

HOMESERVICE CLUB

WINTER 2020

QUARTERLY



RISE OF THE BASEMENT

With ever increasing home prices and record returns on remodeling investments, more homeowners are reclaiming their lower levels and transforming their basements.

Today's basement finishing project can turn a once drab basement into a preferred destination for everyone in the house.

Average Renovation ROI

Garage Door Replacement	97.5%
Manufactured Stone Veneer	94.9%
Minor Kitchen Remodel	80.5%
Deck Addition (Wood)	75.6%
Siding Replacement	75.6%

A Smart, Affordable Upgrade

- Updating your lower level is a sound investment in your home. According to Remodeling Magazine's 2019 Cost vs. Value Report, a basement renovation offers a 69% payback – which is still a very good return on your investment.

Props For Your Property Value - Depending on local regulations, the additional space can often be added to your home's total square footage, making your home more appealing to future buyers and potentially increasing your property value. Make sure your decorating choices are attractive and functional – not too quirky or customized, to recoup the most from your remodeling efforts.

Banish Water All Around - Before you begin making decorating choices, tackle any needed repairs, including waterproofing your lower level. It's a good idea to seal your walls and floors first, and important enough to hire a professional.

Flooring: Thick, Warm, and Dry - Make sure your flooring choices stand up to moisture too. Consider adding a subfloor if the surface is uneven. Many homeowners gravitate to the warmth and soundproofing effect of carpeting in basements. Low-pile or Berber carpets resist wear and are inexpensive options.

Now is a great time to finish your basement. You'll enjoy the added living space, and realize a healthy return on your investment.



TAKE A LOOK INSIDE

P2



Keep Safe

They're at it again! Shoppers Drug Mart is reporting a new scam!

P3



Friendly Reminders

Protect Your Guarantee - call the Club if you're ever in doubt!

P3



Moving Madness

Stay sane - moving doesn't have to be as bad as you think.

