



ISSUE 2: SPRING 2014

TOTALHOME

RENOVATION MAGAZINE



RENOVATION SPOTLIGHT:

Improving With Age

Renovations keep this 33-year old house looking better than ever

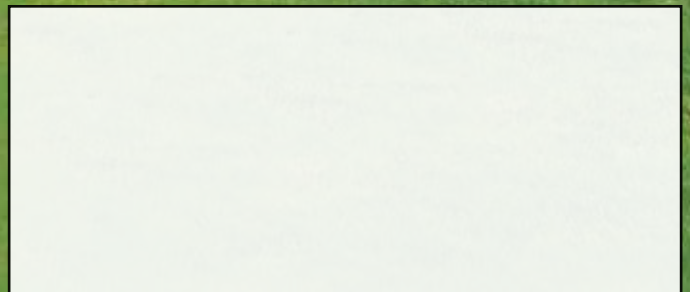
INSIDE:

A Modern Approach

to today's siding options

The Choice is Clear

Professionally installed energy efficient windows



Admitting you have
Heat Loss
is the first step.



Coping With
Heat Loss

By: Dr. I.B. Freezin

Updating your home's insulation will drastically reduce your heat loss and improve energy efficiency.

Let Way-Mar be your partner in finding the right balance between your home renovation investment and true long-term energy savings. We'll help you make the best insulation decision for your home. From blown-in cellulose to board stock to polyurethane spray foam, creating a more comfortable home in every season is our goal.



MESSAGE from the president

AT HOME IN CANADA

Canadians love to talk about the weather. Regardless of whether you love it or dislike it, this past winter's abundance of snow and cold temperatures has given us plenty to talk about. It's a great reminder that we live in a land of unpredictable and uniquely extreme conditions.

Our homes serve the important role of protecting us from those conditions - to keep us comfortable and provide a welcoming environment. Even as warmer days approach, it is always a good time to maximize your home's year-round comfort.

Way-Mar's mission is to be "your total home improvement specialists". Whether it's a small task or large project, we take pride in partnering with you to make your home the best it can be - every day of the year.

THANK YOU FOR YOUR FEEDBACK

Last fall we produced our first issue of TOTAL HOME Renovation Magazine and the response was overwhelmingly positive. We also revealed our new corporate logo and have updated all of our vehicles.

Thank you to everyone who took the time to email, call or stop us on the sidewalk to compliment us on the magazine and logo. We continue to value this feedback from our friends and customers. It's our pleasure to work with so many great people in our local community.



Warmest Regards,

DARRELL MARTIN
PRESIDENT

Last Issue's Spotlight:

Geraldine Petz & David Borth

LOCATION: WATERLOO, ON SERVICE: RENOVATIONS

“ We've heard other people's horror stories about renovations. But we've never experienced any of that with Way-Mar. That's why we like working with them. ”



A Modern Approach to Today's Siding Options

Today homeowners have more options than ever before when considering new siding. Siding is often the biggest aesthetic feature of a home and it can make a dramatic change in a home's curb appeal without a dramatic budget.



Different siding profiles and materials offer a wide range of distinct themes that are beautifully enhanced with the right trim details.

VINYL SIDING

For more than thirty years, vinyl siding has been the top choice of homeowners due to its lower cost, versatility, durability and extremely low maintenance.

Today's vinyl siding is available in many textures and colours, giving you the freedom to express yourself with the right siding that fits your budget. It works well with virtually any architectural style and comes in different profiles like horizontal and vertical panels, shakes, scalloped, lap, and beaded designs.

Vinyl is highly resistant to fading, rot and mold, and performs well in every season, year after year. The only routine maintenance is an occasional wash.

Way-Mar offers an exceptional selection of affordable vinyl siding options with outstanding performance.

PRE-FINISHED WOOD SIDING

Real wood siding exhibits a natural beauty through the distinctive grain of each individual board. Way-Mar offers pre-finished wood siding which utilizes state-of-the-art technological advances, to make an ideal choice for beauty, durability and design flexibility.

Pre-finished wood siding is available in a range of styles and colours, offering you the versatility to complement any architectural design. Pre-finished wood siding also offers a full assortment of trim and accessories to personalize your project.

The key to pre-finished wood siding durability lies in the finishing process. The wood is thoroughly dried prior to the application of premium quality stain, applied to all sides of each board in an ideal, controlled environment. The



Pre-finished wood siding is available in a range of styles and colours, offering you the versatility to complement any architectural design.



WAY-MAR PRO TIP

When installing new siding, consider updating your insulation at the same time to reduce the combined cost.

result is an eye-catching natural wood siding that resists even the harshest of environments for a long period of time.

The finish is guaranteed for 20 years.

Pre-finished wood siding is also low maintenance because the quality of the factory finish means you won't need to re-stain it for many years.

