



# The Intelligent Home Owner

THE NEWSLETTER OF HOME STREET HOME IMPROVERS

*"Sharing the knowledge to help you care for your home."*

January/February 2005

Volume 2, Issue 5

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## NARI Adds Value for Homeowners

From Remodeling Today Fall/Winter 2004 NYC/LI

There are more than 800,000 businesses in the USA calling themselves home improvement contractors or handymen—most with limited experience in the professional remodeling industry. And many go in and out of business as the market changes.

The National Association of the Remodeling Industry is an organization that represents about 6,300 remodeling businesses. Its members are the "Best of the Best...."

NARI screens its members to ensure they hold all necessary licenses and insurance, as well as providing ongoing training and education. NARI members are dedicated to performing high quality work.

Home Street Home Improvers is a member of NARI-Minnesota Chapter.

## Thank You for Your Business in 2004!

Happy New Year! I hope all of you had a joy-filled Christmas and happy holiday season.

Now that the hustle and bustle of Christmas has passed, I want to extend a sincere thank you to each and every one of you for

your business and your referrals this past year.

In working with you on your projects, I've gotten to know some really wonderful people! And thanks to you, Home Street is growing and looking forward to

another successful year in 2005.

I'll be wishing you all a fruitful new year, and I look forward to serving your home-improvement needs for many years to come.

## An Education in Roofing: It's Much More Than Just Shingles‡

The roof of your home is one of the most important pieces of your home's structural integrity.

Your roof is actually a "system," which consists of several key layers that protect your home from the elements: decking, ice and water shield, felt paper, flashing, attic ventilation, and finally, the shingles and ridge cap.

Most of the layers of this "system" are not readily visible, so many homeowners tend to lose sight of their importance.

Your shingles are only as good as the support and protective factors of the materials underneath them. If any of these "unseen" layers become damaged due to age or other conditions, you risk sustaining damage to the interior structures of your home from water or other elements.

If you have any of the following symptoms, it may be time to replace your roofing system: attic leakage due to rain or ice, blistering or peeling exterior/interior paint, stains/mold/mildew on interior ceilings or walls, exterior decay, missing, cracked or curled shingles, dirty looking areas or excessive energy costs.

If you are seeing any of the above symptoms now or as winter and spring progress, contact Home Street to begin the process of evaluating your roofing system.

Upon request, Home Street will provide you with a free video or CD from GAF® entitled *Avoiding Roofing Disasters*. In the video you will be given the inside scoop on selecting a roofing

system and how to pick the best materials to protect your biggest asset—your home.

Also, be sure to ask us about the GAF® Smart Choice® warranty, offered through Home Street as a GAF® authorized roofing installer.\*

If you'd like to learn more about GAF® products and

get a close up look, you may tour the GAF® manufacturing facility in Minneapolis, 50 Lowry Ave. N. Call 612.529.9121 for information on public tours.

*The owner of Home Street Home Improvers, Vince Leeson, has attended "Shingle School" and "Ventilation Systems" through GAF®. Home Street is a GAF® authorized roofing installer.*

\*Many warranty plans available.

‡Source: GAF.com



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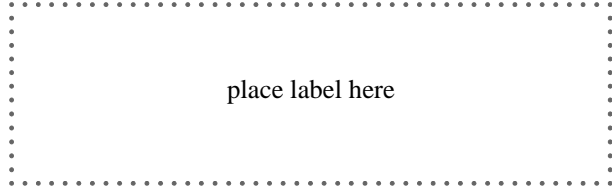
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## This Month's Waiting Pet: "LuLu"

We, at Home Street, are life-long animal lovers. It is our hope that, through the vast network of our customers and their friends, families and co-workers, we may find homes for these waiting pets. Please post this article at your workplace and place of worship, and share the news of these pets with people you know who may be able to provide a loving home. Thank you.



This month's pet, "LuLu," is currently sheltered at Contented Critters—a no-kill animal sanctuary located in Makinen, MN (near Duluth). LuLu is a 10-year old Boston Terrier who came in unwanted. The shelter

also has many other pets available including an entire litter of 9-week old Black Lab/Beagle mix puppies. All dogs/puppies are spayed, neutered, de-wormed, and given all shots. Please contact the shelter at 218.638.2153 for more information about adopting LuLu. Visit

[www.contentedcritters.org](http://www.contentedcritters.org) for more information and to view other pets available.

No room or time to adopt? For just \$5.00 a month or only \$60.00 a year you can choose a dog or a cat. CC will send you a photo of your pet and updates until the animal is adopted. At that time, CC will give you another pet of your choosing. You will know your donation is going to feed and care for the animal. CC has several animals considered unadoptable. Some are just too old and nobody wants them. Contented Critters keeps them safe and sound until the time comes for them to leave us. Caring for these pets is between \$3 and \$5.00 a day. Call **218.638.2153** to learn more. Thank you!

### Tips & Info:

For those of you who have not yet had replacement windows installed, you may want to consider applying a temporary plastic barrier on the inside of your windows.

This barrier creates an air pocket to help insulate against drafts and heat loss through single pane or poorly glazed windows.

Do not place the plastic barrier on the outside of the window. Placing the plastic on the outside is not an effective insulation, in fact, it only serves to trap moisture escaping from your home. This moisture may lead to other problems such as wood rot, mold, and damage to insulation and interior and exterior walls.

### TIHO Available Online

Did you know that you can access *The Intelligent Home Owner* online?

If you've misplaced a past issue or you'd like to pass along some information to a friend, you may view and print the current issue as well as a number of past issues by visiting us at [HomeStreetImprovers.com](http://HomeStreetImprovers.com).

Also, if you have home-improvement related topics you'd like to see covered or questions you'd like us to answer in the newsletter, please send your comments and ideas to [shelley@homestreetimprovers.com](mailto:shelley@homestreetimprovers.com).

Our goal is to provide you with information you can use to help you care for and improve your home!

### Choosing a "Partner"

When you choose a contractor for your home improvement projects, you should think of it as a partnership. You should feel that you can communicate well with the person—you will be working closely with this professional and trusting this person to act in your best interest.

Much more than price should be considered when evaluating a contractor. References, experience and personal chemistry are important factors to consider in your choice of a contractor.\*

Home Street is proud of its professionalism and the relationships that have been built between ourselves and homeowners.

\*Source: Remodeling Today Fall/Winter 2004 NYC/LI

### This month's advertising partner:

## Pet Sitting

by Shelley Leeson

(In my home, fenced yard, daily exercise)

Personal Attention!

Reasonable Rates

Local—Northeast Minneapolis

Free initial ½ hour consultation.

Call **612.788.1504** for more information.



Ask for Shelley  
References available

Contact Us: Vince Leeson, Owner 612.490.7671  
Email: [vince@homestreetimprovers.com](mailto:vince@homestreetimprovers.com)

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