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OCTOBER 14-16 • STATE FAIR PARK

NARI MILWAUKEE HOSTS HOME & REMODELING SHOW

As homeowners continue to pursue home improvement and remodeling projects, NARI Milwaukee is hosting its annual October Home & Remodeling Show to provide ideas, inspiration and qualified contractors who can get the job done right.

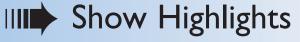
NARI Milwaukee's show runs Oct. 14-16 at the Exposition Center at Wisconsin State Fair Park, 8200 W. Greenfield Ave., West Allis.

More than 100 NARI Milwaukee members will be exhibiting and on hand to answer questions, make recommendations and provide guidance, solutions and creative suggestions. In fact, for 2023 indoor and outdoor projects, now is the time for homeowners to line up trusted, local professionals.

Participating exhibitors at the NARI Milwaukee Home & Remodeling Show run the gamut of remodeling and home improvement services and products - from design/build firms to specialized contractors for all areas of the home, including roofing, gutters, windows, doors, HVAC, electrical and more.

Basement Ideas

Since many homeowners have been tapping into their basements to expand their living space, NARI Milwaukee is hosting a basement showcase. The special exhibit will feature four different uses for the basement - a home office, rec room, bar and entertainment area and a



100+ NARI Milwaukee Members – Talk with trusted, local experts who are ready and willing to answer any and all questions, no matter how big or small they might be. These experts can also make recommendations and provide homeowners with guidance, solutions and creative suggestions.

Home Education – During quick info sessions, learn how to make a home more energy efficient, how to prepare for a basement remodel and all about cabinetry painting.

Basement Inspiration – NARI Milwaukee is showcasing four fun and interesting ways homeowners can maximize their basement's potential. Check out the special exhibit and get inspired.

Meet the Plant Doctor – Join Melinda Myers for engaging landscape sessions each day of the show.

About NARI Milwaukee – Since 1961, NARI Milwaukee has been a trusted resource for consumers. The non-profit promotes professionalism, ethical conduct and sound business practices in the remodeling industry and works to educate and inform Milwaukee-area homeowners. The 600 members of NARI Milwaukee represent the best remodeling and home improvement professionals in the area so consumers can have peace of mind and confidence when selecting and working with a NARI Milwaukee member.

golf zone.

"A basement remodel has so many possibilities because you're not necessarily recreating another room of the house. Instead, homeowners can add something that their home doesn't currently have," says Michelle Brown, Executive Director of NARI Milwaukee. "Since basements represent such a world of possibilities, coming to the show and talking with experienced contractors can help homeowners get a

jump start on what they'd like their basement to become and how they can accomplish that."

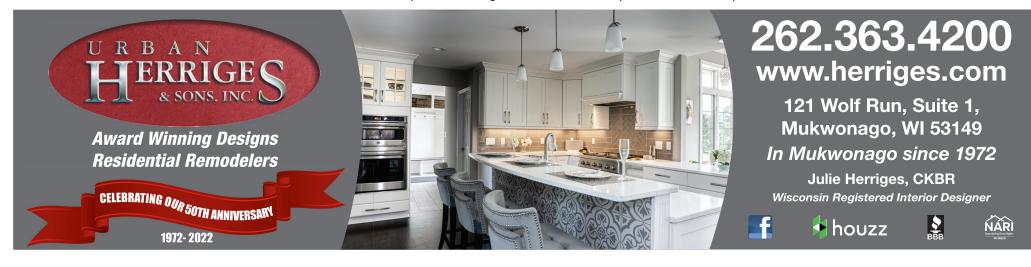
NARI Milwaukee Home & Remodeling Show Details

Tickets for the 2022 Home & Remodeling Show are just \$8 online when purchased in advance. Tickets at the door are \$10 for adults and \$8 for those age 60 and older. Children age 17 and younger and active military, retired military, veterans, first responders and medical person-

nel (with I.D. at the door) are free. Parking at State Fair is \$10 and ample street parking is available.

For more information on the NARI Milwaukee Home & Remodeling Show or to receive a free copy of "Renovate," a consumer magazine and membership directory, visit:

NARIMilwaukeeHomeShow.com or call 414-771-4071







OCTOBER 14–16 STATE FAIR PARK EXPOSITION CENTER

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Tickets are valid any day of the show.

