



**RENOVATION
SPOTLIGHT:**

Taking Downstairs Up a Level

Basement Converted to Living Space

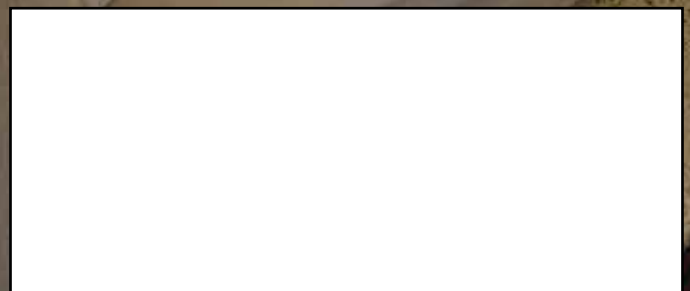
INSIDE:

Getting Vinyl on Your Side

How to Get the Most from your Vinyl Siding

How to Make an Entrance

Current Trends in Exterior Door Systems





Don't delay,
get the Spray.



Spray Foam Insulation Adds Year-Round Comfort.

Airtight insulation is one of the easiest ways to go green and conserve energy while reducing your home's heating and cooling costs. Polyurethane foam insulation lasts a lifetime, and has the highest level of thermal performance per inch for commonly used insulation products. Don't let your hard earned money escape through the cracks in your ceiling and walls, call Way-Mar today.

MESSAGE from the president

THANK YOU

For over 40 years, Way-Mar has continually grown as a successful company based on our commitment to quality, service and honesty. Our passion is to use our skills and expertise to improve your total home whether it is a small job or large renovation project.

Any success we have had is based on the satisfaction of thousands of customers like you. Your home is a reflection of you and we are proud that you chose Way-Mar as your home improvement specialists.

OPEN HOUSE DOOR PRIZE WINNER

Thank you to everyone who came to our office open house in October. It was exciting to see so many of our customers again and show you our recently renovated home in Hawkesville.

We also had a special “door” prize draw for those in attendance. Congratulations to our winners, Brian and Trudy Beckberger, who won a \$2,000 exterior door package.

Remember every issue of Total Home Magazine is available on our website so it's easy to share without giving up your copy. Tell your friends to visit waymar.ca today!



Warmest Regards,

DARRELL MARTIN
PRESIDENT

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www.waymar.ca



Find out what people think of Way-Mar.

Visit our customer testimonial page.

Contact Us

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3585 Ament Line, RR3
Wallenstein, Ontario
N0B2S0

Melvyn & Mary

KITCHENER, ON

SERVICE: RENOVATIONS ★★★★★

“Your continual supervisory direction ensured all went accordingly, often doing that little extra.”

John

HAWKESVILLE, ON

SERVICE: WINDOWS & DOORS ★★★★★

“Absolutely top of the line. From sales rep to installation...couldn't ask for better.”

Getting Vinyl on Your Side

How to Get the Most from Your Vinyl Siding

Introduced in the 1950s as a replacement for traditional aluminum siding, the first generation of vinyl siding products had limited appeal because it was difficult for manufacturers to produce a consistent, quality product.

In the 70's and 80's, the vinyl industry improved the manufacturing process and began making siding with greater durability and a range of colours and finishes. The booming housing market in North America popularized vinyl siding due to its versatility and ease of maintenance.

Today, the latest generation of vinyl siding is available in virtually any design and colour for both older homes as well as new construction. Recently, there have been some industry innovations such as products made with up to 60% recycled content or new styles like authentic imitation cedar shingle siding.

It is a smart choice for many homeowners who want an affordable, low maintenance and attractive exterior finish for their home.



WAY-MAR PRO TIP

Vinyl siding is generally unaffected by direct exposure to the sun but can melt if exposed to a significant heat source. Keep open flame sources like your BBQ a safe distance away.

CLEANING AND CARING FOR VINYL SIDING

Vinyl siding is virtually maintenance free - no painting is required. An occasional rinse with your garden hose is usually all that is required to remove dust and dirt build up.

For debris that is not removed by a garden hose, such as bird droppings or spider webs, the best cleaning method is to wash with a soft cloth or long-handled, soft bristle brush. For textured surfaces, use only a soft bristle brush to keep the grooves in the texture stain-free.

Using a pressure washer for cleaning should be done with caution. Always check with the manufacturer's recommendation for limitations on the use of power washers, amount of pressure and/or approved cleaning solutions.

You can use a general cleaning solution that is free of organic solvents, chlorine bleach and grease remover. Always spot check any cleaner on a small section before using it on a large section of siding.

