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ROC HOME & Remodeling Guide

2025

TABLE OF CONTENTS

- Top 3 Color Trends for 2025 13
- Enhance Your Living Spaces: Improve or Move? 23
- Spruce Up Your Home for Spring..... 27
- Beautiful & Bountiful - Raised Beds
Enhance Today's Home Garden..... 29
- 4 Home Improvements to Beat the Winter
Blues and Prepare for Spring 33
- Best Bets for Happy Pets 36
- Refresh Your Home with New Floors 41
- Alphabetical Members List..... 44**
- Buyers' Guide 50**
- Directory of Advertisers 57
- The Future of Electric Heat Pumps..... 58

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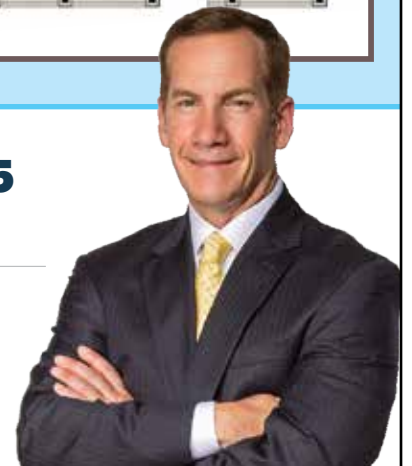
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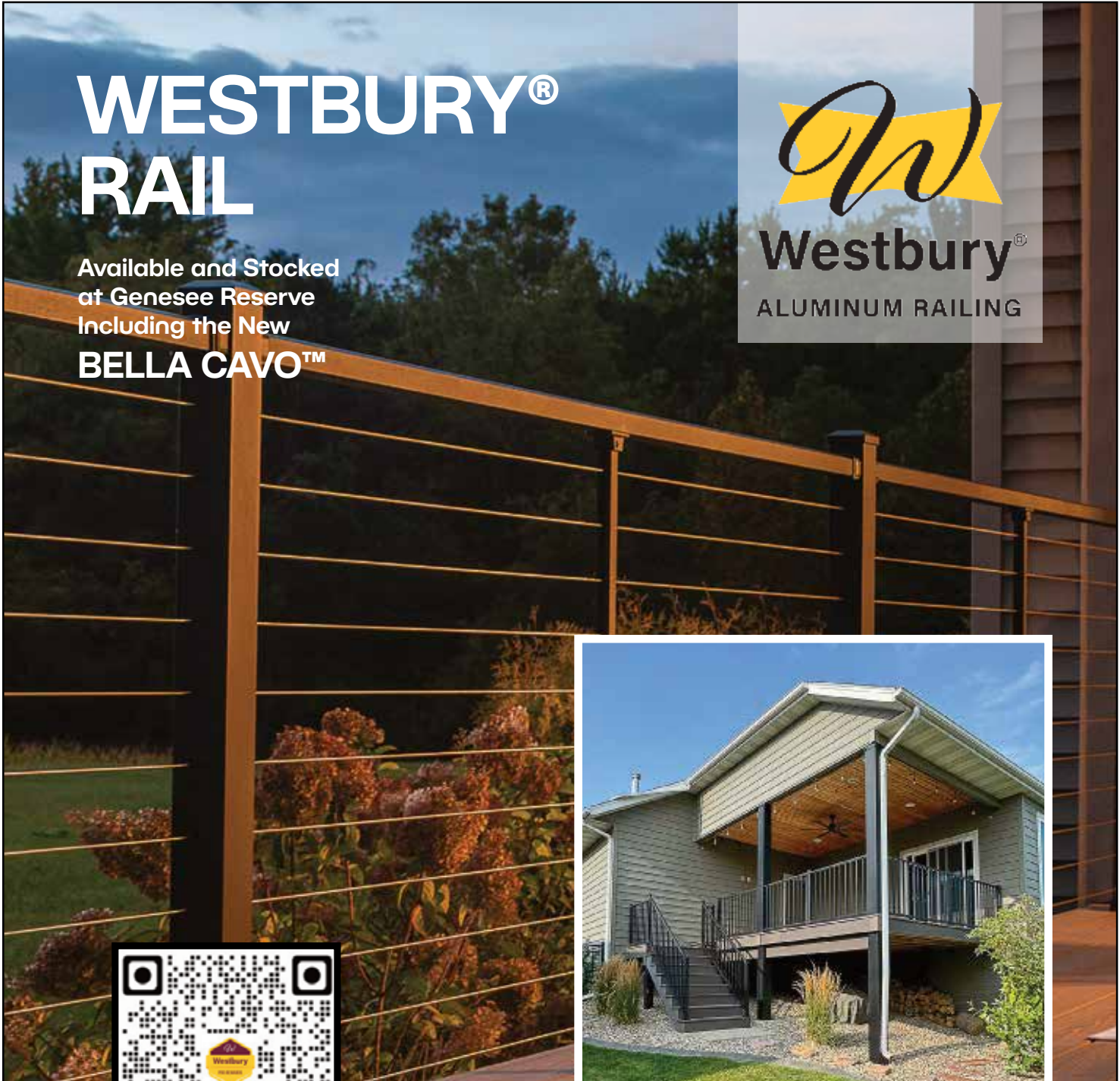


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Top 3 Color Trends for 2025

Are the white walls of your new home begging for some personality? Or is your room in need of an update? No matter the circumstance, choosing a wall color is not an easy feat. Sifting through hundreds of swatches can be overwhelming. Thankfully, the top paint manufacturers have released their top color picks for the year to help you narrow your selection.

So what's in store for 2025? It's looking like purples, browns and beach house colors are going to make their marks.

Purples

Purple is often considered an accent color, but some are daring enough to use it for an entire wall or room.

- Purple Basil, from Glidden, is a blend of warmth and energy, inviting you to embrace the transformative power of color.
- Cinnamon Slate, by Benjamin Moore, is a delicate mix of heathered plum and velvety brown.

- Violet, by Minwax, creates eclectic interiors and unique pieces.
- Rumors, from Behr, is a luxurious ruby red so deep it borders on purple, adding warmth and rich allure.

Browns

Some play it safe with earth tones by opting for beige, but even neutrals can be bold.

- Mocha Mousse, by Pantone, is a warming brown hue imbued with richness.
- Raku, by C2, is an earthy, burnt brownish red with oxidized undertones that infuses spaces with drama and intimacy.
- Caramelized, by Dunn Edwards, is a warm terracotta brown with soft, earthy tones reminiscent of sunbaked clay.

Beachy Hues

There's a reason people love beach houses; the blues and greens offer freshness and tranquility.

- Quietude, by HGTV Home by Sherwin-Williams, is a soft sage with a whisper of blue influence, and an emerging color for enduring design.
 - Encore, by Valspar, is an anchoring shade that embodies constancy and confidence to let you create a joyful respite.
 - Mapped Blue, by Dutch Boy, is a versatile medium tone blue with subtle yellow undertones that provides a dependable foundation.
- Lastly, Sherwin-Williams opted for a curated collection of colors for its "2025 Color Capsule of the Year" that fits nicely with trends above, featuring both shades of brown — such as Grounded and Clove — and a light, muted shade of purple called Mauve Finery.

