585-394-5240**

John Betlem Heating
& Cooling. **585-271-8888**

MIG Building Systems. **585-385-3030**

Owens Corning **315-569-9818**

INSULATION CONTRACTORS

Advanced Thermal
Technologies **585-865-5098**

Coler Insulation **585-626-0629**

Cozy Home
Spray Foam, LLC **585-369-7805**

Graves Bros. Home
Improvement Co. **585-288-3390**

Henrietta Bldg. Supplies .. **585-334-4020**

JAG Construction **585-621-7040**

MIG Building Systems. **585-385-3030**

Vekton Corporation. **585-248-3240**

INSURANCE

DG & M Agency, Inc. **585-271-3040**

Lawley **585-545-6690**

Lawley **585-545-6691**

Oryx Insurance
Brokerage, Inc. **585-362-1077**

INTERIOR DESIGN

Fitch Construction, Inc. **585-377-3330**

INTERIOR DESIGN & DECORATING

Victor Furniture **585-721-8486**

IRRIGATION

John Welch
Enterprise, Inc. **585-924-4488**

KITCHEN DESIGN

Barzotti Woodworking **585-270-5861**

Ferguson Bath Kitchen &
Lighting Gallery **585-458-2930**

Indé Studio, Kitchens, Baths
& Additions **585-249-8100**

Ketmar Development
Corporation. **585-381-7758**

Kitchen Express II, LLC **585-624-9190**

Kitchens by Premier **585-338-2260**

Kornerstone Kitchens **585-427-0280**

McKenna's Rochester Kitchen and
Bath Centers **585-377-3434**

Rochester Linoleum
& Carpet. **585-427-7400**

KITCHEN REMODEL

Bathtub Made New **585-820-9120**

Classic Home
Improvements, Inc. **585-344-2738**

Ferguson Bath Kitchen &
Lighting Gallery **585-458-2930**

Indé Studio, Kitchens, Baths
& Additions **585-249-8100**

Ketmar Development
orporation **585-381-7758**

Kitchen Express II, LLC **585-624-9190**

Kitchens by Premier **585-338-2260**

Kornerstone Kitchens **585-427-0280**

LA Johnson Construction
Co., Inc. **315-789-7756**

McKenna's Rochester Kitchen and
Bath Centers **585-377-3434**

Rochester Linoleum
& Carpet. **585-427-7400**

Trinity Home
Renovations, Inc. **585-670-9042**

Webster Home
Improvement. **585-787-6829**

KITCHENS AND BATHS

Barone Homes, Inc. **585-265-2100**

Caves Kitchens **315.548.4000**

Classic Home
Improvements, Inc. **585-344-2738**

Ferguson Bath Kitchen &
Lighting Gallery **585-458-2930**

Fitch Construction, Inc. **585-377-3330**
 Jay P. Tovey Co., Inc. **585-442-4689**
 Ketmar Development
 Corporation **585-381-7758**
 Kitchen Express II, LLC **585-624-9190**
 Kitchens by Premier **585-338-2260**
 Kornerstone Kitchens **585-427-0280**
 LA Johnson Construction
 Co. Inc. **315-789-7756**