FIBRE CEMENT BOARD SIDING

Strength and beauty have come together like never before. No matter what the elements throw at your home, fibre cement board siding has lasting strength under the toughest conditions. With its choice of finishes and wide colour possibilities, you also have complete freedom to showcase your personal style.

Fibre cement board is a combination of asbestos-free cellulose fibre, sand and cement which make an extremely durable, non combustible building material that is resistant to fading, rotting, warping and cracking. It performs well in all weather conditions from extreme cold to high winds to direct sunlight and heat.

With advancements in the production of fibre cement board, you can choose from a variety of smooth finishes or textures that mimic the appearance of real wood, stucco, or other exterior finishes. It can be used in vertical or horizontal applications.

Way-Mar uses fibre cement board that is guaranteed by the manufacturer to last 50 years so you can have peace of mind in your long term investment. In fact, recent studies indicate that of all home improvement projects, installing fibre cement board siding is among the best at providing a good rate of return on your investment.

PART OF OUR ROOTS

Our company began over 40 years ago as siding specialists and we continue to offer unmatched expertise in this field. Our professional, experienced staff is always pleased to talk with you about choosing the right siding for your home.

With a team of highly skilled siding installers, we take great care to transform your home and back it with our 5 year workmanship guarantee.



Improving With Age

Renovations keep this 33-year old house looking better than ever



Wendy and David are the original owners of their Kitchener home built in 1981. Although from the street you might not realize their house is over 30 years old.

David says “we have replaced everything except the studs, bricks and the wall board. This home is something that we work at constantly. We want to keep improving it and we want to keep it current. It’s where we live. We want it to be comfortable and to reflect our priorities.”

In 2012, the couple hired a fencing contractor to build a new composite fence and deck in their backyard. They also required a roof over the deck so they looked extensively for another contractor.

Based on a referral from a close friend, David called Way-Mar. Their project manager, Trevor Martin, assured David that he could work with the other contractor and stage the project as requested by the homeowners.

Trevor came to their home to talk about the project and get measurements. Then he contacted the fencing contractor to coordinate the work on the deck and roof. Trevor quickly noted that they

“Trevor doesn’t force ideas on you but he opens up the range of choices and explains the good, the bad, and the indifferent. He always gave us the option and the choice to do the better thing.

Often it didn’t cost us a nickel more. But it takes the contractor’s time to think about these things and say ‘How about doing this?’”

could save some money by pouring sonotube concrete forms to support the deck and also carry the vertical load of the columns for the roof. He also made suggestions about lighting and even made the necessary preparations for a future ceiling fan.

When asked about the Way-Mar personnel that worked at their home, Wendy says “they were all very nice. They kept their construction debris to a minimum. It was all good.”

In 2013, Wendy and David decided to complete more exterior work including new vertical vinyl siding at the back, adding columns in the front entryway, replacing soffits and fascia and updating the two upstairs dormer windows. Again, they called Way-Mar.

The couple did a lot of research beforehand and already had a good idea of what they were looking for but they really appreciated Way-Mar’s ability to bring options to the table. One such idea was proposed after work began on the upstairs windows that were being refinished with stucco. The crew discovered that the original semi-circle dormers were only cosmetic. Trevor said they could remove the dormers completely but his recommendation was to frame the windows out with new peaked tops that would make it look like part of the original design of the house.

The couple agreed and were really impressed with the end result. “It’s a completely new look to the house. A more classic look that doesn’t appear dated. For the first few weeks, people regularly stopped their cars in front of our house to see the change.”

Today, Wendy and David are already looking forward to their next home improvement project - replacing their pool cabana. David says, “We’re not calling anyone else. I don’t think it cost us a premium price to get a premium contractor. The real key is whether you are going to get value out of it. I can look at this house and be extremely pleased. In 30 years, Way-Mar is the best contractor we have ever worked with. Period. End of story.”



“It’s a completely new look to the house. A more classic look that doesn’t appear dated. For the first few weeks, people regularly stopped their cars in front of our house to see the change.”

The Choice is Clear

Professionally Installed & Energy Efficient Windows

Windows keep the weather outside while allowing natural light in and giving us a great view of our surroundings. When it comes time to replace the windows in your home, there are several things to consider before you invest in this important decision.

WHAT TO LOOK FOR IN A QUALITY WINDOW

As window technology has evolved, they play an even more important role in controlling our indoor environment with standard energy efficient features. Finding energy efficient windows has become easier, as insulating features such as double panes, heat-reflecting low-E coatings and argon gas between panes have become more common.

Quality vinyl windows have the advantage of reduced maintenance because their high resistance to fading or rotting.

Leading window manufacturers also offer warranties against defects in the materials and workmanship of their products, if properly installed.

THE RIGHT WINDOWS FOR YOUR HOME

Today's wide selection of styles and options let you find the right high quality vinyl windows to match the personality and design requirements of your home. Each window is custom fitted and available in your choice of colours.