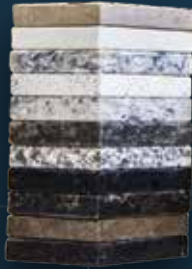
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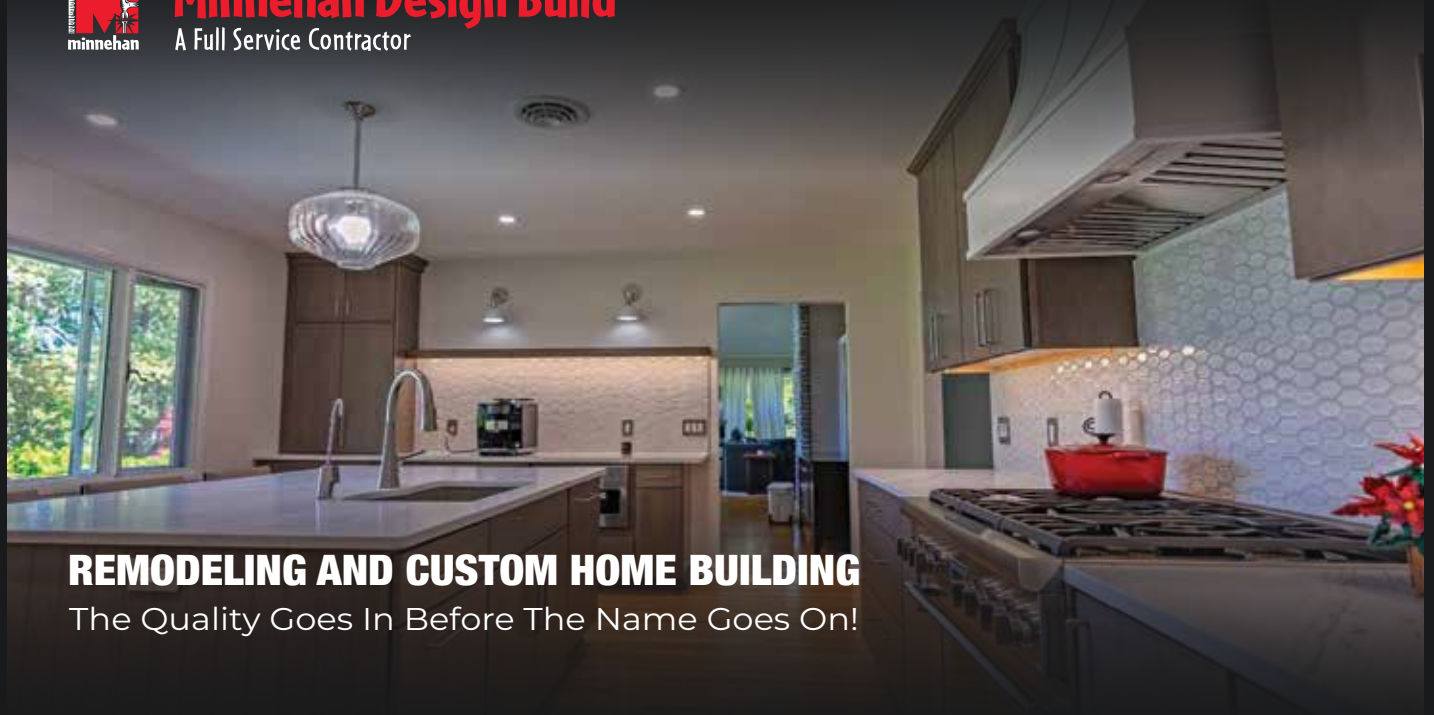
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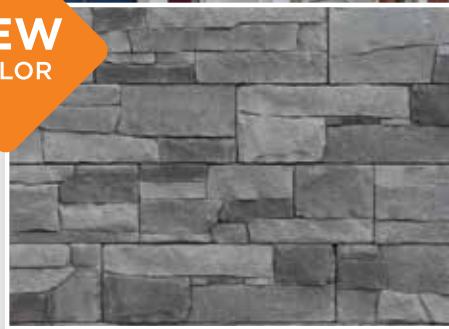
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Enhance Your Living Spaces: Improve or Move?

Your home should be a sanctuary – a place filled with love, joy, peace, and hope. Whether you rent or own, there are many ways to enhance the health, safety, and comfort of your living spaces.

Facing a Life Change?

- **Selling Your Home:** Need help preparing for resale as you reach a new milestone?
- **Buying a Home:** Considering your first home or a “forever home?”

HGTV and real estate apps offer inspiration, but navigating the process can be complex.

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Safety and Independence

- **Home Automation:** Smart home features like optimally placed switches and outlets enhance safety and security for all ages, promoting independent living.

FALL PREVENTION:

- ✓ Eliminate tripping hazards.
- ✓ Install slip-resistant flooring.
- ✓ Ensure ample, controllable lighting.
- ✓ Utilize high-contrast colors.
- ✓ Reduce glare.
- ✓ Maintain an organized and clutter-free environment.

Building Your Team

- **Professional Expertise:** Collaborate with reliable contractors and vendors, such as members of the Rochester Home Builders Association, the American Society of Interior Designers, the National Kitchen and Bath Association, the National Association of Realtors, and other local organizations.
- **Essential Support:** Engage attorneys, financial planners, home care agencies, and other service providers to achieve your short-term and long-term goals.
- **Mortgage Guidance:** A reliable mortgage broker can guide you through the process of purchasing a home, refinancing, or making necessary improvements.

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Spruce Up Your Home for Spring

If the winter blues have you longing for spring, there are several home maintenance activities you can tackle to prep for the season. Inspecting and cleaning your home during the transitional months makes any household's future repair easier to manage. And by dedicating just a few days to completing these simple tasks, you will keep your home running smoothly and protect your investment at the same time. To get started, here are five ideas to help you spruce up your home for spring.

Refresh Your Windows. As the weather gets warmer, it's vital to ensure your windows are in good working condition. First, inspect all windows for proper operation and a tight fit. To start, clean the window tracks. If you have window screens, gently wash them with soapy water. Next, check that the weatherstripping hasn't cracked or torn. You can help reduce your energy

costs by preventing unwanted outside air from leaking into your home.

Schedule an Air Conditioning Tune-up.

Have your air conditioning system inspected and cleaned. If your system has a filter, replace it. A good rule of thumb is to have your air filter replaced every three months to keep your unit working efficiently. If your air conditioner is in good shape, consider other ways to keep your home cool as the weather turns warmer, like adding curtains, shades or blinds to windows.

Prepare for Unwanted Pests.

Warmer weather also means that pests – including ants, roaches, rats, and termites – will be looking to join your household. Keep them out by sealing cracks and openings along baseboards, behind sinks, and around pipes and windows. And repair holes

in door and window screens to prevent outside pests from entering your home.