McKenna's Rochester Kitchen and
 Bath Centers **585-377-3434**

Nu-Look Cabinet
 Refacing **585-232-1750**

Rochester Linoleum
 & Carpet **585-427-7400**

Suburban Remodeling **585-223-9557**

V P Supply Corporation **585-272-0110**

Vella Bath &
 Kitchen, Inc. **585-421-9362**

Webster Home
 Improvement **585-787-6829**

William F. McMahon General
 Contractor, LLC **585-394-7198**

LAND DEVELOPMENT

Aristo Properties **585-223-2550**

Dawn Aprile & Company .. **585-370-5489**

Home Leasing, LLC **585-270-5020**

Pooler Enterprises, Inc. **585-924-5200**

Standing
 Construction, Inc. **585-738-0101**

LAND PLANNING

Bruce Boncke **585-377-7360**

McMahon LaRue
 Associates, PC **585-436-1080**

Stantec Consulting
 Services, Inc. **585-475-1440**

LANDSCAPE ARCHITECTS

Bruce Boncke **585-377-7360**

Johnson Excavation &
 Landscape, Inc. **585-330-0910**

McMahon LaRue
 Associates, PC **585-436-1080**

Northern Stone
 & Design **585-223-3311**

Sensenig's Landscape
 Supply **315-789-0095**

Stantec Consulting
 Services, Inc. **585-475-1440**

Walsh Custom
 Concepts, Inc. **585-754-0577**

LANDSCAPE LIGHTING

Blackwood Management.. **585-402-3710**

Johnson Excavation
 & Landscape, Inc. **585-330-0910**

Northern Stone
 & Design **585-223-3311**

Outdoor Lighting Perspectives,
 Rochester **585-349-7654**

Sensenig's Landscape
 Supply **315-789-0095**

LANDSCAPE RETAINING WALLS

Blackwood Management.. **585-402-3710**

Broccoli Tree &
 Lawn Care **585-424-4476**

Johnson Excavation &
 Landscape, Inc. **585-330-0910**

Miller Brick Co. **585-458-7745**

Phelps Cement
 Products, Inc. **315-548-2221**

Sensenig's Landscape
 Supply **315-789-0095**

Weckesser Brick
 Co., Inc. **585-247-1100**

LANDSCAPING

Ash Tree Medics **585-775-9894**

Blackwood
 Management **585-402-3710**

Broccoli Tree &
 Lawn Care **585-424-4476**

John Welch
 Enterprise, Inc. **585-924-4488**

Lakeview Lawn &
 Landscape, Inc. **585-394-6701**

Nature's Accents **585-872-2790**

Northern Stone
 & Design **585-223-3311**

Sensenig's Landscape
 Supply **315-789-0095**

Walsh Custom
 Concepts, Inc. **585-754-0577**

LAWN CARE

Ash Tree Medics **585-775-9894**

Blackwood Management.. **585-402-3710**

Broccoli Tree &
 Lawn Care **585-424-4476**

John Welch
 Enterprise, Inc. **585-924-4488**

LIGHTING FIXTURES

Ferguson Bath Kitchen &
 Lighting Gallery **585-458-2930**

Maynards Electric
 Supply, Inc. **585-272-0860**

McKenna's Rochester Kitchen and
 Bath Centers **585-377-3434**

Newton Lighting
 Enterprises, Inc. **585-944-4158**

Rochester Linoleum &
 Carpet **585-427-7400**

LIGHTING INSTALLATION

Digital Home Creations **585-576-7070**

McKenna's Rochester Kitchen and
 Bath Centers **585-377-3434**

Newton Lighting
 Enterprises, Inc. **585-944-4158**

Outdoor Lighting Perspectives,
 Rochester **585-349-7654**

LUMBER

84 Lumber Company **716-860-8977**

Boise Cascade **585-317-7099**

Matthews & Fields
 Lumber Co. **585-334-5500**

Wm. B. Morse
Lumber, Inc. **585-328-1400**

MAILBOXES

Mailboxes Plus **585-289-3448**

MASONRY CONTRACTORS

Brad Jacobs & Sons
Masonry, Inc. **315-597-4607**

Ermanno Ferri Mason
Contractors, Inc. **585-259-0450**

MASONRY SUPPLIES

Genesee Reserve
Supply, Inc. **585-292-7040**

Hep Sales/North Main Lumber/
Bright Ideas **585-394-5240**

Phelps Cement
Products, Inc. **315-548-2221**

Weckesser
Brick Co., Inc. **585-247-1100**

MECHANICAL CONTRACTOR

J. T. Mauro Co., Inc. **585-482-4640**

MEDIA

Democrat & Chronicle **585-258-9778**

MIRRORS

McKenna's Rochester Kitchen and
Bath Centers **585-377-3434**

