

# HOMESERVICE CLUB

WINTER 2021

QUARTERLY



## KITCHEN CRISIS

*COVID-19 restrictions are inspiring a number of significant home improvement projects, with outdoor spaces, bathroom renovations and kitchen remodels topping wish lists.*

With many people sheltering in place due to the coronavirus pandemic, homeowners reported a significant uptick in baking and cooking activities compared to the months prior to the pandemic. In fact, a recent poll conducted by the National Association of Realtors, also concluded that potential home buyers “are seemingly altering their preferences for specific home features as a result of the COVID-19 pandemic.”

**Layout Lunacy** - Kitchens that haven't been updated for a while tend to accumulate a lot of...idiosyncrasies. This could include awkward configurations that won't allow you to open the refrigerator door if a particular drawer is open, minimal countertop space for prepping dinner, or a space that's simply too small – all of which can be easily rectified to make your kitchen a more enjoyable, functional space.



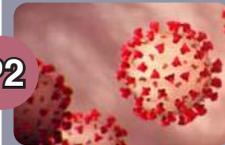
### 1:8 REALTORS REPORT COVID AS THE TOP REASON FOR THE SHIFT IN PREFERRED FEATURES WHEN PURCHASING A HOME

**Lifestyle Limbo** - Our household needs are changing. With everyone being home all the time you need more seating space, countertop space, oven or burner options, a larger refrigerator, and even more cabinet and pantry storage. Or perhaps you want a gourmet kitchen with quartz counters, a rack for hanging pots, a warming drawer, a dedicated wine refrigerator, or a second oven. If your current space doesn't fit your lifestyle, a remodel can make it the kitchen of your dreams.

**The Times They Are A-Changin'** - It's important to remember that millions of people have been compelled to spend unprecedented amounts of time inside their homes during the past year. This may have a long term effect on people's changing preferences for features in their homes. Although a full kitchen renovation will cost more than refacing your cabinets, the ROI is greater and will only increase more over time.

## TAKE A LOOK INSIDE

P2



### Keep Safe

◀ *COVID-19 is spread from person to person - Steps you can take to protect yourself and others*

P3



### Furnace Maintenance

◀ *Staying warm while keeping bills low - Things to do before you call the pros.*

P3



### We're with you every step of the way!

◀ *Helpful tips inside - How to protect your Club guarantee!*

## IMPORTANT REMINDER

There are a number of companies that use the words “Home Service” or “Home Services” when making phone calls soliciting business. Duct cleaning in particular has a reputation for these types of calls. Please be assured that neither our contractors or staff make phone calls to solicit your business. If you receive a phone call of this nature please try to capture the phone number and let us know. There are a number of impersonators out there, but there is only one Homeservice Club.

▼ *Great Service,  
Great Job*

*“We had a small electrical problem. I waited for weeks for the caretaker in our condo to come to fix it, and got tired of waiting. I emailed Homeservice one morning, and within an hour an electrician contacted me and within 3 hours he had been, fixed the problem and gone. We have been members for 50 years, and even though we are in a condo now instead of a house, I rely on their efficiency and guaranteed work. Thanks for everything.”*

*- A.P. Member #020682*



Tip



## IT'S NOT OVER TILL IT'S OVER

*We're all tired of being home, and while we're starting to see the light at the end of the tunnel, lockdown restrictions are still tight in many parts of the country.*

*As medical experts will tell you, we're still far from the finish line.*

**For the most current information please consult:**

**[www.PublicHealthOntario.ca](http://www.PublicHealthOntario.ca)**

Canadians must remain vigilant about public health measures such as hand washing, distancing, and masking to prevent the spread of the virus. These measures will become even more important during the flu season.

Whether you're celebrating a Raptors game or meeting a couple of friends for a socially distanced dinner – make it a safe, small gathering.

