



Issue 3  
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Free

Quality Remodeling and Handyman Services

## Home Equity Wins Chrysalis Award

For the third time, Home Equity Builders has taken home the coveted Chrysalis Award. The Chrysalis Award is considered to be a sign of excellence in the field of remodeling and is only awarded to those remodeling companies that approach and complete their projects with the utmost professionalism and skill. HEB was honored with the Special Award for a Kitchen Over \$75,000 (pictured below). In the past, they have received awards for Best Bath Over \$50,000 and Best Bath Over \$30,000.



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To see more pictures of the job that won the Chrysalis Award for Home Equity Builders, go to [www.chrysalisawards.com/remodelers/heb.html](http://www.chrysalisawards.com/remodelers/heb.html)



## Home Equity Hires a New Employee

HEB is proud to announce the hiring of Hollis McBroom. Hollis brings many years of expertise in the field of carpentry and HEB is proud to have Hollis as its newest Lead Carpenter. In addition to managing major remodeling projects, Hollis will also be performing many of HEB's handyman service calls. Hollis has been with us since June 16, 2003.

## RIT Hosts "A Day in the Life" Seminar

With the help of ZipCity Solution's employee, Bevan Wistar, the Remodelers' Information Technology Group (of which Sharon and Jeff Rainey are founding members) hosted an ACT seminar to teach remodelers the benefits of using ACT, a database management software. Held at the Tower Club, the event attracted around 30 attendees/remodelers. Overall, the participants viewed the seminar as a great success and felt as though they took some valuable knowledge home with them. If you're interested in using ACT for your business, contact Bevan at 877-947-2489 or via email at [bwistar@zip-city.com](mailto:bwistar@zip-city.com).

## Our Services

Here's a taste of what we have to offer to the discerning homeowner:

### Appetizers

Handyman Services  
Pro-Active Maintenance

### Our Specialties

Kitchen Renovations  
Bath Renovations

### Main Courses

Additions  
Other Renovations  
Painting  
Tile Work  
Rotten Wood Repair  
Decks

If you don't see what you're looking for, just give us a call. We're almost always able to accommodate any request!

**Note:** Due to increases in the cost of time and materials, HEB will be raising its handyman rates to \$95.00 per hour. This is the first increase since June of 2002.

## Our Current Jobs



Our Oakton addition goes up smoothly and quickly.

Currently, HEB is going full-throttle through several projects that are ranging from design phase to almost complete. We recently finished a two-story addition to a home on Van Buren Street in Herndon. The job went smoothly with the management of Hollis McBroom, our Project Manager, and our subs. Currently, we're in the midst of a beautiful living room addition in Oakton that is coming along wonderfully thanks to Hollis. Our designer, Monica Meade of Monica Meade Interiors, is artfully planning several designs for houses in Great Falls and McLean. While driving around town, you may see our signs out along Applewood Court, Walker Road or Forest Lake Drive. Don't forget to check out the website, [www.hebinc.com](http://www.hebinc.com), to see our gorgeous past jobs. We're so excited about what we're doing and where we're going. A new kitchen addition in Great Falls is joining our schedule which should keep us busy and hustling through the new year. Of course, our handyman division is always up and running. Pat and Hollis are busy around town putting up trim and patching drywall, amongst other things. We're grateful to all of our clients and look forward to working with even more Great Falls area residents in the near future.

### The Latest in Design Trends For the Bathroom

White fixtures with chrome accents are still the mainstream favorite for contemporary bathrooms. They're also coming back on the higher end of the market, though, according to the July 2003 Kitchen & Bath issue. This means that any bathroom can get a touch of class by using the shiny chrome fixtures that are so popular today.

Another high end preference is earth tones. Bringing in touches of copper or clay-colored items can bring a warm feeling to the sometimes cold designs of bathrooms. One of the currently oh-so-important design trends is to match all hardware finishes; for example, have all chrome fixtures (including your faucet, towel bars, and soap dishes). Whatever colors or finishes one uses, there should always be the air of "simplicity" in a bathroom. Bathrooms are small and going overboard can make them feel cluttered or even claustrophobic. So, remember less is more. A frameless shower enclosure and soft, neutral colors can ease the distraction (see above picture of our project on Honeywood Court for examples of these design techniques).



This bathroom combines simplicity and elegance.