Another favourite choice for homeowners are decorative brick molds which create a clean, finished exterior appearance to any window. Various styles of grill dividers can be installed either on or inside the glass panes for a more distinct look.

THE RIGHT INSTALLATION

The most important aspect of replacement windows is the installation. Even the best made window will not perform well if the correct installation methods are not followed. Poor installation may also void the manufacturer's warranty and potentially becomes a costly experience for the homeowner.

A reputable installer will seal the window opening with a combination of a self-adhering waterproof membrane, metal flashing and caulking. Then the window is set in place, plumb and square, and gaps between the window and frame are filled with foam insulation to make it airtight.



WAY-MAR PRO TIP

Remove window screens during cold weather months to increase the amount of sunlight and natural heat coming into your home.



SIGNS THAT YOUR WINDOWS NEED REPLACEMENT:

- Moisture / frost between the glass panels
- Trouble opening or closing your windows
- Blistering, peeling, flaking, cracking or fading
- Water leaks causing mold or mildew build up
- Rotting or falling apart

THE NEW VINYL WINDOW ADVANTAGES

- Energy efficiency
- No need for storm windows
- Easy to use - open, lock, clean
- Low maintenance - no painting, won't fade, flake, blister, peel or rot
- Reduce exterior noise transmission
- They look great!

THE WAY-MAR WAY

Way-Mar has the experience of installing thousands and thousands of windows for satisfied customers over the past 40 years.

We take care to replace your old windows with minimal impact to your home. Our craftsmen do the little things like putting drop sheets wherever they will be walking. They will complete the job with custom

trimwork for a properly finished window that you will be proud of.

We keep on top of changes in the industry and ensure full compliance to manufacturer's standards and warranty requirements. In addition, Way-Mar gives each customer peace of mind with our 5 Year Workmanship Guarantee.

Getting to know WAY-MAR®



PROFILE:

NAME:

ROB MARTIN

POSITION:

V.P. OF OPERATIONS

TIME WITH WAY-MAR:

22 YEARS

PROFILE:

NAME:

KEVIN FUTHER

POSITION:

FOREMAN OF CARPENTRY

TIME WITH WAY-MAR:

9 YEARS

What do you enjoy most about working here?

I really enjoy meeting with our customers and guiding them through the decision making and design process of their home renovation. I also enjoy the wide variety of projects we get to work on.

What makes Way-Mar stand apart from other contractors?

We have a very broad range of services to offer our customers. We can perform all aspects of a job from framing to siding to finish trim work all through our in-house team. This allows us to maintain quality control throughout all stages of every job.

How will you spend your summer vacation?

My wife and I will take a motorcycle trip up north to visit our son and daughter-in-law. We'll also spend some time relaxing in our camper in a provincial park.

Do you have any special talents that people may not know about?

I enjoy playing my guitar. I also love to tinker with machinery, working on the lawn tractor. To me that's therapeutic.

Is there something you've always wanted to do but haven't yet?

I've always wanted to try sky diving. I'd still like to. My wife and I would also like to experience seeing some different parts of the world while riding a motorcycle.

What do you enjoy about your job?

I like that I get to work outside.

What's the most interesting job site you've worked on?

We built a cottage up in Kincardine. We got to stay up there for the week.

What is the most important tool in your truck?

That would be my Stabila Laser Level. It keeps everything straight and level.

What's your favourite past time?

Spending time with my family. We like going for walks and taking the kids swimming.

If you could travel anywhere in the world, where would you go?

I'd probably do a road trip across Canada. See our country from coast to coast.

Some of our **Recent Projects**



◀ OPEN CONCEPT LIVING

Removing a wall and installing a stylish modern kitchen with an island gave this home a bright open concept feel. Custom fireplace mantle and cabinetry provide functional use of valuable space.



◀ READY FOR MOVIE NIGHT

A finished basement can instantly add recreational living space to any home. Large windows and a gas fireplace give this rec room a bright and cozy atmosphere.



◀ BREATH OF NEW LIFE

This solid brick bungalow showed a lot of potential. Way-Mar stripped it down to the core and then rebuilt the entire main floor with new flooring, drywall and finish trim work. With the right vision, any home can become your dream home.

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

www.waymar.ca

1.519.699.4236





Don't judge a Roof by its Cover.

To recognize a properly installed roof, you need to look beyond the shingles.

At Way-Mar, we know that a great roof starts with experience, tested procedures and trained hands. As a certified ShingleMaster contractor we have some of the most experienced roofing crews in Waterloo Region. We use WeatherGuard Ice/Water shield and full coverage RoofWrap underlay to ensure outstanding performance season after season.

With countless satisfied customers, you'll have confidence that your Way-Mar roof will not only look good, it will be done right.