Free admission for: children age 17 and younger, active & retired military, veterans, first responders and medical personnel (with 1.D. at the door)

Tickets & more info: NARIMilwaukeeHomeShow.com

FRIDAY OCTOBER 14 Noon-8pm



12:30pm - Home Energy Efficiencies

The ins & outs of making a home more energy efficient.
Steve Winters, Solatube-

Brighter Concepts, Ltd.



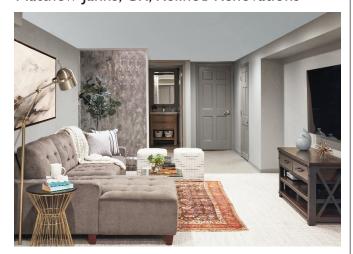
Ipm -Low Maintenance Gardens

Tips and techniques to create a beautiful landscape that requires minimal care. Melinda Myers, The Plant Doctor

2:30pm - How to Prepare for a Basement Remodel

Expert insight on what to consider and expect.

Matthew Jahns, CR, Refined Renovations



3pm - All About Cabinet Painting

See amazing before-and-after room transformations.

Mike Madson, Colorwheel Painting

SATURDAY OCTOBER 15 10am-7pm

11:30am - Home Energy Efficiencies

The ins & outs of making a home more energy efficient.

Steve Winters, Solatube-Brighter Concepts, Ltd.

Noon - Expanding Your Indoor & Outdoor Plant Collection

Cuttings, layering, dividing and other ways to propagate plants.

Melinda Myers, The Plant Doctor



1:30pm -How to Prepare for a Basement Remodel

Expert insight on what to consider and expect.

Matthew Jahns, CR,
Refined Renovations

2pm - All About Cabinet Painting

See amazing before-and-after room transformations.

Mike Madson, Colorwheel Painting



SUNDAY OCTOBER 16 10am-5pm

11:30am - Home Energy Efficiencies

The ins & outs of making a home more energy efficient.

Steve Winters, Solatube-Brighter Concepts, Ltd.



Noon -Creating Year-round Landscape Color

How to create visual interest and beauty throughout the seasons. Melinda Myers, The Plant Doctor

1:30pm - How to Prepare for a Basement Remodel

Expert insight on what to consider and expect.

Matthew Jahns, CR, Refined Renovations



2pm - All About Cabinet Painting

See amazing before-andafter room transformations.

Mike Madson, Colorwheel Painting



Tips for Creating a Low Maintenance, Beautiful Landscape

by Melinda Myers

We all want beautiful landscapes that require minimal care. It is possible to reduce maintenance with a few changes in plant selection and landscape design.

When designing or redesigning your landscape, keep in mind that less is more. Starting small and expanding garden beds as time, energy and budget allows increases your chance of success and enjoyment.

Select low maintenance plants with multiple seasons of interest. These plants should thrive in your specific growing conditions and fit in the available space once mature.

Look for disease- and insect-resistant varieties and those that do not need deadheading, are not aggressive and don't create a mess. Avoid invasive plants that can leave the garden and invade nearby natural spaces.

In terms of shrubs, keep an eye out for those with colorful flowers, an attractive form, fall color and non-messy fruit since they provide lots of impact with minimal yearly care. Mix in some low-maintenance evergreens for year-round greenery.

Use fewer species in perennial gardens. If your initial design included 20 different species of perennials in a garden, consider cutting the number of species in half and doubling the number of each. It will lower your maintenance and increase the visual impact

Arrange garden beds with maintenance in mind. Design garden beds with gentle curves that are easy to mow around. Edge the gardens to slow the infiltration of weeds and grass. Dig a V-shaped trench or rent an edger and fill with mulch to create a mowing strip.

Combine individual trees and shrubs into larger beds. You will make mowing around these plants easier while improving the growing conditions. Mulch the soil or cover with low maintenance groundcovers and perennials. There's no need to hand trim around individual plants and no risk of damaging the plants with the mower and string trimmer.

