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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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How to Get Inspired...

...When Starting a Home Design Project

With the raft of home improvement channels, websites, catalogs and magazines, you’d think that launching a home design or renovation project would be easy. But, it isn’t. In fact, it can be downright overwhelming. Most people know what they like, they just struggle with having confidence in their decisions. So, here are a few “expert” tips that can help get you started!

**Tip #1. Look through design magazines.** Buy the ones that seem to fall in line with your design style. Cut out the pages you like. Ask yourself: Why do I like this photo? What specific items do I like or dislike in the photo? The colors? The furniture? The flooring?

**Tip #2. Set up a Pinterest account.** Pinterest is a great way to help you understand what you like. You can create boards and look through thousands of images. As you do this, you will get an idea of what you like. For example, you’re planning a kitchen renovation, but have no idea what kind of cabinets you like. Start “pinning” images of kitchens. Don’t overthink it. Just pin what you like. After you have a good sampling, look through them and compare. If most of the kitchen images show white cabinetry, then you know that you like white cabinetry.

**Tip #3. Work with an interior designer.** Consulting an interior designer can be very helpful. They know the best products, trends, stores, etc. You can run your thoughts and ideas by them, and they can give useful feedback. And don’t be intimidated. Interior designers work with clients in many different capacities. They can work with you on a consultation basis, or take the reins on the entire project. However you choose to use their services and talents, they are a great resource.

**Tip #4. Visit local showrooms.** No matter what your project is, going to look at products in person will help guide your decisions. If you’re renovating your kitchen, for example, going to kitchen showrooms will allow you to look at the different cabinets, countertops, and appliances up close. You can touch them, see the details, open the cabinets. At the very least, you will get an idea of what you do or do not care for.

By creating boards and “pinning” ideas or collecting pictures out of design magazines, you will find commonalities in the styles and products you like. Good luck on your project!

*By Christy Haag, In-house Interior Designer for Riedman Homes*
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Building a new home is typically a once in a lifetime process and there are many decisions that will need to be reviewed and discussed throughout the building phases. Choosing the right building materials will help you obtain the highest value for your investment. After selecting an architect and builder, the next major decision will be the window package. Unlike countertops or bath fixtures, the replacement cost of windows can be as high as 8 times their initial cost.

Windows are of special importance because they are a part of your first line of defense from the outdoors. They are a key element to completing the exterior shell of your home. Selecting the right glass for your home’s orientation will put you ahead of the game. For instance, in our climate we heat nearly nine months out of the year and cool only three months, so it may be desirable to utilize a glass package that allows more of the sun’s heat to enter the living space on your southern exposure.

While glass holds considerable importance, it is equally important to select a material that will frame the glass with strength and stability. The main reason glass underperforms or fails is because of the material being used around it.

When it comes to strength and stability, it is hard to match fiberglass. The strength of fiberglass allows for narrower frames and more glass per window. The stability of the product allows it to be manufactured with detailed edging to replicate the traditional wood products without the concerns of rot. Fiberglass greatly reduces the potential for seal failures and stress cracks in your glass package. And fiberglass is not a conductive material, so the transfer of hot and cold through the frame and into your living area is virtually eliminated.

Although fiberglass has become the material of choice for discerning homeowners, not all fiberglass windows have been created equally. Ultrex® Pultruded Fiberglass is quite possibly the perfect building material. It requires 39% less energy to produce than vinyl and is 8X stronger. Ultrex is a thermoset product using sand and glass fibers making it very stable with very little expansion and contraction similar to the glass it is holding. This is in contrast to other windows with names that evoke fiberglass, but are in fact made of composite materials such as vinyl and sawdust.

The window package decision is an important one. Visiting a showroom with full-size samples installed into wall sections will help you through the selection process. Find the beauty you desire, with the performance you demand.

Article provided by Stephen Trotta, Vice President Rochester Colonial Mfg.

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When purchasing a new home, most homeowners will be faced with a significant monthly mortgage payment. While this payment will include your property and the structure of the home itself, there are also many other items that will be included in that payment. You will be paying for these items throughout the term of your mortgage, which in most cases can be as long as 30 years. Which items represent the most value throughout the term of your mortgage, and which items are you paying for well after they have been replaced?

Items such as appliances, plumbing and lighting fixtures, and heating and cooling systems are necessities. These items will likely not last a full 30 years or will need to be replaced due to changing design trends. There are choices you can make that will provide value and beauty both now and in the future. The most significant of these choices is flooring.

Carpeting: Carpeting is a moderately priced flooring solution but will have an average life span of just a few short years. Carpet represents one of the lower values in flooring options.

Tile: Tile is more costly than carpet in most cases, but generally more durable. The changing trends in interior design mean its life expectancy will average about 10 years. Therefore, homeowners will be paying for tile 3 times over the life of their mortgage.

Hardwood Flooring: Hardwood flooring is by far the best value for the life of your mortgage and beyond. If well cared for and maintained, hardwood flooring can last for generations. With the ability to be refinished, hardwood can be altered to address any current trends in design. Hardwood flooring is a natural product that provides enduring beauty and lasts a lifetime. Therefore, the natural choice for any home is also the best value: Quality hardwood flooring.

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When you think of making home improvements, the interior and exterior of your home may get the most focus. But there is also a lot of potentially great living space just outside your door. Here are a few ways to make your back (or front) yard a seamless extension of your home for entertaining and enjoying the days and evenings of summer, fall and beyond.

Outdoor Living and Dining Rooms, Kitchens: It’s becoming more common to see cushioned chairs, benches and tables arranged on a separated patio or adjoining the home, often under an awning or roof but still very much in the open air of your backyard. Start off on the right foot with a properly installed and graded patio of stone or concrete and you can enjoy meals or just have a comfortable place to relax with friends and family. Some go further and create an outdoor kitchen complete with a grill, sink, refrigerator, and countertop and storage space, often built right into a patio’s stonework. Be sure to buy furniture, rugs and accessories that have been designed for outdoor or outdoor/indoor use.

Fire Pits and Fireplaces: Another more recent trend is having a skilled professional install a freestanding brick or stone fireplace near a seating or entertaining area in your backyard. It can create a sense of privacy while still leaving you out in nature, as well as provide a welcome glow and warmth into the fall months. Likewise, fire pits can be permanently installed to provide a safe, appealing glow to your outdoor gathering.

Patios and Walkways: Is your backyard patio a square or rectangular slab of concrete? Think outside the box, as the saying goes, and expand or replace that drab slab with a rounded or flowing contoured patio. There are many options to choose from, and even the least expensive materials like concrete have come a long way with varied textures, visual appeal and durability. Add a meandering walkway through a garden space and beyond to draw your backyard, landscaping and patio area together into an inviting, cohesive living space.

Stone Gardens: Rocks may be an unwelcome site when you are installing fence posts or digging a patio or a hole to place a plant, but don’t toss them away just yet. Stones can add color and texture to a garden, and larger rocks can create their own unique focal point. Add new dimension to your backyard with stones large or small. Think of it this way — you’ll never have to water them!

Pergolas and Outdoor Lighting: Break up, instead of block out, the daylight sun with wooden structures like pergolas to bring some welcome shade without creating a barrier between you and the outdoors you are enjoying. At night, these same structures can feature lighting elements designed specifically for outdoor use to add a subtle but helpful glow in the evening. Lighting can also be put to great use along your patio and walkways, providing a lit space for safety and appeal without taking away from the night-time ambience.

Installing elements like these into your home’s outdoor space is a great way to expand the enjoyment of your home. But don’t be shy to contact contractors with the necessary expertise to help you with your project. When it comes to permanent and more costly fixtures such as fireplaces, patios and walkways, and even outdoor kitchens, they will work better, be safer and last longer when properly installed.

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Making home improvements will enhance your home’s comfort as well as add to its value. But not all home improvement projects are created equal. If you plan on selling your home in the near- or long-term, take the time now to focus on those projects that offer the best return on your investment. While the cost and value of your home improvements will vary based upon many factors, if you have an older home the following projects often have the biggest impact when the time comes to sell your home.