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## **HEB Earns Spot in the Top 500 Qualified Remodelers**

Each year, Qualified Remodeler magazine honors 500 remodeling companies with the title of "Top 500." This year, in QR's September 2003 Top 500 issue, Home Equity earned spot number 441 along with five stars to indicate their high level of quality and service. Out of the entire 500, there were only 91 five-star companies, which gives Home Equity even more value as an experienced, dedicated and charitable company.

## **HEB Executives Attend National Remodeling Conference**

*Article written by Joe Schilling, Contributing Columnist and Special Projects Manager*

Jeff and Sharon Rainey, the owners of Home Equity Builders Inc., recently attended the National Remodelers Advantage Conference, an industry think-tank for top remodelers. More than two-hundred remodeling executives from across the nation met in sunny Orlando, Florida in early April to provide each other with input and advice on how they can continually improve the services and products each company offers.

These business owners review financials, develop organizational charts, create future profit scenarios, and work to create systems that will add efficiency and predictability to their companies.

"I am thrilled to have this ongoing in-depth experience to draw from," says Jeff Rainey. "Since I joined Remodelers Executive Roundtables this group of professional remodelers has become my informal board of directors and has made a dramatic difference in the way I run my company. They've helped me pinpoint areas for improvement -- as well as giving me their input on the areas in which our company is particularly strong. With this feedback, we'll be able to heighten the level of expertise and service that we offer, helping us deliver even more value to our customers."

The conference also provides an informal setting where remodeling executives can relax and swap stories from the previous year. "The real nice thing about the conference is that obviously the surroundings are beautiful and I get a chance to catch up with a lot of old friends in the business."

Remodelers Executive Roundtables has 145 member companies from around the country. The program, in existence since 1990, is specifically tailored for the owners of companies with annual sales of over \$1,000,000. In addition to the company reviews, RER incorporates state-of-the-art business resources to help each member reach a higher level of success within their business.





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### HEB Sponsors Local Network

HEB proudly sponsors FYInetwork, an Internet based community network in Great Falls founded and run by Sharon Rainey. The network provides its members with over 250 lists of referrals. If a member needs referrals, there is more than likely a list just for them. The network also provides a feeling of connectivity to the community by posting events on a public calendar and having a helping hands sections where members can see how they can help out families and individuals in the community. There are numerous things that FYInetwork offers to the community and its members. All you have to do is sign up. Go to [www.fyinetwork.info](http://www.fyinetwork.info) to sign up today.



Located in the HEB office. For more information without logging on, call Sharon Rainey at 703.759.2102.

#### Who We Are At Home Equity Builders

Jeff Rainey.....	President CEO, CR
Sharon Rainey.....	VP
Pat Mullen.....	Superintendent Lead Carpenter
Hollis McBroom.....	Lead Carpenter
Kendall Wondergem.....	Office Mgr.
Joe Schilling.....	Special Projects

### The President Posting

This has been a really tough year from an environmental perspective. We have had a deep freeze to start the year, copious amounts of rain in the spring time and just continuous rain during the summer; then a hurricane. Isabel had us thinking about building an ark. Many of our clients had the electric restored to their houses after days without power. Lacking electric and general services such as TV/Cable or Satellite and having the local businesses and our daily routines disrupted has been one of those opportunities for growth and learning. It has also brought many of our neighbors closer to us and strengthened many relationships. But speaking from a remodeling perspective, it will also bring many potential problems this fall and winter.

All this rain has saturated the ground and like a sponge the ground and earth around your home is swollen and pressure is building up against the foundation. Water is the most insidious invader of your home; it seeks any way it can into your house and can enter 20, 40, 60 feet away and find a crack or crevice to enter. If water or moisture is present when the freeze sets in ice crystals can create larger openings in your walls and masonry. If your painting is not up to snuff and bare wood is exposed, moisture will find its way into your home as well. The flashing at all intersections of your home should be inspected and chimney caps as well.

Preventive maintenance is probably the most important measure which homeowners can take to keep damage and expenses from turning into crisis management.

If HEB can be of assistance, please call. We will meet with you and create a preventive maintenance schedule and educate you as to the whys and wherefores of this process.

Remember, Home Equity Builders want clients for life not just for one job. We work hard to gain your trust and keep your trust. We feel the education of our client is a major part of our responsibility and just good business sense.