Inspect Your Roof. Severe weather can take a toll on your roof. Experts recommend checking your roof for any signs of winter damage from heavy snowfall or debris. Remember to take special care when using a ladder to inspect your roof. Read and follow directions carefully.

Clean Your Gutters. Long winters bring a mix of storms and heavy winds that can carry a lot of debris to your gutters. Debris, leaves and other twigs clog up your gutters and downspouts. Your home is susceptible to interior or exterior water damage without a regular clean-up.

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Beautiful & Bountiful - Raised Beds Enhance Today's Home Garden

A charming landscaping feature that delivers home-grown vegetables, herbs and fresh flowers without a trip to the farmer's market – it's no wonder raised-bed gardens are popping up in neighborhoods around the country. A raised garden bed sits above its surroundings in a lush display of color and edible bounty whose care and maintenance is easy on the back and knees.

Occupying whatever sunny space is available, framed in wood, stone, corrugated metal, a single bed or several in a pleasing configuration, raised beds may be anywhere from 6 inches to 3 or more feet high. Ideally, the beds will be no more than 4 feet across, allowing the gardener to reach into all parts of the bed from the edge.

Surround multiple raised beds with mulch or crushed stone pathways in a regularly spaced formal configuration or create meandering or zig-zag designs. Tier progressively smaller beds atop one another to create a layered, cascading effect.

Naturally rot-resistant wood such as cedar or redwood creates a longer lasting frame, but thick planks of pine, recycled plastic deck lumber, stone, brick, cinder block and corrugated metal sheeting all create their own looks and will endure. Or start with a raised-bed kit -- home and gardening supply stores offer them in many varieties and sizes.

Spreading weed-suppressing fabric or using thick layers of newspaper, wetted with a hose, where the bed will be placed is all the ground preparation necessary, as long as the raised bed is deep enough to accommodate the roots of your plants.

Create Optimal Growing Conditions

A raised bed enhances your garden's yield. Soil that is fertile and stays loose supports denser plantings than a traditional plot. Plants are arranged close enough to touch when full grown to create a lush display of foliage and color.

Fill your raised bed with a soil made up of plenty of organic material such as compost, peat moss and decomposed manure mixed with top soil and sand or perlite to promote good drainage. Because no one is stepping on the garden to tend to it or pick vegetables, the soil stays loose, allowing roots to expand freely and promoting quick and healthy plant growth.

Plant vegetables for sequential harvest: Replace early-producing plants with those that grow later in the season, all interspersed with long-growing herbs. Planting flowers among the vegetables and herbs add color and attracts bees and butterflies to pollinate your crops. Edible flowers such as nasturtiums, lavender and pansies enliven the garden's color and may be used as a garnish or salad ingredient.

Proper composition and the elevation of the soil provide optimal drainage, which helps your plants thrive. In dry times, the excellent drainage means the garden requires regular watering. Create a simple and efficient watering system by laying soaker hoses along the surface of the soil between plants. Organic mulches such as straw or wood chips can help retain moisture and moderate soil temperature in hot, dry weather.

Enjoy Comfort and Ease of Maintenance

Take a seat on the edge of the frame or pull up a gardening stool to tend or harvest your raised bed in comfort. Wooden frames may be built with a sill wide enough to double as a seat, making them comfortably accessible without stooping or kneeling.

By controlling the soil that goes in, you can minimize the weed seeds present in the soil. And because plants in a raised bed grow closely spaced, they crowd out many weeds. You can spend more of your gardening time planting and harvesting, and when a few weeds do show up, they are all within reach and easily pulled out of the loose soil.

All ages can enjoy gardening a raised bed. They're great for gardening with children, who can help plant and weed without stepping on and compacting the garden soil. Beds can be built tall and narrow enough to be accessible from a wheelchair or be placed on a table-like frame for that purpose.

Numerous how-to's are available online to guide you through building your own raised garden from scratch. Check out Pinterest for designs in various materials and creative looks. If you need help and more ideas, reach out to a pro at **FindTheHomePros.com** to find a professional to help you plan your dream garden and landscape.

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4 Home Improvements to Beat the Winter Blues and Prepare for Spring

Although the beauty of winter snow can feel picturesque at first, the season's blustering chills and fading greenery can have the best of us feeling blue at times. To kick those feelings to the curb, consider introducing biophilic design to your living space.

Biophilic design incorporates elements of nature into the built environment, bringing our surroundings indoors. Why? Because there's evidence it makes us more productive and at peace.

Examples of biophilic design include adding houseplants, introducing natural light, buying furniture that matches your area's geography, or even adding nature sounds like wind chimes.

Here are some ways you can incorporate biophilic design into your home:

1. Add houseplants to make your space feel alive.

Adding low-maintenance greenery such as snake plants, succulents or cacti

can make your house brighter and more in tune with what you'd experience outside. Aside from the visual effects, plants are known to contribute to cleaner and healthier air to breathe, as well as reduce stress and increase productivity in people.

2. Use natural shapes and materials in your design.

Nature is filled with uneven shapes that appear more visually interesting than perfectly measured ones. Consider adding curved couches, chairs or tables to your decor, or adding arches into your build.

Also consider furniture pieces and finishing touches that incorporate naturally found materials, such as wood or stone. Exposure to wood in particular is thought to improve certain indicators of stress in humans.

3. Usher in natural light.

No matter what region you live in, you can bathe your home with natural light by incorporating the right windows

and doors. From skylights and clerestory windows to French or sliding doors, you can work with a home building professional to figure out which works best for your space.

4. Add familiar colors to rooms you spend the most time in.

Hues of greens you'd see on budding plants, the serene blues found in a lake, ocean or river, and pops of fall's golden yellows are just a few examples of visually captivating, soothing and mood-lifting colors to add. Try them on your walls, furniture or even cabinetry.

If you have a home project in mind and need professional help, you'll find all the local home pros at [FindTheHomePros.com](https://www.findthehomepros.com).



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Best Bets for Happy Pets

Eating a good meal, taking a nap or playing outdoors are just a few of the simple pleasures in life that most pets and humans both appreciate. There are several ways you can show your pet how much they mean to you by incorporating certain design elements into your home. Many features will not only cater to your pet's lifestyle, but they can also enhance your home's appearance and add to its value.

Whether you're looking to buy a new home, remodel your existing home or just need some inspiration for how to use your current space, here are a few ideas to get started.

Improving Comfort and Convenience

Designing areas within your home where your pet can eat, sleep and bathe tells them that they are just as much a member of the family as everyone else. And having these dedicated locations can also help reduce the amount of time you spend cleaning up after your pet.

- Built-in eating areas are among the most popular designs concepts for homeowners with pets. Beneath the kitchen counter, under an island

or within a pull-out drawer are all great options to help save space and minimize spills.

