



ISSUE 3: Fall 2014

TOTALHOME

RENOVATION MAGAZINE



RENOVATION SPOTLIGHT:

The New Look of Homework

Walk-up Attic Space Converted to Office

INSIDE:

The Best Choice

In Home Insulation

Shedding Light on Way-Mar's Office Reno

Way-Mar Expands Office and Showroom



Beauty Outside, Cool Breeze Inside.

Entry Doors with Vented Sidelites

Vented sidelites let the breeze flow inside without a screen door distracting from the look of your home. Cleverly disguised, vented sidelites work like a window with the screen on the inside where it is hidden. Talk to Way-Mar about quality door options for your home.

MESSAGE from the president

GROWING TO SERVE OUR CUSTOMERS

2014 has been a busy year for Way-Mar and the fall is no exception. Our customer base is growing and we are working harder than ever to maintain the level of service excellence you've come to expect from us.

In anticipation of this growth, we recently completed a new addition and renovation to our own head office in Hawkesville. We are proud to feature our new space in this issue of Total Home. With our new product showroom and additional working and meeting spaces, we are better suited to meet the needs of our customers into the future.

I want to thank our employees and customers for their patience during this project. If you find yourself driving through Hawkesville, feel free to drop by and visit our new office in-person.

LOOKING TO 2015

If you are considering a project for your home in 2015, it's never too early to give us a call. We would be happy to talk about your plans so we can start scheduling projects and prepare over the winter months.



Warmest Regards,

DARRELL MARTIN
PRESIDENT

Visit Our Website:

Read Total Home Magazine Online



www.waymar.ca



Find out what people think of Way-Mar.
Visit our customer testimonial page.

Contact Us

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Marguerite

ELMIRA, ON

SERVICE: RENOVATIONS ★★★★★

“All the workers did an excellent job. Terry did a terrific job on the trim, accompanied by a good sense of humour.”

Scott

WATERLOO, ON

SERVICE: ROOFING ★★★★★

“Very happy with the service provided. I will use Way-Mar for my next required home improvement project.”

The Best Choice in Home Insulation

Spray Foam Insulation Provides Long-Term Benefits for Many Homeowners

During the first winter in their 60 year old Waterloo home, Chris and Marina realized they had a serious problem to address - ice damming. The high gabled roof on their 1 ½ storey home had bare patches where snow was melting and then refreezing at the eaves. The ice effectively formed a dam trapping water and potentially causing significant damage outside and inside the house.

The couple did not have a clear idea of how to diagnose and fix the problem so like most homeowners they contacted a number of different contractors. They got several quotes with each taking a slightly different approach leaving Chris and Marina confused and wondering what to do.

Then they called Way-Mar. Rob Martin

took the time to explain exactly what was happening and suggested a comprehensive solution to permanently fix the problem. He said there was very little insulation under the roof so significant heat loss was melting the snow. Because of the age of their home, the original boards on the roof would likely need to be replaced and new insulation installed.

Rob specifically recommended the use of spray foam insulation as the ideal insulating choice for this particular application. Although more expensive than other options, this insulation would provide long term savings to their heating and cooling costs and the greatest level of comfort year round in an older home. Chris says they appreciated the level of education that Way-Mar provided which allowed them to make the

right investment decision.

Way-Mar completed the project over the course of a few days including removing the old roof, adding spray foam insulation to all the sloped and flat ceilings, installing new plywood and shingling the roof.

Five years later, Chris and Marina are very pleased with the overall improvement to their home. They no longer see bare patches from melted snow on their roof and the upstairs feels much warmer in the winter. Chris is also quite confident that his heating and cooling costs would be significantly higher if they had not chosen Way-Mar's comprehensive solution. He adds, "you could just tell that it felt better upstairs. We knew that it was the right choice to make." That peace of mind is worth a lot too.



THE SPRAY FOAM ADVANTAGE

Each year, more Canadians are choosing Spray Polyurethane Foam Insulation (SPF) when renovating their homes. In general, this form of insulation is a more costly



product to use but can be installed faster than other insulations, lasts a lifetime, and has the highest level of thermal performance per inch for commonly used insulation products.

The performance advantage of SPF Insulation translates to a significantly more energy efficient home with heating and cooling costs reduced as much as 50%. According to CUFCA (Canadian Urethane Foam Contractors Association), the payback period for an investment in spray foam insulation is between five and seven years.