MIG Building Systems **585-385-3030**

MOLD REMOVAL

Comprehensive Mold
Management, LLC **585-235-6182**

Neverwet Basement
Waterproofing **585-281-8009**

MORTGAGE LENDING

Bank of Castile **585-368-7510**

CNB Mortgage Company ... **585-385-2370**

Fairport Mortgage **585-381-4040**

Lyons National Bank **315-325-4507**

M&T Bank **585-258-8355**

Nothnagle Realtors **585-732-1817**

Steuben Trust Company ... **585-359-0247**

Wells Fargo
Home Mortgage **585-899-4148**

Wells Fargo
Home Mortgage **585-899-4158**

MOSQUITO DEFENSE SERVICES

Mosquito Squad
of Rochester **585-241-0111**

NAILS AND FASTENERS

J. Kozel & Son, Inc./
Tool Ranch **585-436-9807**

N/S Fasteners **585-334-5870**

NATURAL WOOD SIDING

B & L Wholesale
Supply, Inc. **585-546-6616**

Matthews & Fields
Lumber Co. **585-334-5500**

OUTDOOR LIVING

Blackwood Management.. **585-402-3710**

OVERHEAD DOORS AND ELECTRIC OPERATORS

Felluca Garage Door Co. **585-467-2391**

Tracey Door
Company, Inc. **(585)426-6060**

PAINTING AND WALLCOVERING

College Pro **1-800-32PAINT**

Cravens Painting Restorations &
Demolition, LLC **585-485-9514**

PPG Paints **585-694-6535**

Sherwin Williams **585-254-8630**

PATIOS

Blackwood Management.. **585-402-3710**

PAVING

Cravens Painting Restorations &
Demolition, LLC **585-485-9514**

PAVING STONES

Miller Brick Co. **585-458-7745**

Phelps Cement
Products, Inc. **315-548-2221**

Sensenig's Landscape
Supply **315-789-0095**

Weckesser
Brick Co., Inc. **585-247-1100**

PEST CONTROL

Victor Pest
Management, LLC **585-406-1505**

PESTICIDE SERVICE

Mosquito Squad
of Rochester **585-241-0111**

PLUMBING AND HEATING

American Plumbing & HVAC/
Mechanical, Inc. **585-865-7753**

Halco Plumbing and
Heating **315-946-6200**

Isaac Heating and
Air Conditioning **585-546-1400**

John Lockwood
Plumbing **585-265-0736**

Masterpiece Repair &
Design, Inc. **585-233-1387**

McKenna's Rochester Kitchen and Bath
Centers **585-377-3434**

Mr. Rooter Plumbing **585-235-6000**

Penfield Plumbing **585-381-5650**

V P Supply Corporation ... **585-272-0110**

PLUMBING FIXTURES

84 Lumber Company **716-860-8977**

American Plumbing & HVAC/
Mechanical, Inc. **585-865-7753**

Ferguson Bath Kitchen &
Lighting Gallery **585-458-2930**

Isaac Heating and
Air Conditioning **585-546-1400**

John Lockwood
Plumbing **585-265-0736**

McKenna's Rochester Kitchen and
Bath Centers **585-377-3434**

Mr. Rooter Plumbing **585-235-6000**

Penfield Plumbing **585-381-5650**

PRE-STAINED CEDAR

B & L Wholesale
Supply, Inc. **585-546-6616**

PROPERTY MANAGEMENT

Blackwood Management	585-402-3710
Branford Realty Corp	585-442-4300
FGB Property	585-615-1238
Flower City Development	585-647-6116
Jablonski Homes Inc.	585-586-5780
Kenrick Maintenance Corporation	585-424-1080
Nothnagle Realtors	585-732-1817
Woodbridge Group	585-385-3331

RAILINGS

Residential Steel Services, LLC	585-458-4150
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REAL ESTATE ACQUISITIONS

Edu-Tech Associates, LLC	585-330-0537
Flower City Development	585-647-6116

REALTORS

Antetomaso Homes	585-787-8888
Keller Williams Realty	585-732-6181
Kenrick Maintenance Corporation	585-424-1080
NORCHAR Realty Group	585-333-2906
Nothnagle Realtors	585-455-2672
Nothnagle Realtors	585-732-1817
Wegman Companies, LLC	585-719-3550

REFRIGERATION

Air Craft Environmental Systems, Inc.	585-392-5006
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REMODELING

Akwesasne Construction	585-441-9955
Albright Remodeling, Inc.	585-230-4280
American Custom Exteriors, Inc.	585-723-8072
ANCO Builders, LLC	585-223-3034