- Custom nooks provide your pet with a quiet retreat to nap or play. Look for opportunities to incorporate these nooks beneath bay windows, or convert a cluttered crawl space beneath stairs into your pet's private refuge.
- Pet-washing stations in laundry/mud rooms can significantly improve the cleanliness of your home. An enclosed tiled area with an extended faucet can be used to give your pet a full bath or simply to clean paws after a romp in the outdoors.

Selecting the Right Flooring

With the appropriate flooring, both you and your pet can live amicably without pointing fingers (or paws) at one another whenever a new scratch or a spill is discovered. Flooring options today are seemingly endless, and each type comes with varying levels of durability, so you'll want to do your research as well as consult with a professional before making the investment.

- Bamboo flooring is becoming increasingly popular, especially among pet owners, for its hardness and resistance to stains. And for those who are trying to be green, both bamboo and cork flooring are also good for the environment.
- Hardwood floors have long been among the most desirable options, though many different types of wood and finishes are highly prone to showing wear over time. Your local hardwood expert can help you make the right choice.
- Laminate, stone and tile floors might not be your best option if your pet's comfort is a top priority. While they are much more durable and typically resist scratches better than other flooring, some pets will find them to be uncomfortably hard and exceedingly slippery.

To find a home builder, remodeler or designer that can help you make the best home design choices for your pets look for your local professional at [FindTheHomePros.com](https://www.findthepros.com)

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Refresh Your Home with New Floors

Minor upgrades to your home can make a big difference. The good news is that a home refresh doesn't always require a significant renovation. New flooring can change the look and feel of your home. Aside from style and décor, there are several factors to consider when deciding what flooring material to select when purchasing new floors. Cost, durability, moisture, and maintenance are important factors to consider in your new flooring choice and the area in your home you'll be refreshing. Here are some popular floor options among home owners to help you evaluate what works best for your home.

Hardwood. According to a recent home buyer preferences survey by the National Association of Home Builders (NAHB), an overwhelming share (81%) of home buyers said they want hardwood floors on their main living spaces. This popular flooring type is available in a various wood species, such as oak, cherry, and maple. Wood floors can be beautiful and durable if they are well-maintained.

Laminate. A popular, less expensive alternative to hardwood floors is laminate. This type of flooring option

comprises of various wood-based materials layered together, which are 'laminated' and finished off with a photographic imprint. Generally, laminate is available in tiles or planks and are relatively easy to install and maintain. However, laminate flooring is a viable option if you still want the look of hardwood floors without having them. Laminate is also more resistant to scuffs and scratches.

Tile. Porcelain and ceramic tiles come in beautiful designs, including diamond, herringbone, chevron, and basketweave, with shapes including circles, squares, rectangles, and triangles. The variety of designs may be one of the reasons why nearly two-thirds (64%) of home buyers prefer tile as a flooring choice in their main living areas. In addition, porcelain tile offers easy maintenance, durability, and stain and slip resistance.

Carpet. Depending on depth and fiber type, carpet can provide warmth and reduce noise. Carpet depth is categorized by low pile, medium pile, and high pile, most of which are available in various textures. Textures are created by the thickness of the yarn and how it is woven together to

make the carpet. Regular maintenance or hiring professional carpet cleaners is recommended with this option to keep your floor looking and feeling fresh year-round.

Vinyl. Cost-conscious home owners in search of a resilient flooring option should consider vinyl. Unlike other types of flooring, vinyl is ideal for areas in your home prone to moisture, such as laundry rooms or basements. Vinyl has adhesive and is available in sheets or tiles. Repairing damaged vinyl is as easy as removing and replacing it. However, there are several limitations to this type of floor. Vinyl is likely to scratch, can vary in quality and may not have a contemporary look compared to other flooring options.

A careful mix of flooring materials can make for a long-lasting and beautiful home and provide comfort for the pattering of many feet throughout the years. With the many options available, it's hard to go wrong.

For more information about flooring options or other home renovations in the new year, contact a local professional found at [FindTheHomePros.com](https://www.findthepro.com)



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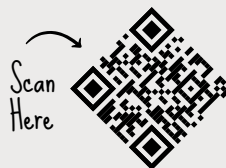
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Alta Bella Casa, Inc. **585-261-3693**

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

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**

Riefler Construction
Products **716-435-7663**

BASEMENT WATERPROOFING & DRAINAGE

Alta Bella Casa, Inc. **585-261-3693**

Everdry Waterproofing of
Upstate New York **585-247-7692**

Healthy Spaces, Inc..... **585-755-6332**

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

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

BATH & SHOWER REMODELING

Bath Fitter **585-349-9940**

Craftworks Custom
Cabinetry **585-673-8006**

- Crest Tile and Mosaic, Inc. **315-447-9763**
- Ferguson Enterprises **585-458-2930**
- Fitch Construction, Inc. **585-377-3330**
- High Point Construction & Renovation, Inc. **585-414-0761**
- Jay P. Tovey Co., Inc. **585-442-4689**
- Kitchen Thyme Design Studio **585-385-9149**
- Marshall Exteriors, LLC..... **315-331-6462**
- McKenna's Kitchen and Bath Center..... **585-377-3434**
- Rochester Flooring Kitchen & Bath **585-427-7400**
- Ryan Plumbing & Heating **585-232-5555**
- Webster Home Improvement..... **585-787-6829**
- Wonder Windows, Showers & Baths..... **585-654-7000**

BATHTUB REFINISHING

- Miracle Method of Western NY **585-865-5000**

BUILDING MATERIALS

- 84 Lumber Company **585-425-3130**
- B&L Wholesale Supply **585-546-6616**
- B&L Wholesale Supply **585-613-3547**
- Barden Building Products **716-995-6500**
- Beacon Building Products **585-328-7330**
- Foundation Building Materials..... **585-334-4020**
- Genesee Reserve Supply, Inc. **585-292-7040**
- Lakeside Quality Building Products..... **315-524-9420**
- Matthews & Fields Lumber Co. **585-334-5500**
- Miller Brick Co. **585-458-7745**
- Oldcastle APG **585-924-2103**
- Parksite, Inc. **585-704-0823**
- Weckesser Brick Co., Inc. **585-247-1100**
- Wm. B. Morse Lumber, Inc. **585-328-1400**

BUSINESS MANAGEMENT CONSULTING

- LaRocque Business Management Services, LLC..... **518-596-5586**
- Livingston Associates **585-269-8218**

CABINETY

- Bartlett Fine Carpentry **585-683-5497**
- Caves Kitchens & Built-in Cabinetry **585-831-2484**
- Claridge Decorating Centre... **585-889-5800**
- Craftworks Custom Cabinetry **585-673-8006**
- Ferguson Enterprises **585-458-2930**
- Fitch Construction, Inc. **585-377-3330**
- Frontier Kitchens **585-825-4450**
- High Point Construction & Renovation, Inc. **585-414-0761**

