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ROC HOME & Remodeling Guide

2021

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The Advantages of Building vs. Buying: Considerations Before Unlocking the Door to Your Dream Home

Should I buy or should I build? It's one of the first questions that comes up when people are ready to look for a new home. The answer really comes down to one key factor: How much of your new dream home do you want to be ... yours?

When scouring through home buying resources, finding everything you want in one specific location can be difficult, if not impossible. At some point, you either have to remove items from your wish list or compromise and accept that what you find in an existing home is "close enough."

Maybe you love the master bathroom in the house you saw, but you wish the home had three full bathrooms instead of 2.5. The living room is cozy, but you want something with an open floor plan and lots of natural light.

Existing homes could be functionally outdated as well. Is the home energy efficient? Are there enough outlets for all your electronics? Sure, an existing

house might be up to code, but does it match your lifestyle?

That's where the Riedman Design Studio and visualizer comes in. Not only can Riedman build your dream home, but we're the only builder in the region who gives you the tools to design it and see a preview of the finished home, too.

Our Exclusive Online Design Studio is an extraordinary, one-stop-shop unlike anything you've seen before. It was created to allow you to experience the possibilities of your new home in a very real, inspiring way. The unique design platform lets you customize your dream home online—on your own time.

We've made it seamless and simple to navigate through our selections to figure out what you want your home to look like, and then virtually see it come to life. Once you've gone through every option, you'll experience the excitement and joy that comes with personalizing your entire house. If you think it, we can build it. It really is that simple.

Once you've come up with a design you love, you'll come into our conveniently located brick and mortar studio to meet with Christy, our in-house designer. She'll assist you with planning and putting the finishes touches in your new home's design. From finishes and fixtures to cabinets and countertops, the Design Studio allows you to see and touch full-size samples of the options you chose using the Online Design Studio.

Unless you're fortunate enough to find a home currently on the market with everything you want and in perfect condition, you're going to be investing additional time, energy, and money. These costs can quickly add up, with an old house becoming more expensive than the cost of designing and watching your brand new home get built from the ground up.

With Riedman's Design Studio and visualizer, you can have confidence knowing you're building a dream home that's really yours.

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Why Choose 84 Lumber



If you're looking for unmatched customer service for your building materials, Tom Gilbert, Store Manager at 84 Lumber Rochester is the guy. Since starting his career with 84 Lumber in 1995, Tom has been a leader in the industry and has grown business for 84 Lumber exponentially over the past 25 years.

84 Lumber is the nation's largest privately held supplier of building materials, manufactured components and industry-leading services for single- and multi-family residences and commercial buildings. The company operates nearly 250 stores, component manufacturing plants, custom door shops, custom millwork shops and engineered wood product centers in more than 30 states. 84 Lumber also offers turnkey installation services for a variety of products, including framing, insulation, siding, windows, roofing, decking and drywall. A certified national women's business enterprise owned by Maggie Hardy Knox, 84 Lumber was named by Forbes as one of America's Largest Private Companies in 2018 and 2020, and one of America's Best Large Employers in 2019.

Tom grew up in Livonia, NY and started his career as a Manager Trainee at the Geneva, NY store. He quickly was promoted to Co-Manager at the Dunkirk, NY and Ithaca, NY stores, and started managing the Ontario, NY store before opening stores out west in Oregon and California. He then returned to New York and managed the Victor, NY store before moving to Rochester to continue his stellar management and proven track record of success, preaching customer service along the way. Tom currently resides in Fairport, NY with his wife, Elizabeth, and three children.

In addition to supplying building materials, 84 Lumber Rochester specializes in treated/composite decking, the ability to hang interior doors, and process special orders.

Mahlon Esh from Keystone Custom Decks has been purchasing from the Rochester store for 8 years and has a great working relationship with Tom. "Tom understands the industry and has worked tirelessly to have the materials for my projects on-site when I need them." Esh continued, "He gives great attention to detail,

from quoting materials to having the materials delivered on-site for our projects. Making the decision to purchase materials I need through Tom at 84 Lumber has played a key role in allowing me to grow my business."

Michael Spaan from Atlas Builders is another top customer of 84 Lumber Rochester. He's worked with Tom for 24 years and couldn't think of a better leader at the store level. "The number one thing about Tom is that he's always up for a challenge. He never says no, he always comes through, and when I call, he says 'yes' and makes it happen." Spaan also touched on Tom's excellent customer service. "He's a great manager who is very loyal and very customer service-oriented. He's a real guy who loves this business, and that's why I won't work with anyone else."