Beyond the financial savings, spray foam insulation provides many advantages to the everyday comfort of your home including:

- **Draft Free Environment:** sealing of cracks, joints, etc., will prevent uncontrolled movement of air through the wall assemblies
- **Dust Free:** homes insulated with SPF Insulation show a remarkable reduction of dust accumulation
- **Improved Air Quality**
- **Stable Insulation:** not subjected to structural deterioration or decomposition, will not settle
- **Strong Adhesion to the Surface**



THE WAY-MAR ADVANTAGE

Way-Mar is a licensed medium density spray polyurethane foam contractor with CUFCA (Canadian Urethane Foam Contractors Association). Way-Mar's spray foam installers are also certified by CUFCA, meaning they must be trained in the proper installation of the product and are committed to following the high standards set forth in the SPF Quality Assurance Program by CUFCA. This means that Way-Mar customers are ensured of professional and consistent installations of spray polyurethane foam insulation - providing maximum benefits in energy efficiency and long term performance.

We invite you to visit the CUFCA website for more resources for Home Owners: http://cufca.ca/home_owners.php

The New Look of Homework

Walk-up Attic Space Converted to Bright, Functional Home Office



“Way-Mar makes suggestions based on what they think is most suitable for us. We’re always happy with the results.”

A growing percentage of Canadians work from home in some capacity. For people like Susan Fitzgerald who work full-time running a home-based business, having the right workplace setup is an important factor in the decision to work from home. After working for about 10 years in their basement office - a large but dark space with limited natural light - Susan and her husband John decided to convert their partially finished walk-up attic into a bright and comfortable office space.

Their first decision was an easy one. Susan contacted Rob Martin from Way-Mar. The Elmira couple have lived in an older two-storey brick home for 20 years during which time they have completed a number of small and large renovations. About 15 years ago, they were introduced to Way-Mar when they replaced some windows and doors. Since then, Way-Mar has completed a long list of projects for John and Susan from outside railings to a complete kitchen renovation.

Susan gave Rob an idea of the end result she had in mind for the new office space - one that would take advantage of the attic’s natural light and provide overall comfort for her and her assistant to work in everyday. Their conversation began in the fall with a goal of completing the renovation the following spring. Susan notes that planning ahead is important and, as with previous projects, she told Rob when she wanted the work to be completed and he built a plan based around that.

The first stage of the renovation was to gut the entire attic and then apply spray foam insulation. As work has been done to different areas of their home, John and Susan have chosen to insulate with polyurethane foam because it provides the best thermal protection. This makes a notable difference in their older home even with the natural insulating factor of the double brick construction.

Since the attic is a place where Susan spends a significant amount of time year round, choosing spray foam insulation has proven to be a wise choice. Susan says “it’s quite air

tight up here so keeping it warm in the winter isn’t a problem. We ran a little infrared heater this winter but needed to shut it off by noon or it was too hot even on the coldest days. On really hot days in the summer, I turn on the small window air conditioner early in the morning and it doesn’t run very much to keep it quite comfortable.”

In the overall design of the office, Way-Mar was able to maximize the usable space which is often a challenge in attics. Even with low slanted ceilings, the office is full of natural light and has an open airy feel with a wonderful view of the neighbourhood’s mature trees. Susan is certainly satisfied with the move up from the basement. “There’s just something about working up here that I prefer.”

The open concept office also lends to long term flexibility and resale value as the space can easily be converted to a bedroom or recreation room.

Based on her experience with several renovation projects, Susan reflects that “renovations always take longer and cost more than what you first think. That’s just the reality of renovations. You’re going to find stuff along the way. You learn to prepare for that. Having said that, there weren’t really any surprises with this project.”

She also appreciates the collaborative approach that Way-Mar brings to a project. “Way-Mar always gives options and explains the differences - taking into consideration your personal preferences and priorities.”

Early on with this home, John and Susan worked with different contractors and got several quotes to help choose the best company. She says they learned the “hard way” that not all contractors are the same. A few times it looked like a good job was done on the surface but things were done poorly or incorrectly and had to be redone.

The couple feels fortunate to have connected with Way-Mar early on. “Way-Mar stands out in their commitment to customer service and quality. That’s worth a lot. We have built up a lot of trust over the years so we are never concerned that we are getting ripped off or if the work will be done right. I feel they always offer a fair price and we get excellent value for our money.”

“We’ve built a good long-term relationship so they know us pretty well. Way-Mar makes suggestions based on what they think is most suitable for us. We’re always happy with the results.”



Shedding Light on Way-Mar's Office Reno

Way-Mar Expands Office and Showroom to Serve Growing Customer Base

We asked Rob Martin from Way-Mar to tell us about the new office addition and renovation.

Total Home: Why did you decide to expand the current office?

Rob: There were 3 main reasons. First, our administrative staff and sales team were in pretty close quarters. It was distracting for everyone with people on the phones while others were showing plans to customers.