- Kitchen Thyme Design Studio..... **585-385-9149**
- Kornerstone Kitchens **585-427-0280**
- Nu-Look Cabinet Refacing, LLC **585-232-1750**
- Rochester Flooring Kitchen & Bath **585-427-7400**
- The Indē Design Studio **585-249-8100**
- Trudi Smith Designs, LLC..... **585-236-3237**
- VHI Cabinet Specialties, Inc. **585-471-1637**

CARPENTRY

- Bartlett Fine Carpentry **585-683-5497**
- NuView Construction, LLC... **585-768-8439**

CERAMIC TILES

- Best Tile Distributors **585-482-1420**
- Crest Tile and Mosaic, Inc. **315-447-9763**
- McKenna's Kitchen and Bath Center..... **585-377-3434**
- MS International..... **585-672-0400**
- NuView Construction, LLC... **585-768-8439**
- Tile Wholesalers of Rochester **585-544-3200**

CHIMNEY REPAIR

- Big Ash Fireplace & Stove **585-638-0300**
- Felgemacher Masonry **585-308-4914**
- Steve's Masonry and Fireplace Service..... **585-309-4295**

CHIMNEY SWEEP-CLEANING

- Big Ash Fireplace & Stove **585-638-0300**
- Felgemacher Masonry **585-308-4914**

CLOSET & GARAGE ORGANIZERS

- California Closets **585-381-4870**
- Concept II Closets..... **585-738-5251**
- MIG Building Systems **585-385-3030**
- The Garage Makeover Company **585-329-4417**

CONCRETE BLOCK, EDGING, SLABS

- Cadre Curbing, LLC..... **585-230-2098**
- Miller Brick Co. **585-458-7745**
- Phelps Cement Products, Inc. **315-548-2221**
- Pooler Enterprises, Inc. **585-924-5200**
- Weckesser Brick Co., Inc. **585-247-1100**

CONSTRUCTION LOANS

- Community Bank N.A. **585-359-0247**
- The Lyons National Bank (LNB) **315-325-4507**

CONSTRUCTION SUPPLY

- Siewert Equipment **585-482-9640**

COUNTERTOP REFINISHING

- Miracle Method of Western NY **585-865-5000**

COUNTERTOPS

- 84 Lumber Company **585-425-3130**
- Caves Kitchens & Built-in Cabinetry **585-831-2484**
- Claridge Decorating Centre . **585-889-5800**
- Frontier Kitchens..... **585-825-4450**
- Kornerstone Kitchens **585-427-0280**

- McKenna's Kitchen
and Bath Center **585-377-3434**
- Rochester Flooring
Kitchen & Bath **585-427-7400**
- The Indē Design Studio **585-249-8100**
- TrudTrudi Smith
Designs, LLC **585-236-3237**
- Upstate Granite & Marble **585-698-1852**

DECK BUILDING AND DESIGN

- Fitch Construction, Inc. **585-377-3330**
- Marshall Exteriors, LLC **315-331-6462**
- NuView Construction, LLC .. **585-768-8439**

DRYWALL INSTALLATION

- Ted C. Gauger Drywall, Inc. ... **315-945-9160**

DUCT CLEANING

- Betlem Residential Heating
& Air Conditioning **585-271-4328**
- John Betlem Heating
& Cooling **585-271-8888**

ELECTRICAL CONTRACTORS

- Billitier Electric, Inc. **585-224-1111**
- John Betlem Heating
& Cooling **585-271-8888**
- Triple-O **585-705-0001**

ELECTRICAL INSPECTIONS

- New York Electrical
Inspection Agency **585-436-4460**

ELEVATORS & STAIR LIFTS

- 101 Mobility Rochester **585-270-5869**
- Nationwide Lifts **585-447-3030**
- Westside Medical Supply **585-227-8750**

ENERGY ASSESSMENTS

- Graves Bros. Home
Improvement Co. **585-288-3390**
- LaRocque Business Management
Services, LLC **518-596-5586**
- Marshall Exteriors, LLC **315-331-6462**
- Wise Home Energy, LLC **585-270-5836**

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

EQUIPMENT RENTAL

- ADMAR Construction Equipment
& Supplies **585-272-9390**
- Altra Rental & Supply **315-524-9649**

EXCAVATION

- City Hill Site Contractors **315-536-3694**
- Pooler Enterprises, Inc. **585-924-5200**
- Roger Morrison
Excavating, LLC **315-597-3585**
- Superior Plumbing Service .. **585-905-0100**

FIREPLACES & STOVES

- Big Ash Fireplace & Stove **585-638-0300**
- Cricket on the Hearth, Inc. ... **585-385-2420**
- Felgemacher 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

- Claridge Decorating Centre .. **585-889-5800**
- Fitch Construction, Inc. **585-377-3330**
- Floor Coverings International of
Metro East Rochester, NY ... **585-540-1525**
- Floor & Decor **585-491-4464**
- Messner Flooring **585-271-5670**
- MS International **585-672-0400**
- NuView Construction, LLC **585-768-8439**
- Rochester Flooring
Kitchen & Bath **585-427-7400**

FURNITURE

- Craftworks Custom
Cabinetry **585-673-8006**

GAME ROOM PRODUCTS

- Amusements Plus, Inc. **585-244-2420**

GARAGE FLOOR COATING

- FloorShield Rochester **203-889-7838**
- Garage Force of ROC **585-410-5429**
- Garage Solutions **315-645-2298**
- Hello Garage of
Rochester-Syracuse **888-594-2724**
- Onyx Paving & Concrete **585-406-1520**
- The Garage
Makeover Company **585-329-4417**

GARAGE STORAGE AND ORGANIZATION

- Hello Garage of
Rochester-Syracuse **888-594-2724**
- The Garage
Makeover Company **585-329-4417**

GENERAL CONTRACTORS

- Christa Construction, LLC ... **585-924-3050**
- Dirisio Builders, Inc. **585-202-0657**
- Element Design/Build **585-727-3604**
- Fedyk Builders, Inc. **585-729-5009**
- Gerber Homes and Additions .. **315-524-7890**
- Hedding Homes, LLC **585-749-5548**
- Jay P. Tovey Co., Inc. **585-442-4689**
- Marshall Exteriors, LLC **315-331-6462**
- Minnehan Design Build **585-223-9444**
- Neufeld Custom
Homes, LLC **585-236-1160**
- Pooler Enterprises, Inc. **585-924-5200**
- Scalia Development, LLC **585-749-0338**
- Sortino Properties **585-225-7000**
- Spall Homes Corp. **585-586-4521**

GENERATORS-HOME BACK-UP

- Betlem Residential Heating
& Air Conditioning **585-271-4328**
- Boccacino Heating and
Air Conditioning **585-454-2120**

Generator Supercenter
of Upstate NY **585-318-3306**
Home Power Systems **585-433-2511**
Isaac Heating and
Air Conditioning **585-546-1400**
John Betlem Heating
& Cooling **585-271-8888**