Take time to build the soil. Incorporating compost into the top eight to 12 inches improves drainage in heavy soil and increases the water holding ability in sandy soils. If you prefer not to dig, try creating garden beds using lasagna or Hügelkultur methods. These convert landscape trimmings into healthy soil.

Mulch your soil to suppress weeds and conserve moisture. Organic mulches like leaves and woodchips help keep plant roots cooler in summer, better insulated in winter and improve the soil as they decompose. Do not place a weed barrier under organic mulches. If you opt for stone mulch, use landscape fabrics under the stones to prevent them from infiltrating the soil below.



Switch to a slow-release fertilizer. These types of fertilizers apply small amounts of nutrients over time, promoting balanced, more drought-and pest-resistant growth. You will only need to fertilize once or twice a season and still achieve great results.

Water established plants thoroughly and only when needed to encourage robust, drought-tolerant roots. Automate watering, especially when dealing with containers. Drip irrigation and soaker hoses apply water directly to the soil. You will use less water and spend less time watering. Just turn on the faucet and let the irrigation set up do the rest.

Put fall leaves to work in the landscape. Mow and leave them on the lawn to add nutrients and organic matter to the soil. As long as you can see the grass through the leaf pieces, your lawn will be fine.

Use leaves as mulch on the soil around perennials and other plants. They not only suppress weeds, conserve moisture and improve the soil, they also provide winter homes and insulation for pollinators, toads and frogs.

Break maintenance into small blocks of time. It is less overwhelming and you will be surprised by how much weeding you can accomplish in a short amount of time. Keep your weeding tools, bypass pruners and gloves handy. You'll spend less time gathering tools so you have more time to weed.

A few changes to your gardening practices can greatly reduce maintenance. Less maintenance means more time to relax and enjoy the beauty of the low maintenance landscape you created.

Join Melinda Myers for more tips on this and other gardening topics during the 2022 NARI Milwaukee Home & Remodeling Show, Oct. 14-16, at Wisconsin State Fair Park. Myers will be presenting "Low Maintenance Gardening to Boost your Landscape Beauty" on Friday, Oct. 14, at 1 p.m., "Budget Saving Ways to Expand Your Indoor and Outdoor Plant Collections" on Saturday, Oct. 15, at noon and "Create Yearround Color in Any Size Landscape" on Sunday, Oct. 16, at noon. For more information, visit:

narimilwaukeehomeshow.com

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Solar Power Soars

These days, harnessing the power of the sun for residential solar power is becoming more attractive to homeowners for a variety of reasons.

First, over the past decade, the technology has improved significantly and become more efficient while the cost of the panels has decreased.

Second, rising electricity rates and the extension of the federal solar tax credit make the investment even more advantageous.

Third, a study found that homes with solar energy systems sold for more than comparable ones without solar power.

Now, with solar popping up in more neighborhoods throughout the area, three NARI Milwaukee member companies are sharing their insight on the solar landscape.

"This August, the extension of the solar Investment Tax Credit (ITC) was big news. It's noteworthy because it allows homeowners to receive a deduction on their federal taxes equal to 30% of the installation costs," says Steve Winters from Brighter Concepts.

The 30% ITC is available for the next 10 years through 2032. It will drop to 26% in 2033 and 22% in 2034 and then will end in 2035 unless Congress renews it.

Smaller Solar Options

For those who'd like to take advantage of the power of the sun but aren't ready for a full roof of solar panels, there are other options.

Brighter Concepts offers solar powered attic fans that pull heat and moisture out of the atticeliminating the need for electricity. The company also has solar tubes that can be installed to deliver natural daylighting.

"The solar tubes are ideal for hallways or other rooms that don't have windows and could benefit from a light source. The solar tubes can also replace existing light fixtures in those spaces and many homeowners say they get more and better light with the tubes," explains Winters.

Brighter Concepts also offers small, individual solar panels that are designed to power LED lights in a single room.

All three of the solutions qualify for the federal tax credit.

Since the cost of solar is coming down, the return on investment is happening quicker.

"Solar is one of the best, low-risk investments you can make if your home is situated in the sun and you have an electric bill," says Chuck Smith, founder and CEO of Current Electric.