**Kitchen.** From cooking to catching up with friends and family, the kitchen is the heart of the home. Not only will you enjoy a new kitchen, potential home buyers are attracted to a modern, functional space. According to *Remodeling* magazine’s 2019 Cost vs. Value Report, home owners can recoup about 80 percent of the cost of a minor kitchen remodel. So, while a gourmet kitchen would be nice, it isn’t necessary from an investment standpoint. Moderate updates such as replacing outdated appliances or cabinets are great ways to makeover a kitchen. And even small adjustments such as changing out old hardware or adding a new faucet can add up in a big way.

**Bath.** If you have bigger underlying issues such as mold or water damage, you should consider a complete bathroom remodel. Homes with these types of issues will not likely pass a home inspection. You may end up paying for repairs — now or later. Your bathroom does not need to be completely gutted to add value to your home. Dated materials or fixtures can make a big difference with first impressions. A recent National Association of Home Builders survey of home buyers revealed that more than half (63 percent) preferred a white toilet, tub and sink.

**Curb Appeal.** First impressions are key for home buyers. A fresh and inviting look can be achieved with a well-maintained landscape. Mature trees and trimmed grass can draw prospective buyers to a home. Beyond the landscaping, installing new hardware, doors and windows can greatly enhance your home’s exterior appearance. If you have panels that are loose, rotted, warped, cracked or molded, it is time to consider having them replaced.

**Interior Paint.** A fresh coat of paint with a personalized or bold hue is a welcomed choice, but only if you’re not looking to sell your home soon. If you are putting your home on the market, neutral colors are ideal. The color of your walls is only a small part of your home, but it can influence a potential home buyer. When buyers walk through a home, they often visualize what it would be like to live in the home. So it’s best to use paint colors that won’t distract potential buyers.

**Roof.** Another big-ticket home improvement — but one that will add significant value to your home — is a roof replacement. *Remodeling* magazine estimates that home owners can recoup about 68 percent of the cost of an asphalt shingle roof replacement, and 61 percent of the cost of a metal roof replacement. There are many roofing options available for home owners, from a variety of colors and textures, to longer warranties and enhanced energy efficiency.

To learn more about remodeling projects that prove their value, or to find a remodeler in the Rochester and Finger Lakes Region, go to FindTheHomePros.com. There you’ll find the members of the Upstate Building Industry Alliance and Rochester Home Builders’ Association and a professional for any project in or around your home.
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Wireless devices have changed the way we interact with many aspects of our homes, and window treatments are no exception. Once considered a luxury, motorization is currently the largest growing trend in window coverings, and the ability to automate blinds, shades and shutters through your favorite device is making this feature a “must have” in many homes.

“When I started my business 15 years ago, I rarely got calls for motorization. We reserved that technology for windows that were difficult to access manually, like behind a jacuzzi or large foyer windows. Now, we are installing motorized shades every week in both of our residential and commercial markets.” - Paul Wood, Budget Blinds Finger Lakes

Motorized shades can provide you with home security, child-safety and energy savings all at the touch of a button; but as with any new technology, selecting the right motorized product for you can be confusing. Let’s break down some of the newest options to clarify which solution may be best for your home.

**Power Wand**
This entry level motorization features a wand that is attached to the shade. The wand has buttons to control the movement of the shades and typically operates on a rechargeable battery. This solution is great when you can only partially access the window, making traditional lift options awkward to operate. Each window has its own individual wand, and there is no ability to tie this product to other devices, remotes or smart home systems.

**Remote Motorization**
Remote control motorization allows you to control your window treatments at the push of a button. “The reasons my clients purchase motorized shades are beyond just wanting the newest gadget. They may have accessibility issues due to a disability, for example, that makes traditional lift cords difficult to use. Motorization solves those challenges for them.” - Jessi Chichelli, Budget Blinds Northwest Rochester

Multi-channel remotes allow you to program shades to operate individually, or in groups and can be powered by direct wire, battery packs, rechargeable batteries, and solar. Your accessibility to the window and window size is critical to determining what type of power source will work best for you.

**Automation & Smart Home Technology**
“Alexa, close my shades!” Many motorized window treatments can be automated and controlled by your phone, Google Home or Alexa. You can set your shades to go up at sunrise, operate at certain times of day, or function on voice command, without even pushing a button.

Before purchasing this technology, it is important to understand which devices and systems you want to use in your home to ensure your window treatments are compatible. Your blinds just got a whole lot smarter with automation!

As with any new and quickly changing technology, this is an area where it may be best to consult an expert for advice. Your local Budget Blinds team can help you select the best motorized solution for your home. “Because we are local, small business owners, we care about you and our community. We make the process simple and enjoyable to provide the best window covering solutions that match your personal style and budget.” - Julie Byassee, Budget Blinds Southwest Rochester

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Tips to Save Money & Avoid Aggravation

✓ **Know what work you want done** — Prepare a comprehensive list of all work to be completed and be specific. Set a reasonable budget for your project.

✓ **Shop around** — Get at least three estimates that include detailed information about the materials and services to be provided for the job, as well as, the project timeline.

✓ **Get references and check them** — Ask friends and neighbors for contractors they recommend. Always contact references provided to you. Speak directly to former customers and ask to see examples of prior work.

✓ **Take advantage of professional associations** — Local home builder associations may offer to recommend reputable contractors, as well as, provide support if a dispute arises with the recommended contractor.

✓ **Get it in writing** — Insist on a written contract that includes (1) description of the work to be completed, (2) timeline, (3) price and (4) payment schedule. Any changes must be in writing.

✓ **Never pay the full price upfront** — Establish a payment schedule tied to the completion of specific stages of the job. Withhold final payment until the entire project is completed to your satisfaction.

✓ **Know your rights** — You have three days to cancel after signing a contract for home improvements. All cancellations must be in writing.

✓ **Running into problems?** First, speak with your contractor and try to reach a resolution. If a resolution is not possible, file a complaint with your local consumer protection agency, the New York Division of Consumer Protection or the New York State Attorney General.

The New York Division of Consumer Protection is committed to addressing the concerns of consumers through educational programming and consumer advocacy. The Division encourages New Yorkers experiencing a marketplace dispute to call the Consumer Helpline or file a complaint online. The Consumer Helpline 1-800-697-1220 is available Monday to Friday from 8:30am to 4:30pm, excluding State holidays, and consumer complaints can be filed at any time at [www.dos.ny.gov/consumerprotection](http://www.dos.ny.gov/consumerprotection).

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## ADVERTISING

<table>
<thead>
<tr>
<th>Company</th>
<th>Phone</th>
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<tbody>
<tr>
<td>Democrat &amp; Chronicle</td>
<td>585-258-9778</td>
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## AGING IN PLACE

<table>
<thead>
<tr>
<th>Company</th>
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<tbody>
<tr>
<td>Albright Remodeling, Inc</td>
<td>585-230-4280</td>
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<tr>
<td>ARM Procurement Advisors, LLC</td>
<td>585-645-0297</td>
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<tr>
<td>Ketmar Development Corporation</td>
<td>585-381-7758</td>
</tr>
<tr>
<td>McKenna’s Rochester Kitchen and Bath Centers</td>
<td>585-377-3434</td>
</tr>
<tr>
<td>Westside Medical Supply</td>
<td>585-227-8750</td>
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## AIR CONDITIONING