**GEOHERMAL
HEATING & COOLING**

Alternative Carbon
Energy Systems, Inc. **585-935-7186**
Betlem Residential Heating
& Air Conditioning **585-271-4328**
Boccacino Heating and
Air Conditioning **585-454-2120**
Green Guys
Mechanical, LLC **585-667-4828**
GreenSpark Solar **585-265-2384**
V P Supply Corporation **585-272-0110**

**GLASS REPAIR
AND INSTALL - AUTO**

Mr. Glass Works, LLC **585-271-1270**

GUTTERS

Beacon Building Products **585-328-7330**
Fitch Construction, Inc. **585-377-3330**
Graves Bros. Home
Improvement Co. **585-288-3390**
Long Construction **585-433-5664**
Marshall Exteriors, LLC **315-331-6462**
MIG Building Systems **585-385-3030**
Morreall & Company **585-204-2005**
Oasis Gutters **585-727-6860**

HARDWOOD FLOORS

Harman Flooring Co., Inc. **585-546-1221**
MS International **585-672-0400**

HEATING/HVAC

ABR Wholesalers, Inc. **585-482-3601**
Aire Serv Heating and
Air Conditioning **585-294-4898**
Arndt Heating & Cooling **585-349-0781**
Betlem Residential Heating
& Air Conditioning **585-271-4328**

Boccacino Heating and
Air Conditioning **585-454-2120**
Crossfield Heating & A/C **585-872-4420**
Green Guys Mechanical, LLC. **585-667-4828**
Henry Isaacs Home
Remodeling **585-293-2673**
Holbrook Heating, Inc. **800-540-1440**
Isaac Heating and
Air Conditioning **585-546-1400**
John Betlem Heating
& Cooling **585-271-8888**
John Lockwood Plumbing **585-265-0736**
McKenna's Kitchen and
Bath Center **585-377-3434**
Ryan Plumbing & Heating **585-232-5555**
Triple-O **585-705-0001**
Turnbull Heating &
Air Conditioning **585-501-9100**
V P Supply Corporation **585-272-0110**

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**
Bowering Homes, Inc. **585-381-3376**
Concal, LLC **585-730-8400**
Crosstown Custom Homes
of Rochester, Inc. **585-872-9100**
D.J. Builders and
Remodelers, Inc. **315-531-9074**
D'Angelo Building
& Design, LLC **585-330-6279**
Danrich Homes, Inc. **585-223-4770**
Dirisio Builders, Inc. **585-202-0657**
Element Design/Build **585-727-3604**
Faber Builders, Inc. **585-889-4840**
Faber Builders, Inc. **585-303-3415**
Fedyk Builders, Inc. **585-729-5009**
Gauger & Swingly
Construction, Inc. **585-265-1440**
Gerber Homes and Additions **315-524-7890**
Greater Rochester
Habitat for Humanity **585-546-1470**

Hedding Homes, LLC **585-749-5548**
High Point Construction
& Renovation, Inc. **585-414-0761**
homes by RYAN **585-586-0300**
Hometown
Design-Build, LLC **585-755-3012**
Jay P. Tovey Co., Inc. **585-442-4689**
JEMS Constructors, LLC **585-703-4386**
John Casey Construction, LLC **585-315-8218**
Kelly Homes of New York **585-391-1435**
Marc-Mar Homes, Inc. **585-426-5340**
Mascot, Inc. **585-865-4490**
Matco Builders **585-266-5880**
Minnehan Design Build **585-223-9444**
Morrell Builders, Inc. **585-249-1330**
Neufeld Custom Homes, LLC. **585-236-1160**
Newmark Development
Co., Inc. **585-232-1760**
Nowak Homes, LLC **585-748-0066**
Passivo Construction **585-202-0479**
Pinnacle Homes **585-746-7179**
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 Companies **585-232-1000**
Ryan Homes **585-419-7400**
Scalia Development, LLC **585-749-0338**
Sciortino Developers, LLC **585-621-2399**
Sickles Corp. **585-538-2747**
Sortino Properties **585-225-7000**
Spall Homes Corp. **585-586-4521**
Steve General
Contractor, Inc. **585-226-2784**
The Marrano/
Marc-Equity Corporation.. **716-675-1200**
The Tra-Mac Group, LLC **585-392-5200**
Views and Vines Homes **585-857-2884**
Viola Homes **585-671-9510**
Wegman Companies, Inc. **585-225-7370**
Woodstone Custom
Homes, Inc. **585-586-0953**