Tom and his team of experienced associates at 84 Lumber Rochester can help with any home project on your list. To get a quote, call (585) 436-5001.

For more information, visit 84lumber.com or join us at Facebook.com/84lumber and [linkedin.com/company/84-lumber](https://www.linkedin.com/company/84-lumber).

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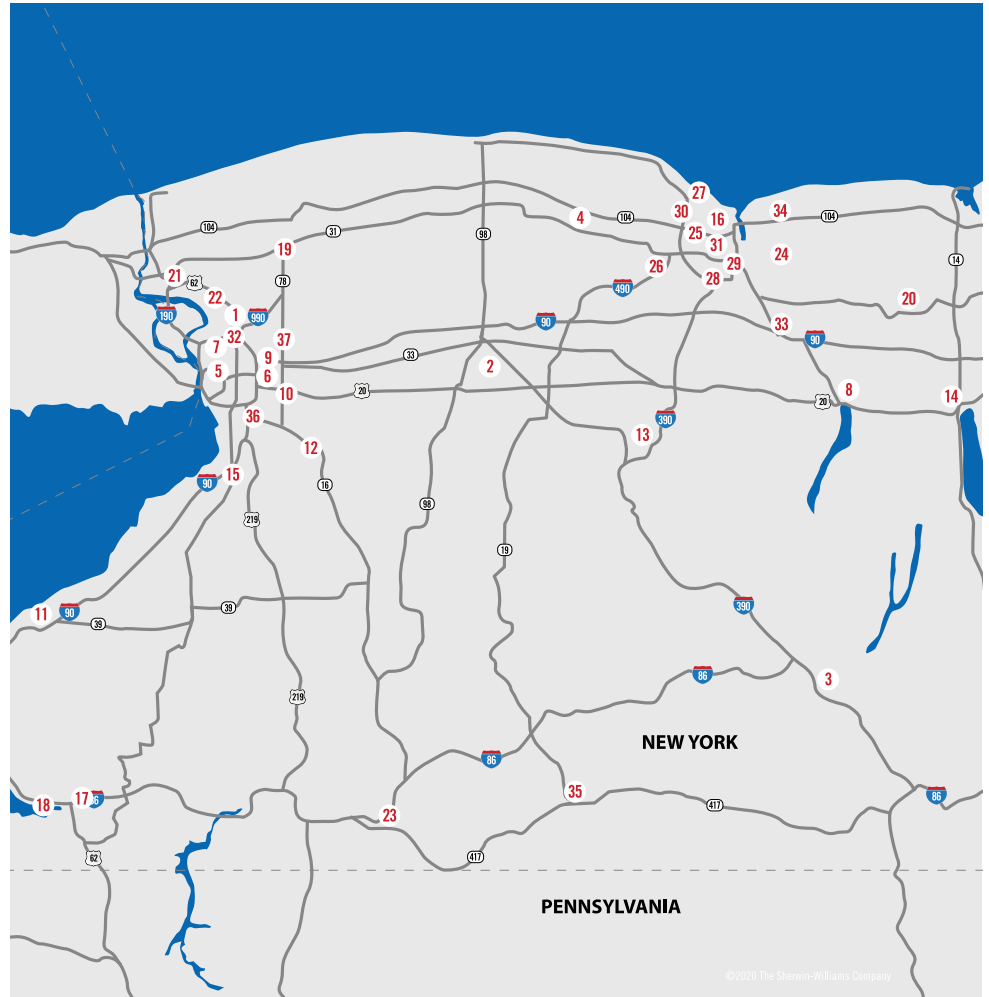
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Hardwoods Stand the Test of Time

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.

Harman Hardwood Flooring has been Rochester's choice for hardwood for 3 generations. Brothers Peter, Tom and Dave have carried on the tradition set by their father, Robert, by providing expert advice and the highest quality flooring available at the very best prices. The selection at their downtown showroom at 29 Hebard Street is second to none, with product offerings that cannot be found elsewhere. In addition, their dedication to carrying only finely milled flooring and their understanding of the installation process ensures spectacular results for your home. If you're looking for value and selection from true professionals, look no further than the Harman Flooring Company.



Making Outdoor Space More Usable is What We Do!