Anthony Bingo & Son, Inc.	585-223-4110
Antonelli Construction, LLC	585-223-8540
Aristo Properties	585-223-2550
Barone Homes, Inc.	585-265-2100
Bathtub Made New	585-820-9120
Beehler Construction, Inc.	585-392-2979
Cameron Home Improvement Group, Inc.	585-248-3000
Classic Home Improvements, Inc.	585-344-2738
Concal, LLC	585-730-8400
D.J. Builders and Remodelers, Inc.	315-531-9074
Danrich Homes, Inc.	585-223-4770
Domville Builders/Bruce Roe Construction	585-657-6526
Fitch Construction, Inc.	585-377-3330
Gauger & Swingly Construction, Inc.	585-265-1440
Gerber Homes and Additions	315-524-7890
Graves Bros. Home Improvement Co.	585-288-3390
Harman Flooring Co., Inc.	585-546-1221
High Point Construction & Renovation, Inc.	585-414-0761
Indé Studio, Kitchens, Baths & Additions	585-249-8100
Jay P. Tovey Co., Inc.	585-442-4689
Ketmar Development Corporation	585-381-7758
Kitchen & Bath Expressions	585-872-6130
Kornerstone Kitchens	585-427-0280
LA Johnson Construction Co., Inc.	315-789-7756
Lake Country Construction, Inc.	315-597-0234

Landmark Builders, LLC	585-754-0789
Marc-Mar Homes, Inc.	585-426-5340
Masterpiece Repair & Design, Inc.	585-233-1387
Matco Builders & Developers	585-266-5880
McKenna Builders, Inc.	585-393-1000
McKenna's Rochester Kitchen and Bath Centers	585-377-3434
McKinnon Construction	585-624-5585
Minnehan Design Build	585-223-9444
Oaks Construction, Inc.	585-225-6257
Penfield Plumbing	585-381-5650
Pinnacle Homes	585-746-7179
Rochester Linoleum & Carpet	585-427-7400
Scalia Development, LLC	585-749-0338
Schantz Homes, Inc.	585-342-2240
Shear Home Automation	585-943-4664
Standing Construction, Inc.	585-738-0101
Steve General Contractor, Inc.	585-226-2784
The Tra-Mac Group, LLC	585-392-5200
Trinity Home Renovations, Inc.	585-670-9042
Van Scott Builders, Inc.	585-509-4783
Vekton Corporation	585-248-3240
Webster Home Improvement	585-787-6829
RENEWABLE ENERGY	
Graves Bros. Home Improvement Co.	585-288-3390
V P Supply Corporation	585-272-0110
RESTORATION	
Cravens Painting Restorations & Demolition, LLC	585-485-9514
Edu-Tech Associates, LLC	585-330-0537