HOME THEATER/LUXURY CINEMA SALES & INSTALLATION

AV Science, Inc. 585-454-1460

INSULATION

Advanced Thermal
Technologies 585-865-5098

Foundation
Building Materials 585-334-4020

John Betlem
Heating & Cooling 585-271-8888

MIG Building Systems 585-385-3030

INSULATION CONTRACTORS

Advanced Thermal
Technologies 585-865-5098

Albone Insulation, Inc. 585-590-2502

Coler Insulation 585-626-0629

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

JAG Insulation 585-621-7040

Marshall Exteriors, LLC 315-331-6462

MIG Building Systems 585-385-3030

INSURANCE

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

Eastern Shore Associates
Insurance Agency 315-986-7017

Lawley 585-545-6691

INTERIOR DESIGN

EveryBody.Homes 585-474-5677

Trudi Smith Designs, LLC 585-236-3237

KITCHENS AND BATHS

American Custom
Exteriors, Inc. 585-723-8072

Barone Homes, Inc. 585-265-2100

Caves Kitchens
& Built-in Cabinetry 585-831-2484

Claridge Decorating Centre .. 585-889-5800

Craftworks Custom
Cabinetry 585-673-8006

Ferguson Enterprises 585-458-2930

Fitch Construction, Inc. 585-377-3330

Frontier Kitchens 585-825-4450

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

Homes by Design, Inc. 585-455-1740

Hometown
Design-Build, LLC 585-755-3012

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

Kitchen & Bath Expressions.. 585-872-6130

Kitchen Thyme
Design Studio 585-385-9149

Kornerstone Kitchens 585-427-0280

McKenna's Kitchen
and Bath Center 585-377-3434

MS International 585-672-0400

Nu-Look Cabinet
Refacing, LLC 585-232-1750

NuView Construction, LLC ... 585-768-8439

Rochester Flooring
Kitchen & Bath 585-427-7400

Suburban Remodeling 585-223-9557

The Indē Design Studio 585-249-8100

Trudi Smith Designs, LLC 585-236-3237

V P Supply Corporation 585-272-0110

Webster Home
Improvement 585-787-6829

LAND DEVELOPMENT

Aristo Properties 585-223-2550

Pooler Enterprises, Inc. 585-924-5200

Riedman Companies 585-232-2600

The Marrano/Marc-Equity
Corporation 716-675-1200

LANDSCAPE LIGHTING

Miller Brick Co. 585-458-7745

Nature's Accents 585-872-2790

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

LANDSCAPING/TREE & LAWN CARE

Broccolo Tree & Lawn Care ... 585-424-4476

Joe Cutter Turf & Snow, LLC . 585-248-8873

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

Nature's Accents 585-872-2790

UnderCover Systems
of New York, LLC 585-754-0577

Weed Man Lawn Care 585-589-4211

LIGHTING FIXTURES & INSTALLATION

Ferguson Enterprises 585-458-2930

First Choice Electric Supply .. 315-331-2785

McKenna's Kitchen
and Bath Center 585-377-3434

LUMBER

84 Lumber Company 585-425-3130

Matthews & Fields
Lumber Co. 585-334-5500

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

MAILBOXES

Mailboxes Plus 585-289-3448

MASONRY CONTRACTORS & SUPPLIES

Big Ash Fireplace & Stove 585-638-0300

Genesee Reserve
Supply, Inc. 585-292-7040

Miller Brick Co. 585-458-7745

Phelps Cement
Products, Inc. 315-548-2221

Steve's Masonry and
Fireplace Service 585-309-4295

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

MOLD REMOVAL

Healthy Spaces, Inc. 585-755-6332

Neverwet Basement
Waterproofing 585-281-8009

MORTGAGE LENDING

Community Bank N.A. 585-748-9131

Five Star Bank 585-733-8444

Genesee Regional Bank 585-249-1540

Howard Hanna 585-732-1817

Premium Mortgage Corp. 585-241-1000

PrimeLending 585-317-3864

The Lyons National Bank 315-325-4507

MOSQUITO CONTROL

Mosquito Shield of Rochester .. 585-450-2000

Weed Man Lawn Care 585-589-4211

OVERHEAD DOORS AND ELECTRIC OPERATORS

- Felluca Overhead Doors..... **585-467-2391**
- Tracey Door Company, Inc. **585-426-6060**

PAINTING AND WALLCOVERING

- Northeast Pro Painting & Restoration **716-972-4689**
- Sherwin Williams..... **585-254-8630**

PATIOS

- Miller Brick Co..... **585-458-7745**
- Nature's Accents **585-872-2790**
- NuView Construction, LLC... **585-768-8439**
- Steve's Masonry and Fireplace Service..... **585-309-4295**

PET CONTAINMENT FENCING

- Hidden Pet Fence..... **585-663-5290**

PLAYGROUND EQUIPMENT & GROUND COVERINGS

- Finger Lakes Recreation, LLC **585-794-7828**

PLUMBING & PLUMBING FIXTURES

- Betlem Residential Heating & Air Conditioning **585-271-4328**
- Isaac Heating and Air Conditioning **585-546-1400**
- John Lockwood Plumbing **585-265-0736**
- McKenna's Kitchen and Bath Center **585-377-3434**
- Ryan Plumbing & Heating **585-232-5555**
- Siewert Equipment **585-482-9640**
- Superior Plumbing Service... **585-905-0100**
- V P Supply Corporation..... **585-272-0110**

PLUMBING AND HEATING

- Ryan Plumbing & Heating **585-232-5555**
- Mr. Rooter Plumbing **585-235-6000**
- Triple-O **585-705-0001**

PROPERTY MANAGEMENT

- Branford Realty Corporation. **585-442-4300**
- Howard Hanna..... **585-732-1817**

- Kenrick Maintenance Corporation..... **585-424-1080**
- Riedman Companies **585-232-2600**
- The ARM Companies **585-645-0297**
- Woodbridge Group **585-385-3331**

RAILINGS

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

REALTORS

- Antetomaso Homes **585-787-8888**
- Empire Realty Group **585-347-4900**
- EveryBody.Homes..... **585-474-5677**
- Howard Hanna **585-455-2672**
- Howard Hanna **585-732-1817**
- Howard Hanna **585-313-4534**
- Howard Hanna Real Estate Services..... **585-727-3955**
- Kelly Homes of New York **585-391-1435**
- Kenrick Maintenance Corporation..... **585-424-1080**
- Wegman Companies, Inc. **585-600-7425**

REFINISHING CABINETRY

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

REMODELING & HOME IMPROVEMENTS

- American Custom Exteriors, Inc. **585-723-8072**
- ANCO Builders, LLC..... **585-223-3034**
- Aristo Properties **585-223-2550**
- Barone Homes, Inc..... **585-265-2100**
- Cameron Home Improvement Group, Inc.. **585-248-3000**
- Caves Kitchens & Built-in Cabinetry..... **585-831-2484**
- Concal, LLC **585-730-8400**
- D.J. Builders and Remodelers, Inc..... **315-531-9074**
- Danrich Homes, Inc. **585-223-4770**
- Dirisio Builders, Inc. **585-202-0657**
- EveryBody.Homes..... **585-474-5677**
- Fitch Construction, Inc. **585-377-3330**
- 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. **585-455-1740**
- Hometown Design-Build, LLC **585-755-3012**
- Jay P. Tovey Co., Inc..... **585-442-4689**
- Kitchen & Bath Expressions.. **585-872-6130**
- Kornerstone Kitchens..... **585-427-0280**
- Marc-Mar Homes, Inc. **585-426-5340**
- Marshall Exteriors, LLC..... **315-331-6462**
- McKenna's Kitchen and Bath Center **585-377-3434**
- McKinnon Construction..... **585-624-5585**
- Minnehan Design Build..... **585-223-9444**
- NuView Construction, LLC... **585-768-8439**
- Pinnacle Homes **585-746-7179**
- Scalia Development, LLC..... **585-749-0338**
- Steve General Contractor, Inc.**585-226-2784**
- The Indē Design Studio **585-249-8100**
- The Tra-Mac Group, LLC **585-392-5200**
- Webster Home Improvement **585-787-6829**

ROOFING CONTRACTORS

- American Custom Exteriors, Inc. **585-723-8072**
- Besroi Roofing & Siding **585-254-3800**
- Chase Impressions **585-319-1356**
- Fussyteam, LLC..... **585-730-3484**
- Graves Bros. Home Improvement Co. **585-288-3390**
- Greg's Custom Exteriors, Inc. **585-727-0702**
- Long Construction **585-433-5664**



Marshall Exteriors, LLC..... **315-331-6462**
 Morreall & Company..... **585-204-2005**
 Oaks Roofing and Siding..... **585-247-6257**
 ROC Roofing of WNY, LLC... **585-405-5226**
 Roofing Rochester NY..... **585-727-8619**
 Summit Exteriors..... **585-455-7160**
 The Metal Roof Outlet..... **585-703-4982**
 Veterans Choice Exteriors... **585-698-0768**

ROOFING MATERIALS

B&L Wholesale Supply..... **585-546-6616**
 Beacon Building Products... **585-328-7330**
 Genesee Reserve
 Supply, Inc..... **585-292-7040**
 Lakeside Quality
 Building Products..... **315-524-9420**
 Long Construction..... **585-433-5664**
 Oaks Roofing and Siding..... **585-247-6257**
 The Metal Roof Outlet..... **585-703-4982**

