

DOROTHY & WAYNE'S NOTES

Well, it's been quite a busy time for us—we've been undergoing a remodel of our own! We are sporting a new logo, a redesigned Web site, and you are reading the first issue of our newsletter!

And there's more:

- Wayne has been appointed as an alternate on the state legislative committee of the Home Builders Association of Richmond (HBAR). He is representing area remodelers on issues that pertain to our industry.

- Dorothy is serving her second term as co-chairperson of the Remodeler's Council for HBAR, which is working on several exciting projects for 2003, including new informative seminars for remodelers and home builders.

- DesignLine Remodelers has also joined the nationally known organization, the National Association of the Remodeling Industry (NARI).

- And in an on-going training schedule, DesignLine's carpenters attended a "Lead Carpenter" seminar, lead by Tim Faller, author of "The Lead Carpenter Handbook."

It's been a busy few months!



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A modern family on the grow

Homeowners Russ and Aldona Towner knew what they wanted, had worked with an architect, but still needed to find just the right remodeling partner to turn their ideas into reality. After empty promises and missed deadlines from several area remodelers, Russ found Wayne Booze, DesignLine Remodelers Inc., and Wayne's man in the field, lead carpenter Greg Stowers.

Russ, a factory representative for the Henredon Furniture Industries (henredon.com), isn't a newcomer to style and design. He understands how a living space comes together based on how the space is to be used. With a young, vibrant, growing family he wanted to create a living space to

accommodate himself, Aldona, a set of scrapping 5-year-old twins and their 7-year-old brother. That was a lot to ask from the home's original space!

Wayne and Greg took Russ and his architect's plans from a paper drawing and measurements to exactly what Russ envisioned. The first floor went from many individual rooms to an open floor plan joining a completely new kitchen to a new and extended family room, where the family now spends considerable time together.

The original master bath now has added space and can really be considered a master bath; the floor space



■ *A combination of color, lighting, cabinetry, and hardwood flooring make this kitchen a feast for the eyes.*

■ *A white and pastel palette, accented with touches of rich black and green live plants, create a pristine, clean feeling for the newly renovated bathroom.*



■ *Working from home demands special care in the design and outfitting of a home office. This space not only meets the office needs, but also speaks to the owners' sense of style and design.*

stolen from an adjacent area now provides much needed closet space.

Because both Russ and Aldona worked from a single home office, the second story attic was remodeled to include a separate office for Aldona and a playroom for the boys. With the second story conversion, a portion of the attic space was needed to install dormers. Because the walls were already exposed, it made sense to bring the office area into the 21st Century by installing a central wiring hub to manage phone, computer networking, high speed Internet access and cable TV functions.

Giving Greg Stowers much kudos for the success of the job, Russ says, "(This was) a very positive experience. DesignLine is a professional outfit, right down to the way they leave the job site at the close of the day, and kept us informed. Not only will we use DesignLine next time we have a project, but we're actively recommending Wayne to our friends and neighbors."



Times are ripe to remodel or renovate

Home appreciation is at a post World War II high, and interest rates are at a low not seen since returning GI's with new families were hell-bent to own a piece of the American dream—a family home. Low interest rates and government loan guarantee programs made money available, and homes sprung up across the national landscape. His GI Bill benefits in hand, the veteran, Mr. Middle America was, for the first time in history, king of his own domain.

Now these homes, new in the 50s and 60s, are aging. Their sea-foam green dinettes, shag carpets and gold refrigerators are museum pieces. The homes, which have raised several families and perhaps have been bought and sold, are more than ready for a new life.

Never has the question, move or renovate, been so important. For many reasons, like the expansion of mass transit systems and technology, housing has skyrocketed in value. This is great if you're selling, but if you're looking to simply enlarge, improve, or change your current home in anticipation of retiring in place, the excitement pales.

For those building a new home from the ground up, or buying an existing home, they must contend with not only higher prices for raw, undeveloped land, but consider that the plumber and electrician prices have risen markedly in the past year. Insulation had three price increases last year alone, not to mention windows and doors go up every spring, and cabinetry is not far behind.

On the other hand, remodeling prices haven't gone up at anywhere near this rate, and have become a means to improve the lifestyle of homeowners while increasing the value of the current home. A recent Cost vs. Value study, reported by *Remodeling Magazine*, indicated there are many renovations that return a profit for the homeowner. In the same report, it was illustrated that, nationally, a new home can cost as much as \$250 to \$300 a square foot, where an addition may only cost \$200 per square foot. This amounts to "instant equity" as one researcher put it.

Paying for a remodel is easier than most homeowners think. Banks will lend homeowners the money to renovate based on the *value of the home after the renovation*. DesignLine Remodelers, Inc. has done numerous projects in this way, and are willing to

help other homeowners who want to know more about these programs.

Here's the way it works: A client wants to extend his living room out into a side porch and add a new master bath suite on top of the expansion. He also wants to add a new entry-way to the home. The project investment would be about \$200,000. The home has appreciated two-fold since purchased 10 years earlier and the homeowner could borrow most of what is needed without any problem. The homeowner looks around to see what could be purchased in the same convenient neighborhood—with the additional space. The purchase price will more than the renovation cost. This kind of math makes renovation really attractive.

Now let's say a homeowner decides to sell and move instead of remodeling to stay in place. What advantages can a remodel bring to these homeowners? A National Association of Realtors membership survey indicated that a dated bathroom or kitchen keeps a home on the market longer, as many as 45 days. Homes with updated bathrooms and kitchens brought a greater profit to the selling homeowner.

The Cost vs. Value Report reflects very attractive percentages of "recouped cost" for southern Virginia.

Project	Cost Recouped
Bathroom Remodel	89%
Bathroom Addition	77%
Minor Kitchen Remodel	73%
Two-story Addition	74%
Basement Refinishing	70%
Deck Addition	56%
Family Room Addition	55%
Major Kitchen Remodel	54%
Sunroom	51%
Master Suite	52%
Attic Bedroom	50%
Home Office	37%

■ Log on to www2.remodeling.hw.net/specialfeatures/cvv/default.asp to read the full report.

Warmin' it up

Ever step out of a hot shower onto a cold floor? Not the most pleasant experience on a frosty winter morning.

A recently developed new product can change that early morning chill.

WarmlyYours' radiant floor heating system is installed under the bathroom tiles and uses a timer to prepare the floor's temperature for a toasty surface to welcome the morning bather.

"It starts me off in a good mood each day," noted one homeowner who recently had it installed.

The floor heating systems are designed to be used in any room of the house, under any floor surface including tile, stone, vinyl, wood, laminate or even carpet.

Operating cost is minimal. The manufacturer's Web site (WarmlyYours.com) has a handy calculator that allows consumers to figure daily operating costs.



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Check out our new Web site: DesignLineInc.com

Our newly designed site features many of our most recently finished projects as well as a convenient form to contact us. You'll also find a helpful article on choosing a remodeler, how to cope with a remodeling project, and testimonials from our past clients. Stop in and take a look!

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