Current Electric recently installed a roof-mounted solar system at a lakefront home in Racine. The system will allow the homeowner to offset 100% of electricity costs.

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"Not only does a solar system pay for itself in a number of years, it also keeps putting money back in your bank account by lowering your utility bill year after year."

Beyond understanding the return on their investment, those contemplating going off the grid typically have a number of practical questions.

"Most Wisconsinites wonder if their home gets enough sun to make it worthwhile," says Brent Janssen with Full Spectrum Solar. "To determine that, we conduct a site inspection and take into consideration which direction the roof faces, the size of the roof, the amount of sun your area gets and whether or not the roof is shaded by trees."

The age of the roof also comes into play when considering solar.

If the roof is newer and has decades of useful life left, it's an excellent time to get solar. Otherwise, if the roof is nearing the end of its utility, experts advise getting the new roof and then having solar installed.

Another common question is whether the roof can support the weight of solar panels.

"The weight is less than most roofing materials per square foot. During the winter months, solar panels can actually reduce the weight on a roof since snow won't stay on the solar panels," explains Smith. "A properly built roof can definitely support the additional weight of solar panels."

Once a homeowner has all of their questions

answered and decides to move forward with solar, the installation process goes relatively quickly.

"Installation of the actual panels usually takes just two to three days," says Janssen. "After that, WE Energies will come to install the solar meter so the system can be up and producing power in a matter of weeks.

To make things easy, most solar companies handle any local building permits and the electric company application.

Solar panels come with a 20- to 25-year warranty and some have been producing energy for as long as 50 years. The longevity of the modules delivers a final solar advantage that can put lots of extra cash in a homeowner's pocket, and it happens when the home is listed for sale.

According to Zillow, homes with solar energy systems sold for more than 4.1% on average compared to homes without solar power. For a median-valued home, that translates to an additional \$9,274.

And while there are plenty of financial reasons to utilize solar, there is also an environmental benefit.

"The fact is solar is an alternative energy source that doesn't pump mercury and carbon into our atmosphere. It also communicates to family members and neighbors that you are a smart, savvy investor and are doing the right thing for the planet," concludes Smith.

Basement Remodel Basics

Since many adults and children are continuing to spend a good amount of time at home, homeowners are considering all sorts of ways to expand their living space - from converting an unused bedroom into an office to renovating their basement.

For most, basements represent a "found" area that has endless possibilities. And while it's exciting to dream, local remodeling companies advise homeowners pause just a bit to think through what their home really needs.

Three local remodeling professionals who are all members of NARI Milwaukee have insight, advice and tips for those who may have a basement remodel in mind.

Foundation and Mechanical Considerations

Contractors say doing some light homework in advance is quite beneficial.

"Homeowners should take a slow walk around their basement and look for any pre-existing conditions like moisture, cracks in the foundation and any insultation or old flooring that could possibly contain asbestos," says Bryan Ward, CKBR, design consultant with Renovations Group, Inc. (RGI). "If you notice anything like that, definitely let the remodeling company know in advance so they can take a closer look and plan accordingly."

Signs of water infiltration include damp corners, efflorescence on bricks or concrete, water stains on the drywall, mold or rotting wood.

Efflorescence is a deposit of salt that can form when water is present in or on brick, concrete, stone, stucco or other building surfaces. It can appear as a powdery substance on floors and walls and shouldn't be ignored.

Ward explains mechanicals are another consideration. In older homes, mechanicals are often located in the middle of the basement. If that's the case, they might need to be moved in order to create a more efficient layout.

"Other questions include: Can the existing mechanicals support the additional square footage? Does the electrical have enough spare breakers or is an upgrade needed? Is the HVAC sized to handle the space or does it need to be zoned? Has the plumbing already been roughed in?," says Ward.

Roughed in plumbing means that all water supply and drainpipes have been run and all pipe connections have been made. If not, a plumber will need to access the tie ins to allow for a fully functioning bathroom, kitchenette or wet bar.

Remodelers also recommend homeowners get a radon test before moving forward with a basement remodel.

Radon is a tasteless, odorless, invisible gas that can seep into homes and, in some cases, cause health problems. It's actually a natural gas that comes from the breakdown of uranium in soil, rock and water.