ROOF TRUSSES

Universal Forest
Products **716-984-1767**

ROOFING CONTRACTORS

American Custom
Exteriors, Inc. **585-723-8072**

Besroi Roofing & Siding... **585-254-3800**

Champion Window Co.
of Rochester **585-568-7937**

Graves Bros. Home
Improvement Co. **585-288-3390**

Greg's Custom
Exteriors, Inc. **585-727-0702**

Trinity Home
Renovations, Inc. **585-670-9042**

Vekton Corporation..... **585-248-3240**

ROOFING MATERIALS

Allied Building
Products **585-328-7330**

B & L Wholesale
Supply, Inc. **585-546-6616**

Genesee Reserve
Supply, Inc. **585-292-7040**

IKO Roofing **716-310-0999**

Lakeside Quality
Building Products..... **315-524-9420**

Owens Corning..... **315-569-9818**

The Metal Roof Outlet..... **585-703-4982**

SECURITY SYSTEMS

Dave Digital Audio Visual
Environment..... **585-424-1820**

Viola Homes **585-671-9510**

SEPTIC & SEWER SERVICES

McKenna's Rochester Kitchen
and Bath Centers..... **585-377-3434**

SHOWER DOORS

McKenna's Rochester Kitchen
and Bath Centers..... **585-377-3434**

MIG Building Systems..... **585-385-3030**

V P Supply Corporation **585-272-0110**

SHUTTERS

Allied Building
Products **585-328-7330**

B & L Wholesale
Supply, Inc. **585-546-6616**

SIDING

Allied Building
Products **585-328-7330**

B & L Wholesale
Supply, Inc. **585-546-6616**

James Hardie **716-307-1652**

Lakeside Quality
Building Products..... **315-524-9420**

Trinity Home
Renovations, Inc. **585-670-9042**

Webster Home
Improvement..... **585-787-6829**

SIDING INSTALLATION

Besroi Roofing & Siding... **585-254-3800**

Champion Window Co.
of Rochester **585-568-7937**

Graves Bros. Home
Improvement Co. **585-288-3390**

Greg's Custom
Exteriors, Inc. **585-727-0702**

Trinity Home
Renovations, Inc. **585-670-9042**

Vekton Corporation..... **585-248-3240**

Webster Home
Improvement..... **585-787-6829**

SITE EXCAVATION

104 Contractors, Inc. **585-265-2070**

Basset Homes, Inc. **585-227-9000**

Reddy Construction
Co., Inc. **585-352-3777**

SKYLIGHTS

Allied Building Products.. **585-328-7330**

B & L Wholesale
Supply, Inc. **585-546-6616**

Fitch Construction, Inc. **585-377-3330**

Lakeside Quality
Building Products..... **315-524-9420**

SNOW REMOVAL

Blackwood Management.. **585-402-3710**

SOLAR ENERGY

Alternative Carbon
Energy Systems, Inc. **585-935-7186**

Apex Solar Power **518-309-2786**

Graves Bros. Home
Improvement Co. **585-288-3390**

Viola Homes **585-671-9510**

STAMPED CONCRETE

Pooler Enterprises, Inc. **585-924-5200**

STEEL (STRUCTURAL AND REINFORCING)

J. Kozel & Son, Inc./
Tool Ranch..... **585-436-9807**

Residential Steel
Services, LLC **585-458-4150**

STONE

Allied Building Products.. **585-328-7330**

B & L Wholesale
Supply, Inc. **585-546-6616**

Lakeside Quality
Building Products..... **315-524-9420**

Phelps Cement
Products, Inc. **315-548-2221**

Sensenig's Landscape
Supply..... **315-789-0095**

Weckesser
Brick Co., Inc. **585-247-1100**

STORMWATER REGULATION SERVICES

Bruce Boncke **585-377-7360**

STOVES

In Season Fireplace **585-334-4480**

STRUCTURAL INSULATED PANELS

Fitch Construction, Inc. **585-377-3330**

SUBFLOOR SYSTEMS

Matthews & Fields
Lumber Co. 585-334-5500

SUNROOMS

Champion Window Co.
of Rochester 585-568-7937

Fitch Construction, Inc. 585-377-3330

GrandView Home
Enhancements 800-919-5012

Patio Enclosures 585-385-9999

Rochester Colonial Mfg. 585-254-8191

SURVEYORS

Bruce Boncke 585-377-7360

Costich, PE. LS. PC 585-458-3020

McMahon LaRue
Associates, PC 585-436-1080

Stantec Consulting
Services, Inc. 585-475-1440

TOOLS

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What's Behind Your Walls Matters!

Proper insulation will result in the comfortable, energy saving home or addition you are hoping for!

Insulation might be one of the most overlooked parts of construction when building a new home or when building an addition on an existing home. People often focus on items that will be visible when the project is complete, such as fixtures, lighting and flooring.

But behind your walls and in your attic is where the comfort of your new home or space begins! What good is a beautiful kitchen or bedroom if the room is always cold in the winter or hot in the summer? Let's take a closer look at insulation. There are so many products to choose from. Homeowners (or future homeowners) have a wide range of choices, and you'll want to choose the right product for you and your budget.

Insulation choices include fiberglass, cellulose, open cell foam and closed cell foam, but there are even varying types within most of these categories. Many people are familiar with fiberglass insulation used as a standard by many

builders due to its affordability and quick/easy installation.

Cellulose is made from recycled material and makes a better insulation product (a tighter building 'envelope' as they say in the industry) than fiberglass when installed properly. It does cost a bit more than fiberglass.

Open cell foam insulation is hydrophobic. This means it dries out if it gets wet. In a building 'envelope' situation this is a good thing. And open cell insulation will dry out whether it gets wet from the inside or the outside. It is also an air barrier as well as insulation. This is considered a step above cellulose as far as insulating properties, and is more expensive than cellulose.

Closed cell foam insulation is a vapor barrier and can only dry in one direction. It can trap water in between insulation and plywood, and has a longer drying time. It is the most

expensive of the insulation options mentioned here.

New energy code requirements for new construction have pushed builders and construction professionals to find better ways to 'tighten' that building envelope for better home performance. This results in lower utility bills for homeowners and a more comfortable home. That does come with a cost, but just like an upgrade from laminate to granite countertops, there are benefits that come with the added cost. What's in between your walls and in your attic is an important decision and will help you get the end product you are hoping for.

Article provided by John Devitt, owner of Advanced Thermal Technologies. John has more than 17 years of experience making healthier, more comfortable homes that are shielded from outside noise and are more energy efficient for a lifetime of savings.

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