SEASONAL SUGGESTION

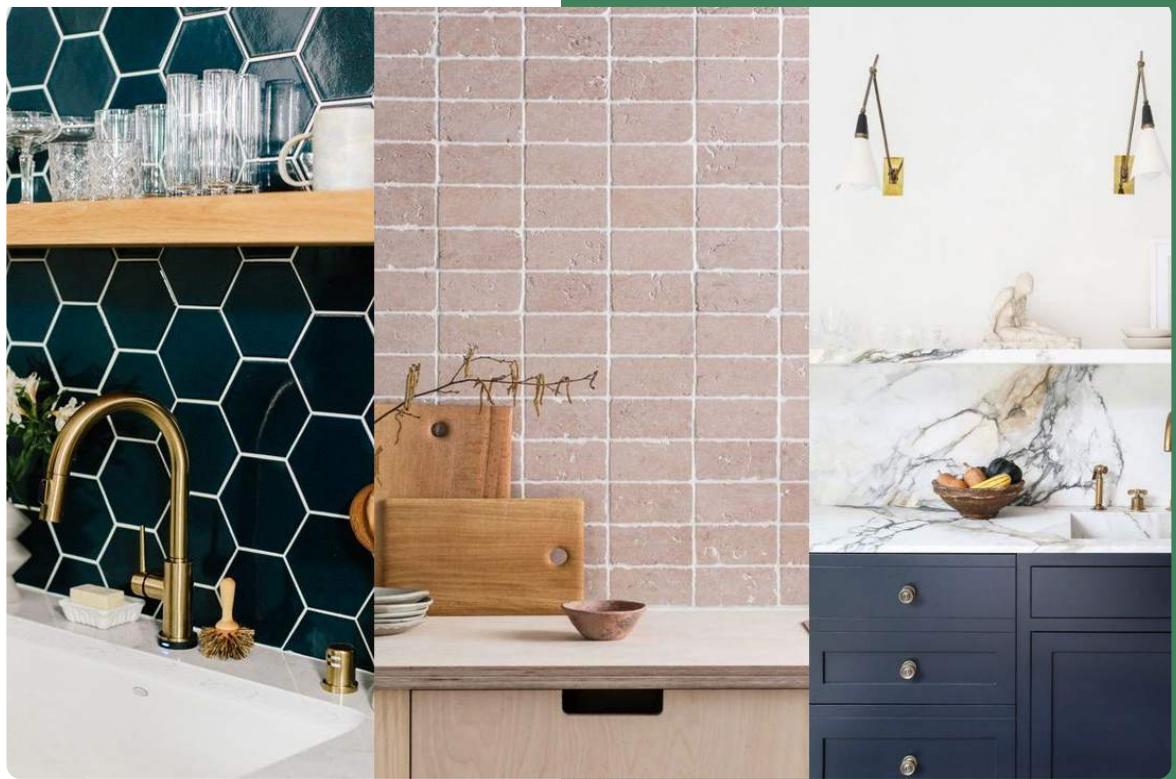
Prepare for a Storm

Power outages are common during winter storms, so make sure you're prepared with a survival kit. Part of your winter home maintenance checklist should include stocking up on bottled water, non-perishable food, flashlights, first-aid and personal medical supplies, batteries and a wireless smart phone charger.

▼ **Great Service
Great Job**

"I had used a different company previously and was seriously cheated. Homeservice Club took away my fear. I felt respected, and was included in all the aspects of the job and I paid half the cost of the last repair!"
- B.Y. Member #723088

Rest easy, knowing that all Homeservice Club authorized contractors are licensed, bonded and insured with all work protected by our exclusive **Double Guarantee!**



SHOPPERS DRUG MART USED AS COVER IN NEW SCAM

Another day, another scam. According to a statement from this popular store, Shoppers Drug Mart customers were receiving fraudulent phone calls from scammers trying everything to get their financial information.

Some reasons the scammers gave for calling:

- A prescription had arrived
- Medical records need to be updated
- To confirm a purchase
- Trip/prize had been won

Shoppers Drug Mart stated that they would never call customers to ask for personal or confidential details over the phone. They urge anyone who receives suspicious phone calls of this nature to immediately hang up.

As always, you are encouraged to report suspicious activity to the Canadian Anti-Fraud Centre

1-888-495-8501

ROUND-UP: BACKSPLASH MATERIALS

OPTIONS FOR EVERY LIFESTYLE

What can you do when your kitchen needs improvement, but you don't want to renovate the entire space? In any other room, you might consider painting an accent wall. In the kitchen, a simple and quick solution is to change the backsplash. Backsplashes protect kitchen walls from staining and damage. They are especially coveted near the sink and stove areas as these places often experience the most wear and tear. Adding a kitchen backsplash is a practical and affordable change that can update your space and you can easily change it as often as you'd like. Here are some trendy ideas to ensure your kitchen is as fashionable as you are.

Au Natural

Natural stone tiles include materials such as granite, marble and slate. They are popular because they pair well with any kitchen design due to their versatile and resilient nature. In addition, most of these options are affordable and easy to clean. Compared to other tiles, natural stone offers a high-end look and unmatched depth of character.

Heating Up

A copper or metal backsplash is as gorgeous as it is hard to maintain. If you're considering this material, be aware that a metal backsplash naturally discolours over time. It's a good choice for an evolving home that changes design often. Copper and other metals are popular materials because they look great against wood cabinetry and paired with stainless steel appliances.

Stay Cool

Textured or 3-D stone backsplashes are affordable and provide an eclectic design. They jazz up an otherwise dull and dreary kitchen. This type of backsplash can prove difficult to clean, but will make up for it with its appeal. An all-natural design and feel make textured stone a popular choice. There's really an option to match any budget, project and preference.

I Want it All

A subway-style tile backsplash is a truly timeless design choice that adds a classic look to the space. Subway tiles are classic, durable and easy to clean. They also come in tiles or slabs, so you can get whichever look you want. Subway-style backsplash tiles come in a variety of sizes and styles. The installation can range from enormously simple to extremely difficult, depending on the material you've chosen.

While it's true that most homeowners prefer to schedule home improvement projects for the summer months, winter is actually an ideal time to tackle a number of these updates. Not sure where to start?

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COLD WEATHER HOME IMPROVEMENTS

PUT YOUR BEST FACE FORWARD

Is there anything a little paint can't fix? Consider applying a fresh coat of paint to the interior of your home. Focus on areas of importance and make sure to invest in a quality primer.

SEALED UP TIGHT

Take the time to seal seams around windows and doors with caulk. This small improvement will not only improve your energy consumption and humidity level but lower your utility costs as well.

IS IT HOT IN HERE?

With different programming options available, including the ability to control some thermostats remotely, this project will not only enhance your quality of life, but save you money in the process.

MAKE A SPLASH

Consider adding a colourful backsplash to your kitchen or bathroom for a big impact. The cost of this project will depend on the size of area, and the type of tile you choose.