If the test comes back positive, there are a number of mitigation options, depending on the type of foundation and where the home is located. Regardless of whether or not the homeowner moves forward with a basement remodel, the radon situation should be addressed.

Creative Considerations

Once the homeowner has completed a basement inspection, Dave Hoffman from HighPoint Design Build Group suggests they take a slow stroll through the rest of the house to observe how each room and space is being used.

"We advise homeowners to think about what they need to finish off their home instead of duplicating what they already have. We like to get to know our clients so we can suggest the best options for their lifestyle and needs," says Hoffman. "We want to create something new, useful and inviting - a place that's a destination where they want to spend time."

Hoffman shares a number of examples.

Families with children in sports oftentimes lack enough space to accommodate equipment, backpacks or duffel bags, shoes and other athletic gear. Creating a mini locker room in the basement can keep things organized and eliminate the clutter and congestion that a small mudroom on the main floor often leads to. It can also help get kids out the door more quickly since they're not digging through piles of gear and uniforms.

A combination bar and pantry is another creative solution that can meet multiple needs. The bar provides an entertainment space and, when it's paired with a carefully thought-out pantry, it can serve as an overflow area for kitchen storage. The basement pantry alleviates overcrowding upstairs by storing canned goods and infrequently used appliances. An extra fridge frequently comes in handy and is another complement to the main kitchen.

Finally, Hoffman says some homeowners are dedicating their basement space to selfcare that the entire family can access. A workout room with a large, luxurious bathroom and steam room make the lower level a universal destination for everyone.

"We like to partner with our clients to help address problems that are happening upstairs and provide basement solutions that can make the entire house function more smoothly and enjoyably," says Hoffman. "We want our clients to love their existing space and thoroughly enjoy, utilize and appreciate their newfound basement area."

Jason Cyborowski, president of J&J Contractors I LLC, agrees that homeowners are turning to their basements to add workout rooms, bedrooms and home offices.

"With more people working from home, finding that extra space is very popular. And while it's great to have a finished basement, we also remind homeowners to reserve a place for storage because that's still an important



Photo from BG

Renovations Group, Inc. (RGI) recently completed an extensive basement remodel that includes a full bar, media center, large bedroom and a bathroom.

element of the home," adds Cyborowski.

To find a qualified contractor or remodeler, visit the NARI Milwaukee Home & Remodeling

Show October 14-16 at Wisconsin State Fair Park or call 414-771-4071 to receive a free copy of "Renovate," NARI Milwaukee's new consumer magazine and membership directory.

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Painting Can Transform and Beautify a Home

There's nothing like a fresh coat of paint to update a home's exterior or interior look.

Elliot Lund, owner of Culver's Painting and a member of NARI Milwaukee, provides expert color guidance to homeowners who are painting their home's exterior, kitchen cabinets or interior walls.

It's a major decision so Lund's company offers complimentary, professional color consultations to help homeowners successfully navigate the palette of choices.

"It's a service we provide that's invaluable. Working with someone who has a practiced eye, who can see undertones and understands how color looks in an outdoor environment really makes a difference," says Lund.

Lund also notes that certain colors don't stand up well to sunlight. Highly saturated colors, like yellow, fade and tend to look worn and homeowners certainly don't want to pay for a second paint job after just a few years.

"We're currently seeing two different color directions. Some homeowners are choosing darker grays and blues for a more contemporary look. In fact, we've recently done a few black exteriors," says Lund. "The other direction is tans and taupes that are thoughtfully paired with accent colors."

As important as it is to select the right color, prepping a home for paint application is equally as important. In fact, it's a multi-step process that's critical for the longevity of the paint job.

Professionals will first pressure wash the exterior to remove dirt, mildew, bugs and peeling paint. Repairing damage is the next step and includes filling cracks or holes with putty and re-caulking around doors, windows and facia to fix old, loose or missing caulk. Any rotten wood should be removed and replaced with new boards from the same species. Loose or flaking paint that remains after pressure washing should be scraped and lightly sanded. Finally, doors, windows, lighting fixtures and other elements must be wrapped.