If you start to experience symptoms or have questions or concerns about your health, call your local public health unit, primary care provider, or Telehealth Ontario at

**1-866-797-0000**

## COUNTERTOPS

### STYLE FILES - COUNTERTOP MATERIALS

When you're planning a new kitchen, you face many different choices and one of the biggest is the countertop. You'll be preparing, chopping, cutting, mixing, spilling, cleaning and maybe eating on it many times every day, so appearance is important but not everything. Fortunately, countertops are available in many different materials to suit your cooking and cleaning style. And, the range of finishes is huge so you're sure to find the right mix of style and function.

#### *Concrete*

Custom and poured in place, the final product is only as good as the installation. Concrete chips and scratches easily, and can develop hairline cracks. Topical sealers can protect it against stains but not heat, and most penetrating sealers can handle heat but not stains.

#### *Laminate*

Inexpensive and stylish options with decorative edges abound. These countertops resist stains and heat pretty well, but cutting directly on it and using abrasive cleaning agents can mar the surface.

#### *Marble*

Marble takes on a patina over time which some consider beautiful but others see as marred. Small nicks and scratches can be polished out, but marble chips easily and needs to be resealed periodically. On sealed marble most stains are easily wiped away with water.

#### *Limestone*

Limestone resists heat well, but it nicks, cuts, and scratches easily, and even a high quality sealer can have trouble fending off stains. Make sure to blot spills immediately and periodically reseal.

#### *Quartz*

This mix of mineral, colour, and resin is meant to mimic stone but is more durable and requires less maintenance, making it a good choice for a kitchen that gets a lot of use. Hot pots, serrated knives, abrasive pads, and most stains are no match for quartz.

#### *Granite*

The real deal. Each stone slab is unique. Heat, cuts, and scratching won't harm it, but corners and edges can chip; let a pro repair take care of those. Polished and matte finishes resist most stains when properly sealed, a process that should be repeated periodically.

#### *Soapstone*

It's not as common as granite—and it's stunning. It resists heat damage, and small scratches can be sanded. But it nicks, cuts, and scratches easily, and some tough stains won't wash away.

#### *Bamboo*

It sounds crazy but it's eco-friendly, it adds warmth, and it looks great (at first), but it's easily stained, scorched, and nicked. Check if you can use the variety you've chosen near a sink, as excessive moisture can warp some varieties.

# 10

## PROJECTS TO BEAT THE WINTER WOES

### LET THERE BE LIGHT

Winter, with early sunsets and a general lack of sunlight, can really mess with our moods. Fight back by swapping out tired old light fixtures for bright, cheery ones that will improve illumination—and your spirits.

### COZY TOES

If your carpets took a beating this year, now's the time to change them out. Besides, when you replace carpeting in the winter, your home automatically feels cozier and stands up better to the rest of the snowy season.

### PRETTY PATTERNS

Whether your goal is to enliven an entryway, bedroom, or living room, wallpaper is a good option. This versatile design element can be used for an accent wall or a fully-papered room for a bold look.

### WHERE ONE CLOSES...

Upgrade your interior doors to solid-core, they hold up to general wear-and-tear, as well as helping to provide additional insulation in the winter months. They also offer sound-dampening properties, as, the thicker the door, the better sound insulator it will be.

### SWEATER WEATHER

Add insulation to your attic or crawl space to ensure your interior spaces stay as warm as possible, even in the coldest weather. This easy project can have an immediate impact on indoor comfort.

### TOP IT OFF

It's the crowning glory of interior design: stylish overhead molding that adds architectural character. Whether installed to conceal cracks or an inferior taping job, or purely for aesthetics, crown molding brings elegance and personality to your space.

### MAKE A SPLASH

Replacing the kitchen backsplash is a great way to introduce colour or playfulness into a kitchen (without spending too much money).

### SOLID CHOICES

Replacing the countertops can make a huge impact on your kitchen's appearance, and the job doesn't require a lot of trips back and forth outside so it's an ideal cold-weather upgrade.

### SEAL IT UP

Sealing leaks around doors and windows is the best way to reduce drafts, cut home energy costs, enhance your house's energy efficiency, and decrease your carbon footprint.

### COLOUR YOUR WORLD

Late winter is actually a great time to change your wall colours. That same dry interior air that affects your skin in winter can help a fresh coat of paint dry more quickly.