<table>
<thead>
<tr>
<th>Company</th>
<th>Phone</th>
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<tbody>
<tr>
<td>ABR Wholesalers, Inc</td>
<td>585-482-3601</td>
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<tr>
<td>AIRE SERV Heating and Air Conditioning</td>
<td>585-352-8330</td>
</tr>
<tr>
<td>Airquip Heating &amp; AC</td>
<td>585-641-3080</td>
</tr>
<tr>
<td>Boccacino Heating and Air Conditioning</td>
<td>585-454-2120</td>
</tr>
<tr>
<td>Carroll Heating &amp; Cooling</td>
<td>585-820-4635</td>
</tr>
<tr>
<td>Crossfield Heating &amp; A/C</td>
<td>585-872-4420</td>
</tr>
<tr>
<td>Fleming Heating &amp; Air Conditioning</td>
<td>585-872-9430</td>
</tr>
<tr>
<td>Gigliss Plumbing, Heating &amp; Cooling, LLC</td>
<td>607-382-0836</td>
</tr>
<tr>
<td>John Betlem Heating &amp; Cooling</td>
<td>585-271-8888</td>
</tr>
<tr>
<td>Ryan Plumbing, Heating, Air Conditioning</td>
<td>585-232-5555</td>
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<tr>
<td>Taylor Heating and Plumbing</td>
<td>585-500-4357</td>
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## AIR PURIFICATION

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<th>Company</th>
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<td>Airquip Heating &amp; AC</td>
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<td>Boccacino Heating and Air Conditioning</td>
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<td>Carroll Heating &amp; Cooling</td>
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<tr>
<td>John Betlem Heating &amp; Cooling</td>
<td>585-271-8888</td>
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<tr>
<td>Rainbow</td>
<td>585-413-6471</td>
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## ALARM SYSTEMS/SERVICES

<table>
<thead>
<tr>
<th>Company</th>
<th>Phone</th>
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<tbody>
<tr>
<td>Viola Homes</td>
<td>585-671-9510</td>
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## ARCHITECTS

<table>
<thead>
<tr>
<th>Company</th>
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<tbody>
<tr>
<td>Greater Living Architecture (GLA)</td>
<td>585-272-9170</td>
</tr>
<tr>
<td>James Fahy Design Architecture and Engineering</td>
<td>585-272-1650</td>
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## ARCHITECTURAL RENDERINGS

<table>
<thead>
<tr>
<th>Company</th>
<th>Phone</th>
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<tbody>
<tr>
<td>ep visualz Architectural Rendering</td>
<td>585-441-5291</td>
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## ASPHALT PAVING

<table>
<thead>
<tr>
<th>Company</th>
<th>Phone</th>
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<tbody>
<tr>
<td>Allstate Roofing &amp; More</td>
<td>585-400-7663</td>
</tr>
<tr>
<td>FingerLakes Construction</td>
<td>585-330-0910</td>
</tr>
<tr>
<td>Manitou/Northrup Concrete</td>
<td>585-703-3783</td>
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## ATTORNEYS

<table>
<thead>
<tr>
<th>Company</th>
<th>Phone</th>
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</thead>
<tbody>
<tr>
<td>Block, Longo, LaMarca and Brzezinski, PC</td>
<td>585-310-7442</td>
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<tr>
<td>Goldberg Segalla LLP</td>
<td>716-566-5400</td>
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<tr>
<td>Harris Beach PLLC</td>
<td>585-419-8800</td>
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<tr>
<td>LegalShield</td>
<td>585-820-0322</td>
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<tr>
<td>Underberg &amp; Kessler LLP</td>
<td>585-258-2884</td>
</tr>
<tr>
<td>Ward Greenberg Heller &amp; Reidy LLP</td>
<td>585-454-0700</td>
</tr>
<tr>
<td>Woods Oviatt Gilman, LLP</td>
<td>585-987-2839</td>
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## AUDIO & VIDEO

<table>
<thead>
<tr>
<th>Company</th>
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<tbody>
<tr>
<td>Sublime Life Solutions</td>
<td>585-484-8446</td>
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<tr>
<td>Videocraft, Inc</td>
<td>585-264-0725</td>
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## AUTO MOWER

<table>
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<tr>
<th>Company</th>
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<tbody>
<tr>
<td>AIB Enterprises, LLC</td>
<td>585-730-1748</td>
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## AUTOMATION SYSTEMS

<table>
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<tr>
<th>Company</th>
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<tbody>
<tr>
<td>AIB Enterprises, LLC</td>
<td>585-730-1748</td>
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<tr>
<td>Sublime Life Solutions</td>
<td>585-484-8446</td>
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## AWNINGS

<table>
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<th>Company</th>
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<tr>
<td>Allstate Roofing &amp; More</td>
<td>585-400-7663</td>
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<tr>
<td>Marshall Exteriors, LLC</td>
<td>315-331-6462</td>
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<tr>
<td>Patio Solutions</td>
<td>585-385-9999</td>
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<tr>
<td>Rochester Colonial Mfg</td>
<td>585-254-8191</td>
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<tr>
<td>Semco Construction, Inc</td>
<td>585-317-4791</td>
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## BANKS

<table>
<thead>
<tr>
<th>Company</th>
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<tr>
<td>Fairport Mortgage</td>
<td>585-721-0456</td>
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<tr>
<td>Five Star Bank</td>
<td>585-498-2910</td>
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<tr>
<td>GRB Mortgage</td>
<td>585-739-3523</td>
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<tr>
<td>Lyons National Bank</td>
<td>315-325-4507</td>
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<tr>
<td>Northwest Bank</td>
<td>585-671-8591</td>
</tr>
<tr>
<td>Premium Mortgage Corp</td>
<td>585-241-1000</td>
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</table>
Reliant Community Credit Union 585-314-9973
Steuben Trust Company 585-359-0247

BASEMENT DRAINAGE WORK
Alta Bella Casa, Inc. 585-261-3693

BASEMENT EGRESS SYSTEMS
Allied Building Products 585-328-7330
Alta Bella Casa, Inc. 585-261-3693
City Hill Site Contractors 315-536-3694
Comfort Window Co., Inc. 585-235-7839
Fitch Construction, Inc. 585-377-3330
Residential Steel Services, LLC 585-458-4150

BASEMENT WATERPROOFING
FingerLakes Construction Management 585-330-0910
Neverwet Basement Waterproofing 585-281-8009

BATH & SHOWER REMODELING
Bath Fitter 585-349-9940
Bathtub Made New 585-820-9120
Diamond Cut Remodeling 585-622-7864
High Point Construction & Renovation, Inc. 585-414-0761
Jay P. Tovey Co., Inc. 585-442-4689
Kitchen Express II, LLC 585-624-9190
Kitchen Thyme Design Studio, Inc. 585-385-9149
Marshall Exteriors, LLC 315-331-6462
McKenna’s Rochester Kitchen and Bath Centers 585-377-3434
Rochester Bath & Kitchen Remodeling 585-381-1320
Rochester Flooring Kitchen & Bath 585-427-7400
Ryan Plumbing, Heating, Air Conditioning 585-232-5555
Sageline Construction 585-687-8556
Trinity Home Renovations, Inc. 585-670-9042

BATHTUB REFINISHING
Bathtub Made New 585-820-9120
Miracle Method of Western NY 585-865-5000

BRICK
Miller Brick Co. 585-458-7745
Phelps Cement Products, Inc. 315-548-2221
Weckesser Brick Co., Inc. 585-247-1100
Sensenigs Landscape Supply 315-789-0095
Steve’s Masonry and Fireplace Service 585-309-4295

BUILDING MATERIALS
84 Lumber Company 716-662-0084
ABC Supply Co. 585-458-2071
Allied Building Products 585-328-7330
Alsida Supply Co. 585-254-1481
B&L Wholesale Supply 585-546-6616
B&L Wholesale Supply 585-613-3547
Barden Building Products 716-335-1375
Domine Builders Supply 585-924-2103
Genesee Reserve Supply, Inc. 585-292-7040
Henrietta Bldg Supplies 585-334-4020
Hep Sales/North Main Lumber/Bright Ideas 315-789-7555
Lakeside Quality Building Products 315-524-9420
Matthews & Fields Lumber Co. 585-334-5500
Parkside, Inc. 585-704-0823

BUSINESS MANAGEMENT CONSULTING
ARM Procurement Advisors, LLC 585-645-0297
LaRocque Business Management Services, LLC 518-596-5586