The team at Patio Solutions has been making outdoor space more usable since 1990. Back then sunrooms were limited in design and use and awnings used fabric that lasted only a handful of years. Everything for these two products has changed for the better.

Sunrooms are one of the most dynamic home improvement projects possible. Your design and goals can be blended together to become an amazing, unique space. Each homeowner has specific ideas for how they want to use their sunroom. Fortunately, advances in building technology allows us to build your perfect sunroom.

The most common goal is to make a deck, covered porch or patio more usable. We can do that. A single pane glass and screened wall system with a solid or glass roof will make your outdoor space weather tight. No more moving the deck furniture downstairs for the winter. No more

ruined days because of rain, wind or bugs. The perfect room to enjoy the outdoors without the problems of being exposed to the elements. If you want more than a weather tight room and need more habitable space, there's a sunroom for you too.

Insulated glass advances have made year- round sunrooms extremely popular. Modern glass technology combined with the numerous heating and cooling options allow sunrooms to be as comfortable as any other room in your home. Whether it's due to a new larger family size or downsizing to a smaller home or that you've always wanted a larger home, a year-round sunroom can give you the additional living space in a unique way. An outdoor space doesn't have to be enclosed to become more usable.

The number of shading products is almost ridiculous. Rightly so, most people think of a retractable awning as the best solution to shade a deck or

patio. Retractable awnings are by far the most popular choice to resolve the problem. However, a wrongly sized awning without the necessary options probably will not meet your goals.

Your awning may need a tilt option or a drop shade. Will a stationary awning be better? Should it have solid wings and roll-up shades? How windy is the area? Does your awning need side tracks to keep the fabric from blowing around? Will a pergola type design be best? Should we install a stackable glass wall on one side? Will a drop shade work better than an overhead awning? Should the front bar be anchored to the deck to help prevent lift? Is a hood needed or is a cassette style cover better? We have the answers. We just need a chance to design a solution with you.

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Improve Your Health With a Blower Door Test

Over the past year, our health has been on our minds more than ever. The very air we breathe dominates the airwaves. Let's make this the year we focus on our health with a prevention mindset. It is best to consult with your doctor to get any cancer screenings recommended for age or family history. Since we are spending more time staying in, it is best to check the quality of the air you breathe most often: the air in your home. A critical and oft overlooked test to have done on your home is a blower door test. This test can help diagnose or indicate causes of ice dams, cold rooms, mold issues, condensation on windows, locate any spots of mice or pest entry, and determine the proper size of your heating and cooling system. Most importantly, it can help with analyzing poor indoor air quality. The blower door test is like getting a blood pressure check, MRI and Cat Scan for your home all at the same time. Current building code standards for new construction residential homes is 3ACH50. This is 3 air changes per hour at a set pressure of 50 pascals. If your home was built in the last 20 years, it is

probably 5 to 7 ACH50 or considered Loose. Older homes are often over 7ACH50 and labeled as Very Loose or Extremely Loose.

The challenge with a leaky home is that it can be very uncomfortable and unhealthy. This most likely cannot be improved with altering or installing HVAC equipment. The leakage brings pollutants and large swings in relative humidity. These can result in bloody noses and static shocks in the winter and sweaty or clammy skin on hot summer nights. Tighter homes may have connections to an attic and that can cause mold on the roofdeck in the attic. Ice hanging from your gutter, or worse, leaking in your home, is caused by this attic connection. The heat is escaping and melting the snow on the roof and then refreezes. Subsequent melting then leaks water into your home. This causes damage and contributes to potential mold. The ACH50 is used to calculate the size of the HVAC system. Oversized heating systems are prevalent and cause comfort issues. A blower door test should be completed before choosing

heating and cooling options. Humidity problems are exacerbated when air leakage levels and heating and cooling sizes are not congruent.

Rodent droppings carry disease and typically don't smell too good either. Leaky homes have more opportunities to let pests in. Have you ever smelled wood burning or the smell of a skunk in your home? They're signs of a leaky home. Outdoor air is entering your home, unfiltered and untreated. Finally, the volume of air leakage is used to compute how much fresh air is needed for the occupants and pets. We filter the water we drink, why wouldn't we filter the air we breathe?

As you can see, the blower door test is an important test for your health. So, commit to your family's health, and get your tests scheduled with your doctor and your Home Performance Expert today.

Jeff Flaherty is the Founder of Wise Home Energy. Winner of the Dept. of Energy's Energy Star Contractor of the Year 2018, 2019, and 2020.