"Whether you're keeping your home for the long term or are thinking about selling it in the near future, curb appeal is important. Driving up to a home that's striking gives a homeowner pride in their place and is the first selling point for prospective buyers," says Lund.

The Ins & Outs of Interior Painting

Inside the home, rooms can be painted to give them a bright clean look but cabinetry can also be painted.

In addition to the kitchen, cabinetry can be found throughout a house - in the family room, office, rec room and bathrooms - and all of it can be painted to transform the space.

"These days painted cabinetry is mainstream. It's not something that's just in contemporary

homes," says Mike Madson, owner of Colorwheel Painting and a member of NARI Milwaukee. "Painting the walls and cabinetry is a more economical and faster way to update a room without taking it down to the studs."

In terms of cabinetry paint colors, Madson notes there's been a slow shift to warmer earth tones, like warm tans and taupes. Grays remain popular but are now leaning toward greige because it works with both warm and cool schemes and white is still going strong.

"Today, the possibilities are almost endless. We can take a pretty boring builder's grade cabinet system and maximize the visual appeal by painting the cabinetry, adding beautiful new door hardware and installing concealed hinges. Once we make those changes, we've really created an entirely new look in the room," says Madson.

Two-toned cabinetry is another way kitchens are being updated. Nowadays, it's common to see darker base cabinets paired with lighter uppers.

And, instead of blending in with the cupboards, islands are being painted an accent color to make them a focal point and add visual interest to the room. Madson says he's seeing more homeowners choose dark charcoal or a graphite tone for their islands.

"Islands are usually beautiful pieces of furniture so showcasing them in a different color makes a statement in the kitchen," says Madson.

For those who love the look of wood, Colorwheel Painting also does cabinetry refinishing.

Due to sunlight, dirt and cooking oils, wooden cabinets tend to show their age. The coating breaks down, the shine becomes dull and flat and they lose their luster. There might also be worn and damaged areas from kids, pets and daily use. In addition, older cabinetry tends to have exposed hinges and knobs and pulls that look out of date.

"We frequently work with homeowners to adjust the stain color of their cabinetry. Oftentimes, we're getting away from honey oak and yellow tones that can really date a space," says Madson. "What sets us apart is the fact we have a comprehensive approach that takes into consideration the countertops, lighting, flooring and other elements that impact the room. We're able to provide guidance and recommendations so the entire space looks beautiful together."

Each day of the NARI Milwaukee Home & Remodeling Show, Madson will conduct an "All About Cabinet Painting" information session. He'll share before-and-after images of rooms that have been transformed and answer individual homeowner questions on Oct. 14, at 3 p.m. and Oct. 15 and 16, at 2 p.m. Visit NARIMilwaukeeHomeShow.com for more information.



Culver's Painting handles both exterior and interior projects.







Looking for a contractor?

For help sorting through your options, turn to NARI Milwaukee as your trusted resource to get you started, guide you to a local contractor, prepare you for the renovation process and pave your way to a positive experience.

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Backyard Transformations

NARI Milwaukee connects homeowners with local, trusted and proven businesses to handle all of their home improvement needs – inside and out. A number of area landscape companies

are NARI Milwaukee members, including Breckenridge Landscape in Wauwatosa. The company shared before-and-after images of two recent projects.

According to Erik Weishaar, president of Breckenridge Landscape, now is the time to start talking with landscape companies since many are already booking into the summer of 2023.





Before: The homeowners had a small, cramped patio edged with old and thinning shrubs.

After Predicaridge Landscape designed a larger more visually interesting

After: Breckenridge Landscape designed a larger, more visually interesting space that paired bluestone pavers, quarried stone, ornamental grass and colorful shrubs. A fire feature was added and the patio set was strategically positioned to deliver a view of a water feature that Breckenridge had previously built. The patio is now a comfortable place for the homeowners to enjoy significant time outdoors.





Before: Since their backyard was pitched toward their house, the homeowners were frequently dealing with a flooded patio.



After: To address their drainage issue, Breckenridge Landscape designed a new patio with a terraced yard. The patio was built with permeable pavers to capture rainwater and redirect it to the front yard. The larger space gave the homeowners much-needed room to easily accommodate their blended family of eight.