CABINETRY
Bartlett Fine Carpentry 585-683-5497
Caves Kitchens 315-548-4000
Faber Builders, Inc. 585-889-4840
Fitch Construction, Inc. 585-377-3330
High Point Construction & Renovation, Inc. 585-414-0761
Inde Studio, Kitchens, Baths & Additions 585-249-8100
Kitchen Express II, LLC 585-624-9190
Kitchen Thyme Design Studio, Inc. 585-385-9149
Kitchens by Premier 585-338-2260
Kornerstone Kitchens 585-427-0280
Nu-Look Cabinet Refacing 585-232-1750
Rochester Flooring Kitchen & Bath 585-427-7400
VHI Cabinet Specialties, Inc. 585-471-1637
Webster Home Improvement 585-787-6829

CARPENTRY
Bartlett Fine Carpentry 585-683-5497
Diamond Cut Remodeling 585-622-7864
Edu-Tech Associates, LLC 585-330-0537
Flynn General Contracting & Property Maintenance 315-515-9517

CARPET CLEANING
Pinnacle Eco Clean, Inc. 585-309-1990

CENTRAL VACUUM
MIG Building Systems 585-385-3030

CERAMIC TILES
Best Tile Distributors 585-482-1420
McKenna’s Rochester Kitchen and Bath Centers 585-377-3434
Tile Wholesalers of Rochester 585-544-3200
Victor Furniture 585-721-8486

CHIMNEY REPAIR
Felgemacher Masonry 585-308-4914
Steve’s Masonry and Fireplace Service 585-309-4295

UPSTATE BUILDING INDUSTRY ALLIANCE
FindTheHomePros.com – 47
## CHIMNEY SWEEP - CLEANING
- Felgemacher Masonry... 585-308-4914

## CLOSETS
- California Closets ........... 585-381-4870
- Get Organized ............... 585-223-3646
- MIG Building Systems ....... 585-385-3030
- Rochester Flooring Kitchen & Bath ... 585-427-7400

## COMMERCIAL LENDING
- Lyons National Bank ........ 315-325-4507
- Northwest Bank .............. 585-671-8591

## CONCRETE - READY MIX
- Manitou/Northrup Concrete ........................................ 585-703-3783

## CONCRETE BLOCK MANUFACTURERS
- Phelps Cement Products, Inc. ........ 315-548-2221

## CONCRETE EDGING
- Cadre Curbing, LLC ........ 585-230-2098
- Miller Brick Co. ............ 585-458-7745

## CONCRETE SLABS
- Miller Brick Co. ............. 585-458-7745
- Pooler Enterprises, Inc. ... 585-924-5200

## CONSTRUCTION LOANS
- CNB Mortgage Company ... 585-385-2370 ext. 50955
- Steuben Trust Company ... 585-359-0247
- Wells Fargo Home Mortgage ... 585-899-4748

## CONSTRUCTION MANAGEMENT
- Edu-Tech Associates, LLC .. 585-330-0537

## COUNTERTOP REFINISHING
- Miracle Method of Western NY ........ 585-865-5000

## COUNTERTOPS
- 84 Lumber Company .......... 716-662-0084
- Inde Studio, Kitchens, Baths & Additions .... 585-249-8100
- 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 Flooring Kitchen & Bath ........ 585-427-7400
- Rocky Mountain Granite & Marble .......... 585-265-6610

## DECK BUILDING AND DESIGN
- Blake Miller Lawn & Landscape .......... 585-223-2891
- Boardwalk Design, Inc. .......... 585-248-8128
- Fitch Construction, Inc. .......... 585-377-3330
- Flynn General Contracting & Property Maintenance ........ 315-515-9517
- Marshall Exteriors, LLC .......... 315-331-6462
- Pro Home and Sunrooms ............. 585-500-5662

## DECKS - UNDER DECK CEILINGS
- Undercover Systems, Finger Lakes, Inc........... 585-729-3614

## DESIGNERS
- Barden Building Products .......... 716-335-1375
- Fitch Construction, Inc ........ 585-377-3330
- Interior Design by Della .... 585-455-8500
- Kitchen Express II, LLC .......... 585-624-9190
- McKenna’s Rochester Kitchen and Bath Centers .......... 585-377-3434

## DEVELOPER
- Riedman Companies ........ 585-232-2600
- Springer Construction Group, Inc .......... 585-703-9488
- The Marrano/Marc-Equity Corporation .......... 716-675-1200

## DOG FENCING
- Hidden Pet Fence of NY, Inc .......... 585-739-0399

## DOORS
- ABC Supply Co ............... 585-458-2071
- Allstate Roofing & More .... 585-400-7663
- Allied Building Products .... 585-328-7330
- B&L Wholesale Supply .......... 585-546-6616
- Champion Window Co. of Rochester .......... 585-563-9149
- Comfort Window Co., Inc ........ 585-235-7839
- Fitch Construction, Inc ........ 585-377-3330
- Graves Bros. Home Improvement Co ........ 585-288-3390
- Highland Contractors .......... 585-507-3658
- Lakeside Quality Building Products .......... 315-524-9420
- Marvin Windows of New York, Inc .......... 607-753-6706
- Matthews & Fields Lumber Co. .......... 585-334-5500
- Pella Windows & Doors ........ 716-681-2000
- Renewal by Andersen of Rochester and Buffalo 585-458-1220
- Wm. B. Morse Lumber, Inc. - Clancy .......... 585-475-1010
- Wonder Windows/BSL Direct .......... 585-654-7000

## DRYWALL INSTALLATION
- Diamond Cut Remodeling ........ 585-622-7864
- Flynn General Contracting & Property Maintenance .......... 315-515-9517
- Ted C. Gauger Drywall, Inc .......... 315-945-9160
- U.S. Ceiling Corp ................. 585-872-4527

## DUCT CLEANING
- Fleming Heating & Air Conditioning .... 585-872-9430
- John Betlem Heating & Cooling .......... 585-271-8888
EDUCATION AND TRAINING
ARM Procurement Advisors, LLC 585-645-0297
Edu-Tech Associates, LLC 585-330-0537
Parksite, Inc. 585-704-0823

ELECTRICAL CONTRACTORS
Billitier Electric, Inc. 585-224-1111
D J Beardsley & Sons Electrical Contractors 585-493-5709
Defrank Electric, LLC 585-509-6947
Eberts Electric, Inc. 585-385-6170
Hep Sales/North Main Lumber/ Bright Ideas 315-789-7555
Masterpiece Repair & Design, Inc. 585-233-1387

ELECTRICAL INSPECTIONS
New York Electrical Inspection Agency 585-436-4460

ELECTRICAL MATERIAL
Hep Sales/North Main Lumber/ Bright Ideas 315-789-7555

ELEVATORS
Access Lifts and Ramps Inc. / Access Home Elevators 585-247-1210
Northstar Lifts, LLC 315-864-6006
Westside Medical Supply 585-227-8750

EMPLOYEE BENEFITS
LegalShield 585-820-0322

ENERGY ASSESSMENTS
Marshall Exteriors, LLC 315-331-6462
Rochester Passive House Consulting, LLC 585-750-8192
Wise Home Energy, LLC 585-703-8229

ENGINEERED WOOD PRODUCTS
ABC Supply Co. 585-458-2071
Matthews & Fields Lumber Co. 585-334-5500
Trus Joist/Weyerhaeuser 585-261-3820

ENGINEERS
BME Associates 585-377-7360
Costich Engineering, Land Surveying, and Landscape Architecture, D.P.C. 585-458-3020
McMahon Larue Associates, PC 585-436-1080
Passero Associates 585-325-1000
Stantec Consulting Services, Inc. 585-475-1440

ENVIRONMENTAL AUDITS
Stantec Consulting Services, Inc. 585-475-1440

EPOXY FLOORS
Certa Pro Painters 585-955-9155

EQUIPMENT RENTAL
Admar Supply 585-272-9390
Altra Rental & Supply, Inc. 315-524-9649