Outdoor Living Design Ideas

With more time spent at home lately, getting some fresh air and spending time outside the home is more popular than ever. Even before the pandemic, the demand for outdoor living space had been growing. A majority of home buyers (87 percent) ranked “patio” among the top essential features in a home, according to a recent analysis from the National Association of Home Builders (NAHB). Expanding your living space outdoors can help you enjoy nature, relax and safely entertain while social distancing. The following are a few design tips to help you enjoy the outdoors and create your own home oasis.

Select Outdoor Seating. Choose patio chairs or sofas designed to withstand the elements. Furniture materials such as teak or high-quality wicker are ideal for outdoor use. If you’re

purchasing outdoor seating online, double-check the measurements. Large or bulky furniture can make your living space feel cramped or disrupt the flow from outdoors to indoors. Consider purchasing lightweight furniture, so it can easily be moved around your deck or patio.

Incorporate Lighting Fixtures. If you prefer to spend time outdoors after dusk or before dawn, you’ll need a solution to brighten up your space. If you have a smaller outdoor living space, string lights are optimal. For a larger space, add decorative lanterns or small lamps on side tables to illuminate your outdoor living area.

Embrace Colors and Patterns. Adding bright hues or eye-catching patterns is appealing for any outdoor space. Another option is to select neutral cushions or pillows and to paint wood furniture your favorite color.

Make sure to select paint and primer optimal for outdoor use.

Accessorize. If you have patio furniture, new pillows or cushions can create a more inviting space, and accent tables can refresh any patio set up. Patio umbrellas can also add pizzazz to your outdoor living space and a quick drying rug can make smaller outdoor spaces cozier.

Gussy up with Greenery. Potted plants and flowers are a stylish addition to any outdoor living space. When picking out the perfect plants for your patio, consider the amount of sun or shade in your outdoor space. Care instructions for plants are easily found online or on plant tags if you are shopping in stores.

To find a professional who can help you create your favorite living space inside and out visit [FindTheHomePros.com](https://www.findthepro.com).



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Creating the Perfect Home Office

There is a growing trend of professionals who are able to work from home on a permanent or part-time basis, putting increased emphasis on creating the perfect home office.

While the dining room table or living room couch are commonly used as work spaces, they are typically not the best areas to foster productivity. Ideally, your home should have a dedicated room that serves as a home office. But simply adding a desk and a lamp to a room and calling it the "office" is not a guaranteed way to stay organized and do your best work.

Now is a great time to assess your home office needs. The following are some critical design elements of your home office space to consider:

COMFORT

Let's start with the obvious: seating. Don't purchase just any office chair based on price or appearance. Quality, design and features vary significantly, so if you end up with a chair that is uncomfortable, even if it looks attractive, you might end up subconsciously avoiding the office altogether. Take the time to try out as many chairs as possible to find the one that suits you best.

For the desk, ensure it's large enough to accommodate your supplies and electronics while allowing sufficient space to work. The last thing you want to do is constantly move papers, printers and other items to clear a workspace. Also, for those who

spend most of their day in front of a computer, consider adding a height-adjustable desk, which can help improve posture and reduce back pain.

LIGHTING

While some people prefer to work in dark and secluded spaces, most would like an office that is bright and inviting. Lighting should enhance the various roles of the room, so consider using a combination of ambient and task lighting.

Ambient lights establish the overall level of lighting in the room. This can be achieved with ceiling-mounted fixtures, but recessed lights typically have the best effect. For task lighting, choose desk and floor lamps that fit your style and serve a distinct purpose such as working at a computer, writing or reading. The most important thing is that the light sources are balanced with similar color temperatures.

MULTI-USE

For those who have kids, it is possible to build an office space that everyone can use effectively. But depending upon the ages of those who will use the office, design considerations may need to be made to create a space that is equally inviting to both younger and older family members. Choose a color palette that is bright and cheery, but not distracting. Determine a furniture layout that is functional and that creates designated workspaces and enough seating for at least three or four people. Corner desks can be a good use of space, as well as "T-shaped" desks that provide extra seating in the middle of the room.

To maximize space even further, be strategic with shelving. While corner shelves and floor-to-ceiling shelves might work for some, they can also consume valuable space that could otherwise be used for desk space. Consider installing shelves above the 4-foot-line to allow for more seating options along the room's perimeter.

