

# REMODELING

*Koogler*  
HOMES Inc.

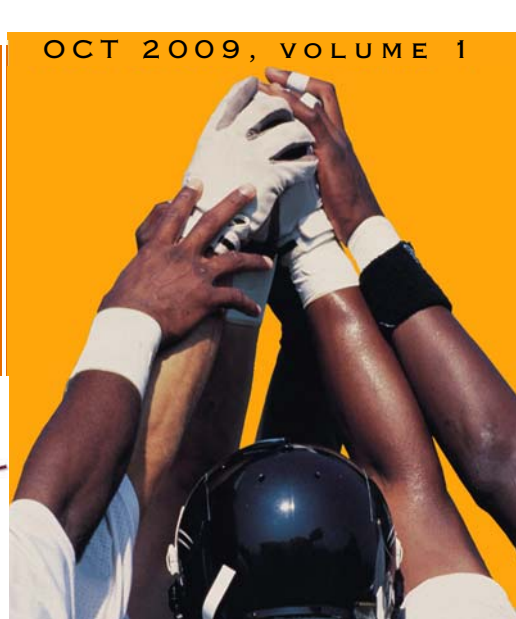
Our signature is on every home.



What will houses be like ten years from now? What will people want them to be? While ten years may seem a little far to worry about it now, today's smart homeowners will want to stay informed. The main reason to do so, is that the house you own today may no longer fit your needs tomorrow.

No matter what an owner may intend, statistics shows that the average person moves once every six years. A house therefore must be regarded as an investment, not just simply as a home, with one eye on the real estate market. Different projects will bring back different amounts of dollars.

So which improvements will attract a potential home buyer and therefore give you the best return? What remodeling project will be a good investment in your family's quality of life now? What is a good value in home remodeling? For most, it's the best quality at the least expensive price, period. But the fact is, there's a lot more you need to consider. This months issue guides you in making the right decisions for you, your home, your



It's  
Football  
Season



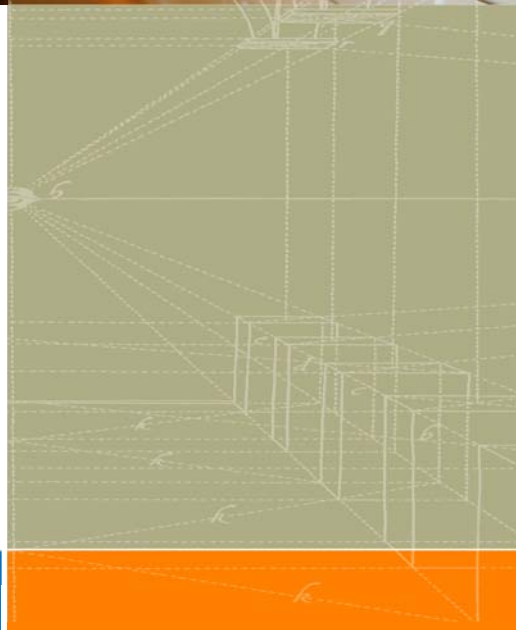
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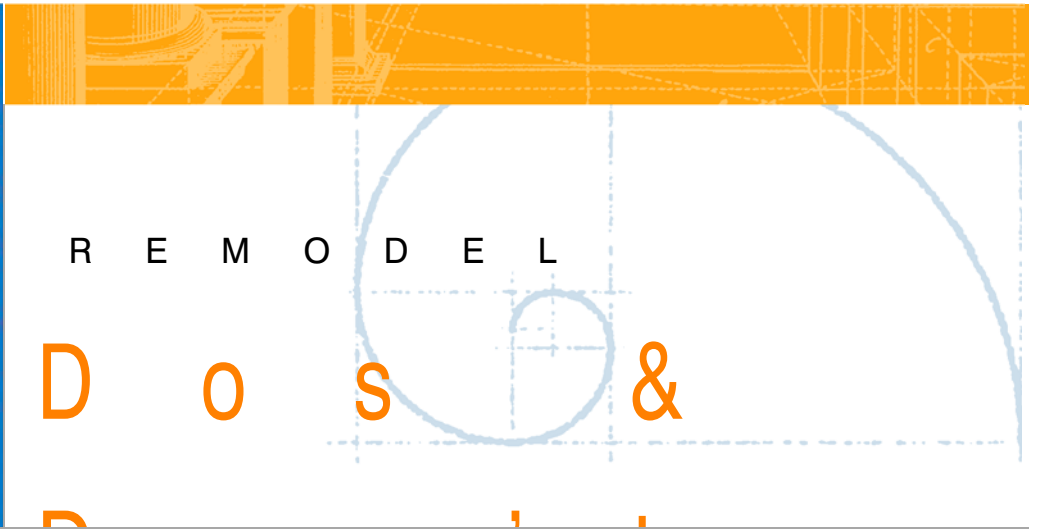
P2 Remodeling Dos and Don'ts

P3 How to Save Money Remodeling

P4 Koogler Homes Remodeling

environment and your budget. Learn how to avoid potential "money pits" in remodeling. Find out what's in and what's not. And where to get the most value out of your money. Remember, when it comes to remodel, if you have all the right "ingredients", you're not going to spend a single dollar; you'll be investing it. Your house is your most valuable asset; treat it right, it will become your best investment. And even if you end up not ever selling your home, you will still make a good investment: *in your family's quality of life now!*





R E M O D E L

D O S &

D o n ' t s

Before



After



## Avoid Mistakes

### DON'TS

**Don't rush in.** Changing plans midstream is the most common and costliest remodeling gaffe, adding \$1,500 to kitchen projects and \$650 to bath remodels.

**Don't chase the low ball.** Contractors are lowering profit margins due to the tight market, but they often make up their costs in labor or other areas. Homeowners who opted for the lowball bid ended up spending a median of \$1,500 extra for labor on their kitchens and \$1,000 extra on their bathrooms.