EXCAVATION
104 Contractors, Inc. 585-265-2070
City Hill Site Contractors 315-536-3694
Pooler Enterprises, Inc. 585-924-5200
Roger Morrison Excavating, LLC 315-597-3585

FENCING
Highland Contractors 585-507-3658

FIBER CEMENT PRODUCTS
B&L Wholesale Supply 585-546-6616
Lakeside Quality Building Products 315-524-9420

FINANCIAL PLANNING
GRB Mortgage 585-739-3523

FINANCIAL SERVICES
GRB Mortgage 585-739-3523
Northwest Bank 585-671-8591

FIRE PROTECTION
Ryan Plumbing, Heating, Air Conditioning 585-232-5555

FIREPLACES
Cricket on the Hearth, Inc. 585-385-2420
Felmachened Masonry 585-308-4914
Fireplace Fashions 585-266-8967
In Season Fireplace 585-334-4480
John Betlem Heating & Cooling 585-271-8888
MIG Building Systems 585-385-3030
Miller Brick Co. 585-458-7745
Phelps Cement Products, Inc. 315-548-2221
Weckesser Brick Co., Inc. 585-247-1100

FLOOR COVERINGS
Diamond Cut Remodeling 585-622-7864
Fitch Construction, Inc. 585-377-3330
Flynn General Contracting & Property Maintenance 315-515-9517
Imperial Flooring and Design Center 585-427-0050
Quality Carpets 585-455-3632
Rochester Flooring Kitchen & Bath 585-427-7400
Victor Furniture 585-721-8486

FLOOR TRUSSES
ABC Supply Co. 585-458-2071
Hep Sales/North Main Lumber/ Bright Ideas 315-789-7555
Universal Forest Products 716-984-1767

FOUNDATION

BASEMENT SYSTEMS
Everdry Waterproofing of Upstate New York 585-247-7692
Neverwet Basement Waterproofing 585-281-8009
Phelps Cement Products, Inc. 315-548-2221

FOUNDATION REPAIRS
Mid-Atlantic Systems of CPA, Inc. 301-206-9510
FOUNDATION WATERPROOFING
Everdry Waterproofing of Upstate New York ... 585-247-7692
Mid-Atlantic Systems of CPA, Inc. ... 301-206-9510
Neverwet Basement Waterproofing ... 585-281-8009

FOUNDATIONS
Steve’s Masonry and Fireplace Service ... 585-309-4295
Framing
U.S. Ceiling Corp ... 585-872-4527

FURNITURE
Victor Furniture ... 585-721-8486

GARAGE FLOORING
Certa Pro Painters ... 585-955-9155
The Garage Makeover Company ... 585-329-4417

GARAGE ORGANIZERS
Get Organized ... 585-223-3646
The Garage Makeover Company ... 585-329-4417

GENERAL CONTRACTORS
Fedyk Builders, Inc ... 585-381-3130
Gerber Homes and Additions ... 315-524-7890
Hedding Homes, LLC ... 585-749-5548
Jay P. Tovey Co., Inc ... 585-442-4689
Ketmar Development Corporation ... 585-381-7758
Marshall Exteriors, LLC ... 315-331-6462
Minnehan Design Build ... 585-223-9444
Pooler Enterprises, Inc ... 585-924-5200
Scalia Development, LLC ... 585-749-0338
Sortino Properties ... 585-225-7000
Spall Homes Corp ... 585-586-4521
Springer Construction Group, Inc ... 585-703-9488

FOUNDATION 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 x 314
John Betlem Heating & Cooling ... 585-271-8888

GEOTHERMAL HEATING & COOLING
Alternative Carbon Energy Systems, Inc ... 585-935-7186
Boccacino Heating and Air Conditioning ... 585-454-2120
Fleming Heating & Air Conditioning ... 585-872-9430
Geotherm, Inc ... 585-305-2574 x 4
Vanhee Mechanical ... 585-752-2355

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

GRILLS
In Season Fireplace ... 585-334-4480

GROUT CLEANING
Pinnacle Eco Clean, Inc ... 585-309-1990

GUTTER PROTECTION
GutterXpress ... 585-455-6556
Highland Contractors ... 585-507-3658

GUTTERS
ABC Supply Co ... 585-458-2071
Allied Building Products ... 585-328-7330
Allstate Roofing & More ... 585-400-7663
Fitch Construction, Inc ... 585-377-3330
Graves Bros. Home Improvement Co ... 585-288-3390
GutterXpress ... 585-455-6556
Highland Contractors ... 585-507-3658

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

HARDWOOD FLOORS
Harman Flooring Co, Inc ... 585-546-1221
Installers Warehouse, Inc ... 585-224-1402
Victor Furniture ... 585-721-8486

HEATING/HVAC
ABR Wholesalers, Inc ... 585-482-3601
AIRE SERV Heating and Air Conditioning ... 585-352-8330
Airquip Heating & AC ... 585-641-3080
Boccacino Heating and Air Conditioning ... 585-454-2120
Carroll Heating & Cooling ... 585-820-4635
Crossfield Heating & A/C ... 585-872-4420
Fleming Heating & Air Conditioning ... 585-872-9430
Hawn Heating & Air Conditioning ... 585-482-2499
Henry Isaacs Home Remodeling ... 585-293-2673
Isaac Heating and Air Conditioning ... 585-546-1400 x 314
John Betlem Heating & Cooling ... 585-271-8888
Ryan Plumbing, Heating, Air Conditioning ... 585-232-5555
Taylor Heating and Plumbing ... 585-500-4357
True Energy Solutions ... 585-248-8783
Turnbull Heating & Air Conditioning ... 585-226-6180

HERS RATINGS
Rochester Passive House Consulting LLC ... 585-750-8192
**HOME AUTOMATION**

Ketmar Development Corporation ........................................ 585-381-7758
Sublime Life Solutions ...................................................... 585-484-8446

**HOME BUILDER**

ANCO Builders, LLC ....................................................... 585-223-3034
Antetomaso Homes .......................................................... 585-787-8888
Antonelli Construction, LLC ............................................... 585-223-8540
Aristo Properties ............................................................. 585-223-2550
Atlas Builders ................................................................. 585-381-7777
Barone Homes, Inc ............................................................ 585-265-2100
Beehler Construction, Inc .................................................. 585-392-2979
Bowering Homes, Inc ........................................................ 585-381-3376
Concâl, LLC ........................................................................... 585-730-8400
Crosstown Custom Homes of Rochester, Inc ......................... 585-872-9100
D.J. Builders and Remodelers, Inc ...................................... 315-531-9074
Danrich Homes, Inc ............................................................ 585-223-4770
Dawn Aprile & Company .................................................... 585-370-5489
DGA Builders, LLC ............................................................ 585-586-7800
Domville Builders/Bruce Roe Construction ............................. 585-657-6526
Dutton Properties Group, Inc ............................................... 585-704-1546
DVC, Inc ............................................................................. 585-353-3307
Faber Builders, Inc .............................................................. 585-303-3415
Faber Builders, Inc .............................................................. 585-889-4840
Fedyk Builders, Inc ............................................................. 585-381-3130
Flower City Habitat for Humanity .......................................... 585-402-0154
Gauger & Swingly Construction, Inc ...................................... 585-265-1440
Gerber Homes and Additions ................................................. 315-524-7890
Graywood Development ...................................................... 585-738-8889
Hedding Homes, LLC .......................................................... 585-749-5548
High Point Construction & Renovation, Inc .......................... 585-414-0761
homes by RYAN ................................................................. 585-586-0300
Jay P. Tovey Co., Inc ........................................................... 585-442-4689
Kartes Homes ........................................................................ 585-202-5118
Ketmar Development Corporation ........................................ 585-381-7758
Knataitis Construction, LLC ................................................ 315-589-2332
Landmark Builders, LLC .................................................... 585-754-0789
Marc-Mar Homes, Inc ......................................................... 585-426-5340
Mark IV Enterprises ............................................................. 585-232-1760
Mascot, Inc ............................................................................. 585-865-4490
Matco Builders & Developers .............................................. 585-266-5880
McKenna Builders, Inc ........................................................ 585-393-1000
Metrose Custom Homes ........................................................ 500-303-4641
Morrell Builders, Inc ........................................................... 585-249-1330
North Coast Development, LLC .......................................... 585-704-9750
Northeast Area Development, Inc ......................................... 585-482-7320
Oaks Construction, Inc ........................................................ 585-225-6257
Pinnacle Homes .................................................................... 585-746-0205
Polidori & Ferri Custom Homes ............................................. 585-733-1656
Premier Homes ...................................................................... 585-455-8513
Pride Mark Homes, Inc ......................................................... 585-249-8182
Riedman Homes ................................................................... 585-232-1000
Ryan Homes .......................................................................... 585-419-7400
Scalia Development, LLC ...................................................... 585-749-0338
Schantz Homes, Inc ............................................................. 585-342-2240
Sciortino Developers, LLC ................................................... 585-621-2399
Sickles Corp .......................................................................... 585-538-2747
Sortino Properties ............................................................... 585-225-7000
Spall Homes Corp ................................................................. 585-586-4521
Springer Construction Group, Inc ........................................... 585-703-9488
Steve General Contractor, Inc ............................................. 585-226-2784
Stonehaven Development .................................................... 585-425-0552
Stonewood Builders, LLC .................................................... 585-794-7333
The Marrano/Marc-Equity Corporation ................................ 716-675-1200
The Tra-Mac Group, LLC .................................................... 585-392-5200
Tomax Homes, Inc .............................................................. 585-230-6458
Van Scott Builders, Inc ........................................................ 585-509-4783
Viola Homes .......................................................................... 585-671-9510
Wegman Companies, Inc ...................................................... 585-225-7370
Woodstone Custom Homes, Inc ........................................... 585-586-0953