SAFETY PRODUCTS

Simplified Safety..... **866-527-2275**

SECURITY SYSTEMS

Viola Homes..... **585-671-9510**

SIDING

American Custom
 Exteriors, Inc..... **585-723-8072**
 B&L Wholesale Supply..... **585-546-6616**
 Beacon Building Products... **585-328-7330**
 Graves Bros. Home
 Improvement Co..... **585-288-3390**
 Lakeside Quality
 Building Products..... **315-524-9420**
 Long Construction..... **585-433-5664**
 Marshall Exteriors, LLC..... **315-331-6462**
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Building Products..... **315-524-9420**
Marshall Exteriors, LLC **315-331-6462**
Matthews &
Fields Lumber Co..... **585-334-5500**
Pace Window and Door Corp... **585-924-8350**
Pella Windows & Doors **585-427-0970**
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Rochester and Buffalo..... **585-458-1220**
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Webster Home
Improvement..... **585-787-6829**
Wonder Windows,
Showers & Baths **585-654-7000**

Directory of Advertisers

84 Lumber..... 8	Faber Builders, Inc. 43	Monster Tree Service 24
ADMAR Construction Equipment & Supplies 18	Felluca Overhead Doors 5	Nationwide Lifts 6
Advanced Thermal Tech Back	Fitch Construction, Inc..... 34	Neufeld Custom Homes 32
Altra Rental & Supply 30 & 31	Floor Coverings International ... 46	Onyx Paving & Concrete 22
Arndt Heating and Cooling 32	Flower City Tree 15	Parksite - TYVEK..... 39
B&L Wholesale Supply 25	Garage Force..... 59	Pella Windows & Doors..... 14
Best Tile..... 19	Genesee Reserve Supply (Westbury) 11	Pride Mark Homes 20
Betlem Residential Heating & Air Conditioning 40	Genesee Reserve Supply (CertainTeed) 16	R&W Paving & Excavation 32
BRP Construction 40	Greater Living Architecture (GLA)..... 45	Riefler Construction Products..... 4
Claridge Decorating Centre 21	Greater Rochester Habitat for Humanity ReStore 35	Rochester Bath & Kitchen 12
Community Bank 37	Hong Wah..... 35	Rochester Colonial 26
Concept II Closets..... 22	Illuminating Expressions 2	Rock Solid Services, LLC 42
Costich Engineering, Land Surveying & Landscape Architecture D.P.C..... 35	Kelly Homes..... 38	Ryan Plumbing & Heating..... 10
Crossfield Heating & Air Conditioning..... 38	Kitchen Thyme..... 40	Superior Plumbing Service..... 34
Eastern Shore Insurance Agency 18	Long Construction 39	The Indē Design Studio 28
EveryBody.Homes..... 22	Mae's Fence Installation, LLC..... 34	The Lyons National Bank (LNB).... 10
	Matthews & Fields..... 17	Town & County Pest Solutions..... 9
	Minnehan Design Build..... 15	Tracey Door Company, Inc..... 18
		Undercover Systems of New York, LLC 3
		Upstate Granite and Marble..... 14
		WCI Rick Borelli Team 7
		Weckesser Brick 48



The Future of Electric Heat Pumps

The era of electric space heating is upon us. Within the next few years, air source heat pumps (ASHP) and Ground Source Heat Pumps (GSHP) will be required by law. Fossil-fuel furnaces will no longer be allowed in new homes. This change will bring new risks for home builders.

Performance varies, but an ASHP can put 75 to 150% more energy into heating the home than it consumes in electricity. A GSHP bumps this to at least 300%. A properly sized and installed heat pump can provide incredible comfort. Zoning can easily be accomplished a few different ways. These sound like a great idea, right? It's "green" and you get free heat. What's not to like?

But the buyer gets the reward and the builder gets all the risk. And uninformed buyers, accustomed to how they ran their last house with "old" technology will have to change their ways. There are downsides that you should prepare for, and strategies to mitigate them.

Some buyers are not aware that it will cost more to use these "green"

heat sources. Both an ASHP and GSHP will cost more to operate than a new gas furnace. So your buyers will want to know why it costs so much more to heat your *new* house than their old house. Heat pumps also have a lower air delivery temperature, and will run longer, leading your buyers to believe there is something wrong with their heating system. And no wonder the electric bill is so high!

To mitigate these risks you need to focus even more on air sealing and using better insulation. This is a tried and true strategy. If the cost of energy to heat the house is expensive, then reduce the amount of heat you need to buy. So the use of expensive electricity is offset by the fact that the home is using less of it.

Air sealing is most important line of defense here because if cold air is leaking past your insulation, then it won't matter how much insulation you have, or what kind of insulation it is. 20 years ago, the average blower door test for an Energy Star new home in our area was 3.17 ACH50. Today's energy code requires new homes to be even lower than 3.0 ACH50. The coming heat

pump wave will demand you provide even tighter homes than you make today. Airtightness below 2.0 ACH50 will become commonplace for you.

After you've air-sealed, you need to pick high performance insulation. For insulation, nothing beats spray foam. Spray foam has the benefit of having a higher R-value, and being airtight. A close runner-up to spray foam is cellulose insulation, either wall-sprayed or dense-packed in walls, and blown-in to attics.

So in summary, ASHP will bring a new set of risks to a builder. And the equipment will have limitations. These risks can be mitigated with a better thermal envelope. Do better air sealing, and use better insulation.

Advanced Thermal Technologies is the leading provider of insulation, barrier coating, and geothermal energy solutions in Rochester, NY.

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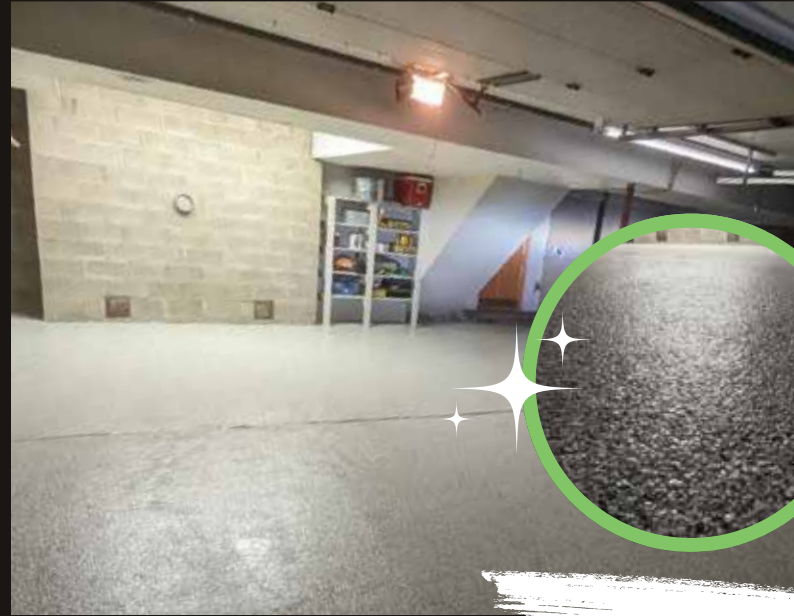


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