When cleaning any siding, start at the bottom of the house and work your way up to rinse off any cleaning solution completely before it dries.

MIX AND MATCH TO MAKE YOUR STYLE

When you are thinking about the right type of vinyl siding for your home, it can be quite overwhelming. There are numerous texture types and colours to choose from. You shouldn't feel limited to one

particular type of vinyl. Mixing two or three different vinyl styles and colours can give your home a unique and individual design. The experts at Way-Mar are here to help you choose the perfect vinyl siding type and colour combinations to work with the style of your home. Visit our new showroom today to see and touch different vinyl siding styles and talk with our design team.



TYPES OF VINYL SIDING

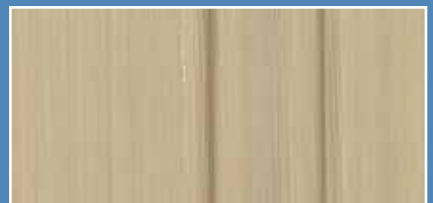
BERKSHIRE



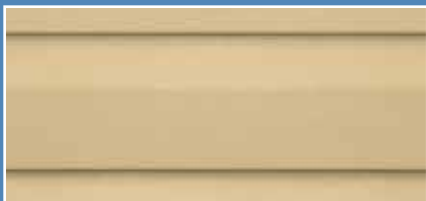
BEVEL



BOARD AND BATTEN



DUTCH LAP



PLANK



ROUGH SAWN



HAND-SPLIT SHAKE



BRICK



STONE



Taking Downstairs Up a Level

Unfinished Basement Converted into Functional Living Space

Kathy is the proud owner of a 99-year old home in the historic Uptown West neighbourhood of Waterloo. Originally built in 1916, this charming two storey house was big in character but small in usable living space. An unfinished basement, the so-called “creepy cellar”, was only used for storage and laundry. With a height of only 6 ½ feet, rough floor and whitewashed walls, Kathy says “it wasn’t really nice to do laundry in a dirty space like that.”

Unsure about how to increase the living space in her home without increasing the overall footprint, she spoke with a colleague who had recently hired Way-Mar to dig out their basement floor and complete a full height basement renovation.

She also heard from others that Way-Mar has done numerous projects in historic homes with a great reputation for innovative solutions while maintaining the character of these older buildings. Kathy went to waymar.ca and submitted an inquiry

through their contact form.

Paul Fretz, a project manager at Way-Mar, visited Kathy’s home to see if a similar solution could be employed. In Kathy’s words, Paul is a “smart guy and an excellent problem solver” and he soon had a plan to dig down and create a finished basement living space with a finished height of 7’ 8”.

As with most older homes, there were challenges to overcome for Paul and site foreman, Harold Lichty. The load bearing



wall dividing the space was removed and replaced by a steel beam while the floor joists were sistered and leveled.

A new custom staircase was built entirely on site to fit the narrow width and was extended to reach the lower elevation of the new floor. They were also able to gain some head clearance in the stairwell without affecting the existing upper level stairs.

The whitewashed concrete foundation was strapped and spray foam insulation applied to make the new living space energy efficient and comfortable. To make the most of the seven existing windows, each was tapered from the exterior to interior to allow more light to enter the basement.

Another priority with this project was to use materials that were consistent with the age of the home. “This house has been here for 100 years. I didn’t want to put in materials that would only last 10 or 20 years,” adds Kathy.

For instance, the new bathroom has contemporary features along with a distinctive custom sliding door made of solid oak. Kathy is obviously delighted with it as she notes that “new doors can look like old doors but I wanted the solid feel of an original door.” In looking around the basement, other details indicate this same quality: wide wooden baseboards, the beautiful oak staircase and a polished concrete floor.

To maximize the space, the furnace was relocated and the air ducts were redone. Utility space was also created in the back corner to house a new tankless water heater and salt free water softener. The washer and dryer were also tucked neatly under the stairs with lots of working space in front of them.

Months after project completion, Kathy still thinks contacting Way-Mar was the right decision. She likes that Way-Mar uses “quality, local tradespeople” and noted that most of them “know each other and work well together.” Paul also did a great job of coordinating the trades and scheduling the project appropriately.

Paul says: “When you see photos of the



original basement and compare it to the finished product, that’s what makes this project so great. We were able to truly transform the space.”

As Kathy looks around her new basement she comments that “90% of the work done in here you can’t actually see. But it has effectively doubled the living space in the house and now I enjoy coming down here to sit and read a book. Sometimes I just

want to do laundry because it’s such a nice space now.”