**HOME ENERGY ASSESSMENTS**

Graves Bros. Home Improvement Co. .................................. 585-288-3390
Vanney Mechanical ............................................................. 585-752-2355

**HOME IMPROVEMENTS**

Barone Homes, Inc .............................................................. 585-265-2100
Cameron Home Improvement Group, Inc ............................. 585-248-3000
Diamond Cut Remodeling .................................................... 585-622-7864
Fitch Construction, Inc .......................................................... 585-377-3330
Gerber Homes and Additions ............................................... 315-524-7890
Graves Bros. Home Improvement Co. .................................. 585-288-3390
Inde 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
Knataitis Construction, LLC ................................................. 315-589-2332
Landmark Builders, LLC ..................................................... 585-754-0789
Marshall Exteriors, LLC ....................................................... 315-331-6462
McKenna’s Rochester Kitchen and Bath Centers ................. 585-377-3434

**HOME MODIFICATION**

Albright Remodeling, Inc ...................................................... 585-230-4280
Kitchen Express II, LLC ...................................................... 585-624-9190

**HOME THEATER/ENTERTAINMENT**

Sublime Life Solutions .......................................................... 585-484-8446
Videocraft, Inc ....................................................................... 585-264-0725
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<td>Interior Design by Della</td>
<td>Interior Design by Della</td>
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<td>585-545-6691</td>
<td>585-247-1320</td>
<td>585-247-7400</td>
<td>585-723-8072</td>
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LANDSCAPE LIGHTING
JMF Landscaping, LLC 585-330-2864
Miller Brick Co 585-458-7745
Nature’s Accents 585-872-2790
Northern Stone & Design 585-223-3311
Outdoor Lighting Perspectives, Rochester 585-349-7654
Sensenigs Landscape Supply 315-789-0095

LANDSCAPE RETAINING WALLS
Broccolo Tree & Lawn Care 585-424-4476
FingerLakes Construction Management 585-330-0910
Fossil Rock Landscape Corp 585-350-9358
JMF Landscaping, LLC 585-330-2864
Miller Brick Co 585-458-7745
Nature’s Accents 585-872-2790
Phelps Cement Products, Inc 315-548-2221
Sensenigs Landscape Supply 315-789-0095
Weckesser Brick Co, Inc 585-247-1100

LANDSCAPING
Blake Miller Lawn & Landscape 585-223-2891
Broccolo Tree & Lawn Care 585-424-4476
FingerLakes Construction Management 585-330-0910
Fossil Rock Landscape Corp 585-350-9358
JMF Landscaping, LLC 585-330-2864
John Welch Enterprise, Inc 585-924-4488
Nature’s Accents 585-872-2790
Northern Stone & Design 585-223-3311
Sensenigs Landscape Supply 315-789-0095

LAW FIRM
Block, Longo, LMarca and Brzezinski, PC 585-310-7442
LegalShield 585-820-0322
Ward Greenberg Heller & Reidy LLP 585-454-0700

LAWN CARE
Blake Miller Lawn & Landscape 585-223-2891
Broccolo Tree & Lawn Care 585-424-4476
JMF Landscaping, LLC 585-330-2864
John Welch Enterprise, Inc 585-924-4488
T & L Tree and Landscape 585-223-3190

LIGHTING FIXTURES
Illuminating Expressions 585-472-0389
McKenna’s Rochester Kitchen and Bath Centers 585-377-3434
Rochester Flooring Kitchen & Bath 585-427-7400

LIGHTING INSTALLATION
McKenna’s Rochester Kitchen and Bath Centers 585-377-3434
Outdoor Lighting Perspectives, Rochester 585-349-7654

LUMBER
84 Lumber Company 716-662-0084
Hep Sales/North Main Lumber/Bright Ideas 315-789-7555
Matthews & Fields Lumber Co 585-334-5500
Wm. B. Morse Lumber, Inc 585-328-1400

MAILBOXES
Mailboxes Plus 585-289-3448
MASONRY CONTRACTORS
Ermanno Ferri Mason Contractors, Inc. .......... 585-259-0450
Steve’s Masonry and Fireplace Service .......... 585-309-4295

MASONRY SUPPLIES
Genesee Reserve Supply, Inc. .................. 585-292-7040
Hep Sales/North Main Lumber/ Bright Ideas .......... 315-789-7555
Miller Brick Co. .......... 585-458-7745
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
Neverwet Basement Waterproofing .......... 585-281-8009

MORTGAGE LENDING
CNB Mortgage Company .......... 585-385-2370 ext. 50955
Fairport Mortgage .......... 585-721-0456
GRB Mortgage .......... 585-739-3523
Howard Hanna .......... 585-732-1817
Lyons National Bank .......... 315-325-4507
M&T Bank at 3 City Center .......... 585-258-8236
PrimeLending .......... 585-317-3864
Residential Mortgage Services, LLC .......... 585-764-1545
Steuben Trust Company .......... 585-359-0247
Wells Fargo Home Mortgage .......... 585-899-4748

MOSQUITO DEFENSE SERVICES
Mosquito Squad of Rochester .......... 585-241-0111

NAILS AND FASTENERS
J. Kozel & Son, Inc./ Tool Ranch .......... 585-436-9807
N/S Fastners .......... 585-334-5870

NATURAL WOOD SIDING
B & L Wholesale Supply .......... 585-546-6616
Matthews & Fields Lumber Co. .......... 585-334-5500

OUTDOOR LIVING
Blake Miller Lawn & Landscape .......... 585-223-2891
JMF Landscaping, LLC .......... 585-330-2864
Nature’s Accents .......... 585-872-2790

OUTDOOR POWER EQUIPMENT
Husqvarna Group .......... 585-455-5973

OVERHEAD DOORS AND ELECTRIC OPERATORS
Felluca Garage Door Co. 585-467-2391
Roly Door .......... 585-288-2867
Tracey Door Company, Inc. .......... (585)426-6060