## FURNACE MAINTENANCE TIPS

Owning a home is a huge responsibility – and certainly not a cheap one. That's why it's so important to get the most out of every appliance and system in your home. Homeowner maintenance is crucial in ensuring this happens. Here are a few of our favourite tips for keeping your home's heating system running smooth all winter.

### Adjust Your Thermostat

Install a programmable thermostat. They offer multiple settings for different times of the day allowing you to keep your house warm and cozy while saving money. Many models are now also able to be conveniently controlled remotely with an app on your phone.

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### 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!

### Check And Replace Filters

We all need air to breathe and your furnace does too. Don't forget to check and replace any filters to allow for proper airflow. If your furnace isn't getting enough air, it has to work harder, which can shorten its lifespan.

### Keep Vents Clear

In about 10 minutes you can take a walk around your home to identify where all your vents are located. Then simply make sure nothing is blocking them. If a vent is blocked by furniture, move it. Keeping vents clear allows for even distribution of warm air throughout your home.

### Annual Furnace Maintenance

Having a qualified professional take a look at your furnace once every year is always a good investment. They can identify small problems early preventing large bills later on. Yes, some people



# HOME RENOVATION SAVINGS

## January

**Save \$25**

### **Duct Cleaning**

minimum \$250

valid Jan 1.21 - Feb 15.21\*

**Save \$600**

### **Bathroom Renovation**

minimum \$8000

valid Jan 1.21 - Feb 15.21\*

**Save \$25**

### **Calking & Weatherstripping**

minimum \$250

valid Jan 1.21 - Feb 15.21\*

**Save \$175**

### **Window Replacement**

minimum \$2000

valid Jan 1.21 - Feb 15.21\*

## February

**Save \$600**

### **Kitchen Renovation**

minimum \$8000

valid Feb 1.21 - Mar 15.21\*

**Save \$40**

### **Garage Door Openers**

minimum \$450

valid Feb 1.21 - Mar 15.21\*

**Save \$95**

### **Garage Door Installation**

minimum \$1000

valid Feb 1.21 - Mar 15.21\*

**Save \$25**

### **Handyman Service**

minimum \$250

valid Feb 1.21 - Mar 15.21\*

## March

**Save \$95**

### **Tiling**

minimum \$1000

valid Mar 1.21 - Apr 15.21\*

**Save \$600**

### **Basement Renovation**

minimum \$8000

valid Mar 1.21 - Apr 15.21\*

**Save \$175**

### **Electrical Panel Upgrade**

minimum \$2000

valid Mar 1.21 - Apr 15.21\*

**Save \$175**

### **Drywall & Plastering**

minimum \$2000

valid Mar 1.21 - Apr 15.21\*



\* 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

## Happy New Year!

With 2021 beginning, we owe a huge thank you to our members, contractors, partners, and everyone else we've had the pleasure of working with, for continuing to choose us in these unprecedented circumstances.

Wishing you all a safe and happy New Year,

-TheHomeserviceClub Team

## 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 exclusive Double Guarantee.

## AND MORE

### **Worry-Free Warranty Plans**

A protection plan provides parts and labour coverage for breakdowns to your home's most essential systems, helping you avoid expensive and unexpected repair costs when things go wrong. Choose one of our three popular plans or bundle them for savings up to **\$167.00!**

### **Free Home Security System**

Homeservice Club's fabulous top-rated Home security system plan gives you a state-of-the-art security system for FREE! No installation charges. No equipment charges. You only pay a small monthly monitoring fee for 36 months. At the end of the contract, you own the equipment. It's a no-risk, affordable way to protect your property and loved ones.

### **Home and Auto Insurance Discounts**

As a Homeservice Club™ member you are eligible for discounts on your personal home and auto insurance! The strength of our group buying power means we can all save. Gain access to 20+ insurance companies to find the best fit for your lifestyle, and rest easy with the knowledge that if you have questions about making a claim you can call and speak to an advisor to determine your next steps!