YOU SHOULD SEE ME IN A CROWN

Molding is a small detail that can make a big impact in your home, including the overall detail and style – be sure to stay in keeping with the style of your home.

BETTER THAN A SWEATER

There's no getting around it: If your house is in a cold climate, keeping it warm in winter is expensive. If you've got an unfinished attic, make sure it is properly insulated.

WHEN ONE DOOR CLOSSES...

Just as your entry door protects against things like noise and the elements, your interior doors work to make each room private and comfortable. Consider upgrading hollow core doors to new, solid doors where sounds may be an issue.

FOR ALL THE WALLFLOWERS

Wallpaper has made a serious comeback, but today's bold hues and prints are a departure from the granny-esque designs of yore. If you're curious but unsure, start by wallpapering an accent wall rather than an entire room.

TOASTY TOES

Putting in new carpet is a great winter project as it can immediately increase the comfort of your home. If you don't like carpeting, there are plenty of other home flooring ideas you could also consider.

LET THERE BE LIGHT

Updating your light fixtures can make a big difference, whether you are installing a statement chandelier or just a few more pot lights.



STRESS FREE MOVING

Moving causes a lot of upheaval – it's stressful and generally not all that fun, and it can also mean that during this temporary situation we don't always pay attention to things like preparedness.

HERE ARE A FEW TIPS FOR STAYING PREPARED WHILE YOU MOVE OUT OF YOUR OLD HOME, AND INTO THE NEW

Getting Ready To Move:

- Make sure important items like your emergency kit and first aid kit are still in a clear and obvious place if you need to evacuate



Friendly Reminders

Make sure you always sign a Homeservice Club contract.

Cheques should be payable to Homeservice Club – not the individual contractor.

Do not give credit card information to the contractor, call the Club.

You can also pay your account by e-Transfer, call the office for details.

Any extras or additional work must be reported to Homeservice Club and included in your contract.

If you are in any doubt about how to proceed, give us a call!

- Keep boxes and other items away from heat sources
- Organizing boxes is a good idea, but avoid stacking them too high as they can fall or cause injury when you are moving them
- Be sure that exits have not been blocked by boxes or disassembled furniture and make sure there is still a path if you need to leave quickly
- Make sure boxes and other items aren't covering carbon monoxide detectors
- Take care when you are moving heavy items. If something is too heavy, ask for help

In Your New Home:

- Replace the batteries in smoke and carbon monoxide detectors
- As you're unpacking, make sure cardboard and other packing materials are kept away from heat sources
- Find a new spot for your emergency kit and make sure everyone in the household knows where it now is



SAVINGS AND MORE

Visit Our Website

In addition to hundreds of home repair services, the combined buying power of 50,000+ homeowners means Club members also enjoy special group savings on everything from home and auto insurance, home heating oil, home appliance and heating/cooling warranty plans and much more.

Call Our Office

For anything - we do it all. From roofing to waterproofing, with 24/7 Emergency service at regular rates and every project is backed by our Double Guarantee.

January

Save \$175 Electrical Panel Upgrade

minimum \$2000
valid Jan 1.20 - Feb 15.20*

Save \$95 Tiling

minimum \$1000
valid Jan 1.20 - Feb 15.20*

Save \$600 Bathroom Renovation

minimum \$8000
valid Jan 1.20 - Feb 15.20*

Save \$25 Faucet Replacement

minimum \$250
valid Jan 1.20 - Feb 15.20*

February

Save \$175 Countertop Replacement

minimum \$2000
valid Feb 1.20 - March 15.20*

Save \$175 Interior Painting

minimum \$2000
valid Feb 1.20 - March 15.20*

Save \$600 Basement Renovation

minimum \$8000
valid Feb 1.20 - March 15.20*

Save \$175 Drywall & Plastering

minimum \$2000
valid Feb 1.20 - March 15.20*

March

Save \$95 Garage Door Installation

minimum \$1000
valid March 1.20 - Apr 15.20*

Save \$25 Garage Door Openers

minimum \$250
valid March 1.20 - Apr 15.20*

Save \$600 Kitchen Renovation

minimum \$8000
valid March 1.20 - Apr 15.20*

Save \$25 Caulking & Weatherstripping

minimum \$250
valid March 1.20 - Apr 15.20*

* All work must be done by Homeservice-authorized contractors. These coupons have no cash value. One coupon per job, per member. Not valid with any other offers or coupons. All orders must be placed and accepted within the specified time frame to qualify for the discount