PAINTING AND WALLCOVERING
Certa Pro Painters .......... 585-955-9155
Diamond Cut Remodeling 585-622-7864
Fresh Coat Painters of Rochester .......... 818-235-3689
PPG Paints .......... 585-694-6535
Sherwin Williams .......... 585-254-8630

PASSIVE/HIGH PERFORMANCE BUILDING CONSULTING
ARM Procurement Advisors, LLC .......... 585-645-0297
Rochester Passive House Consulting, LLC .......... 585-750-8192

PATIOS
Blake Miller Lawn & Landscape .......... 585-223-2891
Fossil Rock Landscape Corp. .......... 585-350-9358
JMF Landscaping, LLC .......... 585-330-2864
Kham Enterprise .......... 585-315-6383
Miller Brick Co. .......... 585-458-7745
Nature’s Accents .......... 585-872-2790
Steve’s Masonry and Fireplace Service .......... 585-309-4295

PAVING
R&W Paving .......... 585-225-8733

PAVING STONES
Kham Enterprise .......... 585-315-6383
Miller Brick Co. .......... 585-458-7745
Phelps Cement Products, Inc. .......... 315-548-2221
Sensenigs Landscape Supply .......... 315-789-0095
Weckesser Brick Co., Inc. .......... 585-247-1100

PESTICIDE SERVICE
Mosquito Squad of Rochester .......... 585-241-0111

PLUMBING AND HEATING
Giglios Plumbing, Heating & Cooling, LLC .......... 607-382-0836
Isaac Heating and Air Conditioning .......... 585-356-1400x314
John Lockwood Plumbing .......... 585-265-0736
Masterpiece Repair & Design, Inc. .......... 585-233-1387
McKenna’s Rochester Kitchen and Bath Centers .......... 585-377-3434
Penfield Plumbing .......... 585-381-5650
Ryan Plumbing, Heating, Air Conditioning .......... 585-232-5555
Taylor Heating and Plumbing .......... 585-500-4357
V P Supply Corporation .......... 585-272-0110
PLUMBING FIXTURES
84 Lumber Company .......... 716-662-0084
Hep Sales/North Main Lumber/
Bright Ideas .................. 315-789-7555
Isaac Heating and
Air Conditioning 585-546-1400x314
John Lockwood
Plumbing ..................... 585-265-0736
McKenna’s Rochester Kitchen
and Bath Centers ............... 585-377-3434
Penfield Plumbing .............. 585-381-5650
PRE-STAINED CEDAR
B & L Wholesale Supply .... 585-546-6616
PROpane SALES
AND DELIVERY
Irish Propane .................. 585-303-4839
PROPERTY MANAGEMENT
ARM Procurement
Advisors, LLC ................. 585-645-0297
Blake Miller Lawn
& Landscape ................ 585-223-2891
Branford Realty Corp .......... 585-442-4300
FGB Property .................. 585-615-1238
Howard Hanna ................ 585-732-1817
Kenrick Maintenance
Corporation .................. 585-424-1080
Kham Enterprise .......... 585-315-6383
Riedman Companies ......... 585-232-2600
Woodbridge Group .......... 585-385-3331
RAILINGS
Residential Steel
Services, LLC ................. 585-458-4150
REAL ESTATE ACQUISITIONS
Edu-Tech Associates, LLC 585-330-0537
REALTORS
Antetomaso Homes .......... 585-787-8888
Howard Hanna ............. 585-455-2672
Howard Hanna ............. 585-732-1817
Kenrick Maintenance
Corporation ................. 585-424-1080
Keller Williams Realty ... 585-732-6181
Kelly Homes
of New York, LLC .......... 585-391-1435
Metrose Custom Homes ... 505-303-4641
NORCHAR Realty Group 585-333-2906
Wegman Companies, Inc 585-600-7425
REFINISHING CABINETRY
High Point Construction
& Renovation, Inc .......... 585-414-0761
REFRIGERATION
Fleming Heating
& Air Conditioning .... 585-872-9430
REMODELING
AB Williams Design .......... 315-576-0582
Albright Remodeling, Inc 585-230-4280
American Custom
Exteriors, Inc ................. 585-723-8072
ANCO Builders, LLC .... 585-223-3034
Antonelli
Construction, LLC ......... 585-223-8540
Aristo Properties .......... 585-223-2550
Barone Homes, Inc ......... 585-265-2100
Beehler Construction, Inc 585-392-2979
Cameron Home Improvement
Group, Inc ................ 585-248-3000
Concal, LLC .................. 585-730-8400
Danrich Homes, Inc ......... 585-223-4770
Diamond Cut Remodeling 585-622-7864
D.J. Builders and
Remodelers, Inc .......... 315-531-9074
Domville Builders/Bruce Roe
Construction ................. 585-657-6526
DVC, Inc ..................... 585-353-3307
Edu-Tech Associates, LLC 585-330-0537
Fitch Construction, Inc .. 585-377-3330
Flynn General Contracting &
Property Maintenance 315-515-9517
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
Homes by Design, Inc ...... 585-377-3629
Inde 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
Knataitis
Construction, LLC ..... 315-589-2332
Kornerstone Kitchens ... 585-427-0280
Landmark Builders, LLC 585-754-0789
Marc-Mar Homes, Inc ...... 585-426-5340
Marshall Exteriors, LLC ... 315-331-6462
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
Minnehah Design Build .. 585-223-9444
Oaks Construction, Inc ... 585-225-6257
Penfield Plumbing ........... 585-381-5650
Pinnacle Homes .......... 585-746-7179
Rochester Flooring
Kichen & Bath .............. 585-427-7400
Sageline Construction .... 585-687-8556
Scalia Development, LLC 585-749-0338
Schantz Homes, Inc ...... 585-342-2240
Springer Construction
Group, Inc ............... 585-703-9488
Steve General
Contractor, Inc .......... 585-226-2784
The Tra-Mac Group, LLC 585-392-5200
Trinity Home
Renovations, Inc .......... 585-670-9042
Webster Home
Improvement ............... 585-787-6829
**RENEWABLE ENERGY**
Alternative Carbon Energy Systems, Inc. 585-935-7186
Graves Bros. Home Improvement Co. 585-288-3390
V P Supply Corporation 585-272-0110

**RESTORATION**
Edu-Tech Associates, LLC 585-330-0537

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

**ROOFING CONTRACTORS**
Allstate Roofing & More 585-400-7663
American Custom Exteriors, Inc. 585-723-8072
Besroi Roofing & Siding 585-254-3800
Callan Contracting 585-813-2761
Champion Window Co. of Rochester 585-563-9149
Flynn General Contracting & Property Maintenance 315-515-9517
Graves Bros. Home Improvement Co. 585-288-3390
Greens Custom Exteriors Inc. 585-727-0702
Highland Contractors 585-507-3658
Marshall Exteriors, LLC 315-331-6462
ROC Roofing, LLC 585-766-4747
Roofing Rochester NY 585-727-8619
The Metal Roof Outlet 585-703-4982
The Roofing Guys, Inc. 315-558-9511
Trinity Home Renovations, Inc. 585-670-9042

**ROOFING MATERIALS**
ABC Supply Co. 585-458-2071
Allied Building Products 585-328-7330
B&L Wholesale Supply 585-546-6616
Callan Contracting 585-813-2761
Genesee Reserve Supply, Inc. 585-292-7040
Hep Sales/North Main Lumber/ Bright Ideas 315-789-7555
IKO Roofing 716-338-5793
Lakeside Quality Building Products 315-524-9420
The Metal Roof Outlet 585-703-4982

**RUBBER SURFACING**
AIB Enterprises, LLC 585-730-1748

**SECURITY SYSTEMS**
Sublime Life Solutions 585-484-8446
Viola Homes 585-671-9510

**SEPTIC & SEWER SERVICES**
Finger Lakes Construction Management 585-330-0910
McKenna’s Rochester Kitchen and Bath Centers 585-377-3434