Creating the perfect home office can take a lot of time and planning. But if done right, it will not only benefit you and your family, it will also help enhance the value of your home.

Each home and the needs of those who live in them are unique. If you need help with design, look for a pro at FindTheHomePros.com.



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Renovations That Add Value to Your Home

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 homebuyers are attracted to a modern, functional space. According to *Remodeling Magazine's* 2019 Cost vs. Value Report, homeowners 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 homebuyers revealed that more than half (63 percent) preferred a white toilet, tub and sink.

Curb Appeal. First impressions are key for homebuyers. 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 homebuyer. 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 homeowners, from a variety of colors and textures, to longer warranties and enhanced energy efficiency.

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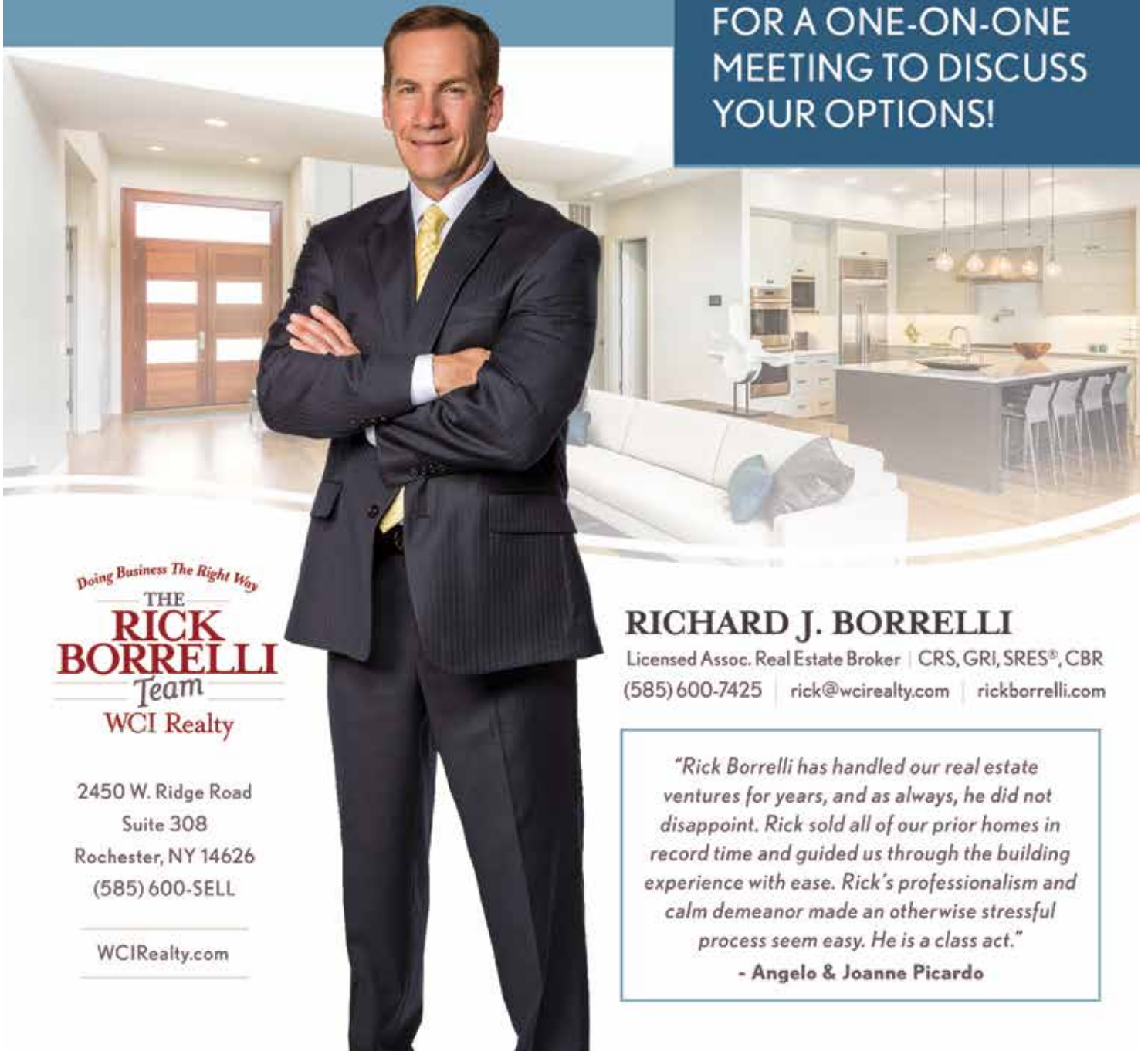
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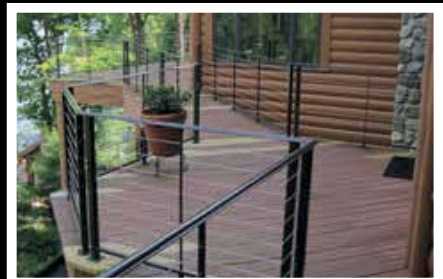
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**We are already busy planning for the
 2022 ROC Home & Garden Show!**