### Do's

**Prepare for the unexpected.** There's a lot going on behind the walls. Unexpected water damage is an issue with 17% of bathroom remodels, while structural problems is an issue with 10% of kitchen projects.

**Get the paperwork in order.** Have the contractor attach copies of licenses, insurance, and worker's compensation policies to the contract. Proper permits and lien releases when the job is complete.

**Focus on the boring stuff.** Lighting and

trash can placement are not much fun, but they are critical to the process. The proper exhaust fan prevents mildew in baths and vents odors in kitchens, but homeowners tend to concentrate on countertops, flooring and cabinets rather than technical installations.

**Hire a licensed general contractor.** Many projects require the services of more than one type of trade. A general contractor takes the plans and acquires the appropriate licensed contractors for work, such as scheduling a siding contractor or roofing contractor if these trades are needed. A residential contractor will need the services of up to a dozen individual trades to complete the work. The completion of a remodeling or building project requires careful planning, a time-consuming process that requires an individual with the proper training and many years of experience on the job. During this time the contractor has developed a network of reliable sub trades, skilled workers who can get the job done on time and on budget.

# HOW TO

*Get the Best Value for Your Money*

## Vision & Planning for Remodeling

### VALUE CONSIDERATIONS

**The Product** ~Cost at time of purchase~ Long Term performance~ Maintenance~ Health Effects~ "Green" Product

**The Work**~Functional layout~ Attractive~ Skillful craftsmanship~ Code approved

**Others**~Location~ Property~ Neighborhood~ Demand

### DESIGN & LAYOUT

**General**~ Airy, bright rooms (particularly kitchen, bathrooms, and family rooms)~ Kitchen, dining room and family room visually open (breakfast nook)~ Large master bath~ Home office~ Guest room~ Media room~ Exercise room~ "Play room"~ Bigger laundry room with plenty of counter space and "a place where the ironing board can stay up at all times"~ "Super organized" walk-in closets~ Three-car garage (also well organized)~ Window walls (windows, windows, and more windows)~ Skylights~

Vaulted ceilings and exposed beams~ Curved walls and archways~ Fireplaces~ Phone and cable jacks in every room~ Wood floors~ Hurricane protection~ Central vacuum and alarm

**Kitchen**~ Mini office work space (equipped with computer)~ Island~ Walk-in pantry~ Double sinks~ Stainless steel appliances~ Granite with tumblers marble back splash~ Earth tones ceramic or Mexican tiles flooring

**Bathroom**~ Separate tub and shower~ Double bowls vanities~ Jetted tubs for two~ Custom tiled walk-in shower with built-in bench

**Master Bedroom**~ Parlor~ Sitting area with TV and workspace~ Fireplace~ The latest trend: "The Morning Bar"

**Electrical**~ Home automation~ Halogen recessed lighting and track lighting~ Commercial ceiling fans~ "Decora" style switches~ Solar powered exterior lighting

### What's Out

- Carpet
- Wallpaper
- Linoleum
- Flush hollow core doors
- Window air conditioners
- Ceiling tiles
- Solid surface countertops

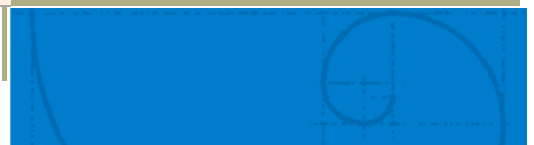
### Green Options

#### For Remodeling

- Solar Power
- LED lighting
- Faucet Aerators
- Low-Flow Showerheads
- Recycled glass countertops
- Cork or Bamboo flooring
- Energy Star appliances
- Energy efficient water heater
- Create shade in landscaping
- Low VOC paint

### Coming in November

- What is Green?
- Simple & Complicated
- Your Part in Green
- Koogler's Part in Green



NEW FORM

FUNCTION

## Making Your House, Your Home

When it comes to remodeling and home repair, no job is too big or small for our licensed and insured general contractor, Don Koogler. From home additions to simple repair work, Koogler Homes is dedicated to providing our clients in Serving the SW Florida area with the highest standard of quality in workmanship, highest business ethic, impeccable service, and personal integrity. Our commitment is to complete every project on time, within budget, with a complete warranty, and to your complete satisfaction. That is our promise and being from the Midwest, we take pride in keeping our promise.



Before

You choose your project and describe your needs. Don will work with you to create a design that fits your Florida lifestyle and your budget. You will then receive a type-written estimate and detailed project plans that are clear and precise to your project goals. You will receive frequent communications about progress. Our out-of-town clients receive

photos and updates weekly. And for our in-town clients, you will see us on the jobsite daily and see our expert control of the progress. We are professionals and have decades of experience in general contracting, construction and remodeling. Your completed project will be proudly turned back to you thoroughly clean, and with our backing for years to come. An investment in your home for better quality of life now.



After

**ACT NOW  
LABOR SAVINGS!**

UP TO 10%

On

**Kitchen and Bath Remodels**

Expires Oct. 31, 2009

We are a complete remodeling service

- Home Contractor
- Home Additions
- Interior Renovation
- Commercial Interiors
- Add/Replace Windows
- Impact Windows and Doors
- Pools
- Hurricane Protection
- Fireplaces
- Closets
- Furniture
- Window Coverings
- Electrical Work
- Plumbing
- Painting
- Roofing
- Flooring
- Landscaping
- Screen Enclosures
- Fences and Railings
- Kitchen, Bath, Bedroom
- Garage, Theater Room
- Office, Wine Cellar
- Outdoor Living and Kitchens
- Energy Efficient Conversion

*Koogler*  
HOMES Inc.

Our signature is on every home.

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