**SHEDS**
Kham Enterprise 585-315-6383

**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**
ABC Supply Co. 585-458-2071
Allied Building Products 585-328-7330
B&L Wholesale Supply 585-546-6616
Marshall Exteriors, LLC 315-331-6462

**SIDING**
ABC Supply Co. 585-458-2071
Allied Building Products 585-328-7330
Allstate Roofing & More 585-400-7663
B&L Wholesale Supply 585-546-6616
Callan Contracting 585-813-2761
Flynn General Contracting & Property Maintenance 315-515-9517
Highland Contractors 585-507-3658
Lakeside Quality Building Products 315-524-9420
Marshall Exteriors, LLC 315-331-6462
Trinity Home Renovations, Inc. 585-670-9042
Webster Home Improvement 585-787-6829

**SIDING INSTALLATION**
American Custom Exteriors, Inc. 585-723-8072
Besroi Roofing & Siding 585-254-3800
Callan Contracting 585-813-2761
Champion Window Co. of Rochester 585-563-9149
Graves Bros. Home Improvement Co. 585-288-3390
Greens Custom Exteriors, Inc. 585-727-0702
Highland Contractors 585-507-3658
Marshall Exteriors, LLC 315-331-6462
The Roofing Guys Inc. 315-558-9511
Trinity Home Renovations, Inc. 585-670-9042

**SITE EXCAVATION**
104 Contractors, Inc. 585-265-2070
Finger Lakes Construction Management 585-330-0910
Reddy Construction Co., Inc. 585-352-3777

**SKYLIGHTS**
ABC Supply Co. 585-458-2071
Allied Building Products 585-328-7330
Allstate Roofing & More 585-400-7663
B&L Wholesale Supply 585-546-6616
Fitch Construction, Inc. 585-377-3330
Highland Contractors 585-507-3658
Lakeside Quality Building Products 315-524-9420
Marshall Exteriors, LLC 315-331-6462
Matthews & Fields Lumber Co. 585-334-5500

**SITE EXCAVATION**
SNOW REMOVAL
Kham Enterprise........... 585-315-6383

SOLAR ENERGY
Alternative Carbon
Energy Systems, Inc. .... 585-935-7186
Geotherm Inc. ............. 585-305-2574 x4
Graves Bros. Home Improvement Co. .......... 585-288-3390
Marshall Exteriors, LLC. 315-331-6462
Viola Homes .................. 585-671-9510

STAGING
Interior Design by Della 585-455-8500

STAIRLIFTS
Westside Medical Supply .......................... 585-227-8750

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... 585-546-6616
Lakeside Quality Building Products ...... 315-524-9420
Manitou/Northrup Concrete ... 585-703-3783
Miller Brick Co. ............. 585-458-7745
Phelps Cement Products, Inc. ........ 315-548-2221
Sensenigs Landscape Supply ....... 315-789-0095
Weckesser Brick Co., Inc. ...... 585-247-1100

STORMWATER REGULATION SERVICES
BME Associates ............. 585-377-7360

STOVES
Cricket on the Hearth, Inc. .......... 585-385-2420
In Season Fireplace .......... 585-334-4480

STRUCTURAL INSULATED PANELS
Fitch Construction, Inc. 585-377-3330

STUMP REMOVAL
T & L Tree and Landscape .......... 585-223-3190

SUBFLOOR SYSTEMS
Matthews & Fields Lumber Co. ........ 585-334-5500

SUNROOMS
Allstate Roofing & More 585-400-7663
Champion Window Co. of Rochester ..... 585-563-9149
Fitch Construction, Inc. 585-377-3330
Marshall Exteriors, LLC. 315-331-6462
Patio Solutions .......... 585-385-9999
Pro Home and Sunrooms ........ 585-500-5662
Rochester Colonial Mfg. 585-254-8191

SURVEYORS
BME Associates ............. 585-377-7360
Costich Engineering, Land Surveying, and Landscape Architecture, D.P.C. ..... 585-458-3020
McMahon Larue Associates, PC .......... 585-436-1080
Stantec Consulting Services, Inc. .... 585-475-1440

SWING SETS/PLAY HOUSES
Cricket on the Hearth, Inc. .......... 585-385-2420

TOOLS
IKO Roofing ................. 716-338-5793
J. Kozel & Son, Inc./ Tool Ranch ...... 585-436-9807
N/S Fasteners ............. 585-334-5870

TREE CARE
T & L Tree and Landscape .......... 585-223-3190

TRUSSES
Allied Building Products 585-328-7330
Lakeside Quality Building Products .... 315-524-9420
Matthews & Fields Lumber Co. ........ 585-334-5500
Universal Forest Products .......... 716-984-1767
Wm. B. Morse Lumber, Inc. .......... 585-328-1400

UTILITIES
Rochester Gas & Electric Corp. .......... 585-771-6792

VEHICLE WRAPS
Vital Signs ................. 585-787-4256

VINYL SIDING
84 Lumber Company ...... 716-662-0084
ABC Supply Co. .......... 585-458-2071
Alside Supply Co. ......... 585-254-1481
American Custom Exteriors, Inc. .... 585-723-8072
B&L Wholesale Supply 585-546-6616
Graves Bros. Home Improvement Co. .... 585-288-3390
Highland Contractors .......... 585-507-3658
Lakeside Quality Building Products .... 315-524-9420
Marshall Exteriors, LLC. 315-331-6462

WALL PANELS
Universal Forest Products .......... 716-984-1767

WASTE MANAGEMENT
AJS Waste Solutions .......... 585-749-1272

WATER AND FIRE DAMAGE
High Point Construction & Renovation, Inc. .......... 585-414-0761

WATER FEATURES
Nature’s Accents ................. 585-872-2790
**WATER HEATERS**
Airquip Heating & AC .... 585-641-3080
Fleming Heating & Air Conditioning........ 585-872-9430
McKenna's Rochester Kitchen and Bath Centers........ 585-377-3434

**WATERPROOFING**
Allied Building Products 585-328-7330
Everdry Waterproofing of Upstate New York ... 585-247-7692
Mid-Atlantic Systems of CPA, Inc.......... 301-206-9510
Neverwet Basement Waterproofing .......... 585-281-8009

**WEBSTATES**
Zaks.com ..................... 585-594-9140

**WETLAND SERVICES**
BME Associates ............. 585-377-7360
Bruce Bonccke ............ 585-317-6734
Stantec Consulting Services, Inc .......... 585-475-1440

**WINDOW CLEANING**
Fish Window Cleaning ... 585-342-2030

**WINDOW TREATMENTS**
Apex Window Films ...... 585-424-3456
Budget Blinds .......... 585-484-1212
Fitch Construction, Inc.. 585-377-3330

**WINDOBS**
ABC Supply Co. ............ 585-458-2071
Albright Remodeling, Inc 585-230-4280
Allied Building Products 585-328-7330
Allstate Roofing & More 585-400-7663
Alside Supply Co......... 585-254-1481
American Custom Exteriors, Inc .......... 585-723-8072
B&L Wholesale Supply .... 585-546-6616
Champion Window Co. of Rochester ........ 585-563-9149
Comfort Window Co., Inc ........ 585-235-7839
Fitch Construction, Inc .. 585-377-3330
Graves Bros. Home Improvement Co...... 585-288-3390
Highland Contractors ... 585-507-3658
John Betlem Heating & Cooling .......... 585-271-8888
Lakeside Quality Building Products ... 315-524-9420
Marshall Exteriors, LLC .... 315-331-6462
Marvin Windows of New York, Inc .... 607-753-6706
Matthews & Fields Lumber Co ............ 585-334-5500
Pace Window and Door Corp .... 585-924-8350
Pella Windows & Doors 716-681-2000
Pro Home and Sunrooms .... 585-500-5662
Renewal by Andersen of Rochester and Buffalo ... 585-458-1220
Rochester Colonial Mfg .... 585-254-8191
Trinity Home Renovations, Inc .... 585-670-9042
True Energy Solutions ... 585-248-8783
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Start Feeling The
Warmth Today!
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 18 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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