The show will go on! We cannot wait to see you in March 2022 at the Rochester Riverside Convention Center when we will finally be able to gather again. Meanwhile, enjoy this special section featuring the 2020 Show Exhibitors. These local companies were disappointed when just days before the show was to take place in March of 2020, the pandemic forced a shut down. When you're thinking about your spring and summer project plans, we hope you'll consider these businesses first!



The ROC Home & Garden Show is brought to you by the industry professionals at the Rochester Home Builders' Association and Upstate Building Industry Alliance.

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Here Are the Exhibitors You Missed!

Our March 2020 Show was cancelled just days before it was to take place. These local businesses were ready to greet you at the show and never got that opportunity. We thank them for their support and hope you'll consider them for your home and yard projects!

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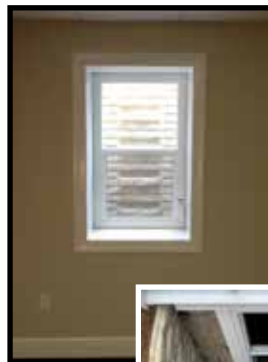
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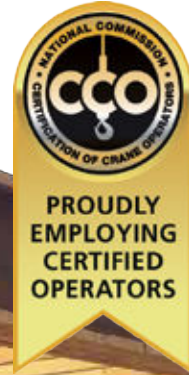
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Top Five Benefits of Hiring a General Contractor

If you're ready to build your dream home or take on that long-awaited home addition, one of the first steps is deciding if you should manage the project on your own or hire a general contractor. With books, online videos and articles, you may feel ready to dive right in to construction on your own. But there are a few things to consider.

Before embarking single-handedly on the adventure, take some time to consider your decision carefully. While acting as your own general

contractor can be an exciting and worthwhile experience, it also can be a complicated, technically demanding and time-consuming commitment. To ensure the end result of your project is a comfortable, well-built home (or newly added section of your home) for you and your family, consider the following:

Building Codes. The purpose of residential building codes is to provide minimum standards for the health and safety of the public. A general

contractor deals with local building codes on a daily basis and is equipped with the expertise to comply with the rules and requirements.

Legal Issues. What happens if you, your neighbor or someone you've hired to work on your home gets injured while your home is under construction? If you're taking on your own project, obtaining proper liability insurance is essential and may be complicated and expensive. Professional contractors generally carry both workers' compensation and liability insurance to protect themselves—and you—against any unfortunate events.

Expertise. Any large construction project is a complex activity. Subcontractors can provide specific expertise, but if you act as your own contractor you will need to consider your ability to manage the overall process. Do you know the order in which activities must be completed? A general contractor is familiar with the process from start to finish and has a deep understanding of the smaller details that are essential to a quality finished product.

Project Management. Juggling everyday demands and family needs while managing a construction project is a challenge. It is a full-time job. A general contractor is well-versed in all of the activities of construction such as finding qualified subcontractors, monitoring their progress, ordering the right materials, securing permits and scheduling inspections.

Troubleshooting. An experienced contractor already knows about the pitfalls involved in building a residential home or large construction project and can find solutions more easily because he or she deals with these problems every day. Small setbacks can turn into much larger issues if they are not handled quickly. A qualified contractor also has the expertise to prepare your jobsite for impending heavy rain or high winds. Bad weather can wreak havoc on your schedule and the quality of the construction.

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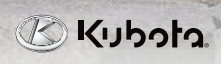
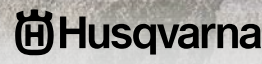
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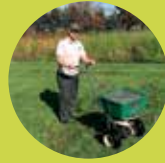
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 FingerLakes Construction
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 Exteriors, Inc. **585-723-8072**
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