Second, we have grown enough over the years that a number of our staff were sharing offices and we wanted to provide more individual spaces along with additional meeting rooms to be with clients.

Third, we had about half a dozen offices in

the basement. That's not an ideal place to work in all day so we wanted to move those upstairs.

TH: What was all involved with this renovation?

Rob: Overall, we added about 3,400 square feet of office space in the form of additions to the front and right elevations and a new second floor above the existing office. The basement offices were converted into new meeting and training spaces for our employees.

We renovated the entire main floor ending up with a more spacious showroom area and new meeting rooms for our customers and staff. The building also has a fully accessible entrance and accessible washroom.

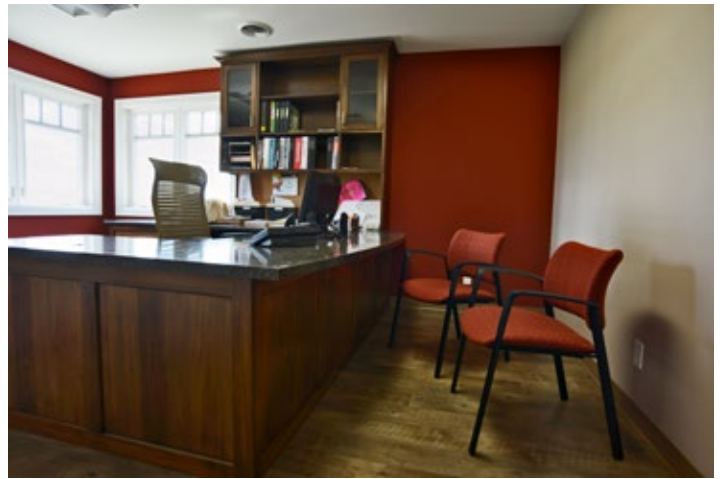
TH: How will this project benefit Way-Mar customers?

Rob: The new showroom is a great place for our customers to be inspired with ideas and look at sample products to help make better choices for their homes. We also have more areas to meet with customers to privately discuss and review plans.

TH: What do Way-Mar's employees think about the new office?

Rob: Our employees are justifiably proud. We think this office is a tangible display of the talent and workmanship of our employees. The level of quality and attention to detail is noticeable and we want people to know that we are committed to that same excellence for our customers' homes.





“This office is a tangible display of the talent and workmanship of our employees. The level of quality and attention to detail is noticeable and we want people to know that we are committed to the same excellence for our customers’ homes.”



Getting to know WAY-MAR®



PROFILE:

NAME:
KARL STECKLEY

POSITION:
VP SALES, ROOFING SALES

TIME WITH WAY-MAR:
13 YEARS

PROFILE:

NAME:
TOBY GRIGAT

POSITION:
SITE FOREMAN & CARPENTER

TIME WITH WAY-MAR:
15 YEARS

What do you enjoy most about working at Way-Mar?

I like that I'm always busy with Way-Mar. It's a good crew of people to work with.

What is one thing you think Way-Mar does really well?

I think we do well with customer care and follow up. We always do what it takes to get the job completed.

Are there any new trends in roofing?

Steel roofs are getting more popular.

Where did you go for vacation this year?

We went to Vancouver to visit our daughters. Visited the Sunshine Coast.

Do you have a favourite sports team?

I'm a Toronto Maple Leafs fan, for no good reason.

What made you decide to get into contracting?

Carpentry was something I started when I came out of high school. I enjoyed what I was doing and I was good at it so I kept with it.

What is the best part of your job?

I like the detail work involved with finish carpentry, working to get everything perfect.

What is your most important power tool?

Probably my mitre saw...and a good helper!

Where did you go on vacation this summer?

This summer I spent most of my time building my house. This is where all my free time has gone, but it's going to be a nice house.

Do you have any hobbies?

I love to do carpentry at home. Building my own house is my dream.

Some of our Recent Projects



◀ OUTDOOR LIVING

This maintenance-free pergola gives this homeowner more time to enjoy being outside. Creating comfortable outdoor living space is possible for any size or style of home.



◀ DISTINCTIVE DESIGN

A new modern kitchen design gives this home a fresh look. The spacious feeling of the open concept is complemented by the distinctive areas defined by a large breakfast bar and different flooring.



◀ THE FINISHING TOUCH

Pre-finished wood siding gives Whistle Bear clubhouse a distinguished look that complements the different roofing styles used- both steel and traditional shingles. The elegant columns make a classic statement for this grand entrance.

Contact us today to find out how we can help with your next renovation project.

www.waymar.ca

519.699.4236