When asked if there are more projects on her wish list, without hesitation Kathy says “the kitchen”.

Why? “Maybe I can have a dishwasher then!”

“It has effectively doubled the living space in the house.”

How to Make an Entrance

Current Trends in Exterior Door Systems



Replacing an exterior door in an existing older home is a very common project that Way-Mar has performed for its customers. If you are thinking about a new door for your home, here are some trends and tips to help inspire you.

TYPES OF MATERIALS

The three most common materials used in residential exterior doors are steel, wood and fiberglass. Each one has distinct advantages and understanding the differences can help you make an informed decision.

Steel doors are strong, practical, and long lasting because they will not crack or warp. A simple, standard size steel door is usually

the least expensive option but they do not have to be plain or boring. Way-Mar offers steel doors in 30 standard colours or can be custom matched to your paint chip to create a bold accent to your home. Unlike previous generations of steel doors, today's models are factory pre-painted for a consistent high quality finish that stands up to everyday wear and tear.

A wooden door is the best choice for homeowners that want to either maintain the traditional styling of an original door or add a unique and bold new entrance system to their home. Wooden doors are a more expensive choice. Custom doors are the pinnacle of craftsmanship and style, designed to fit non-standard size openings and finished to match existing components

of your home. It is recommended that any wooden door be protected by a porch roof to minimize the environmental impact of our harsh climate.

Fibreglass exterior doors are an excellent way to achieve the look of a wooden door without the expense. Available in a textured wood-grain finish, they can be painted or stained to give an authentic appearance. Fiberglass doors are well suited to the extremes of our local climate and have the advantages of being low maintenance and energy-efficient. One of the most popular fiberglass doors right now is a traditional craftsman style door which has a stained wood finish with a small accent window above a dentil shelf.

HARDWARE OPTIONS

Finding the right hardware for your door does not have to be an overwhelming experience even though there is an almost endless selection of levers, deadbolts and entry sets available on the market today.

Electronic Keypads

A popular choice for many homeowners is an electronic deadbolt lock. These “keyless” entry systems provide the convenience of a keypad or touchscreen without the need for a traditional key to unlock your door.

Earlier models of electronic locks quickly drained batteries because a motor mechanically moved the deadbolt lock. Current models simply electronically lock or unlock the mechanism and then the user manually moves the deadbolt with a lever or handle.

If a battery does drain unexpectedly, the entryset has a key override to bypass the electronic system. They are fully programmable so you can change your code as often as you like providing you with secure and reliable access to your home.

Door Handles

Way-Mar customers are increasingly choosing lever handles over traditional door knobs. A lever can usually be opened even when your hands are full by simply pushing down with a forearm or elbow. Elderly homeowners find them much easier to use as well.

MAKING THE RIGHT CHOICE

Way-Mar is always happy to work with their customers to find the best option that fits the home owner’s needs and budget.

They will direct customers to a hardware supplier so they can put their hands on the various options before making a decision. Way-Mar also has the expertise to find the right hardware based on the homeowners input when the customer does not have the time or desire to choose it themselves.

In either case, Way-Mar will perform the hardware installation and can take care of other services like keying to existing door locks or putting new matching deadbolts on all exterior doors.

MASONRY SILLS

In each era of home construction, Way-Mar often sees common building techniques that were employed by builders at the time.

Many homes built in the 1960’s have a large masonry sill directly under the front door without the addition of a threshold. Unfortunately this masonry conducts cold directly into the home so when replacing the front door, it is an ideal time to consider a permanent solution to this issue.

New doors are installed with a threshold which creates a barrier to solve the cold problem. The downside of leaving the existing masonry sill is that the original step height of the door is raised creating a safety

hazard. The new door may also have to be custom sized to properly fit the opening which is an added expense.

Way-Mar’s recommended approach to homeowners in this situation is to remove the original masonry sill entirely and replace it with a lower profile sill. Then a new standard size door can be installed and the original step height is maintained at the top of the threshold. The sill replacement is an additional expense but generally would not exceed the cost of a custom fitted door.

The solution is a better, energy saving entrance with minimal impact to the original look of the home or the step height.



VENTING SIDELITES

Venting sidelights are a popular new option for homeowners who do not want to cover up their door with a storm or screen door. Venting sidelites allow you to enjoy fresh air without opening your front door because they crank open similar to a casement window. The integrated screens keep bugs out while allowing airflow and more natural light into your home. They can be installed as a single or a matching pair on each side of the door - either way, venting sidelites are designed to complement the principle door creating a complete entrance system.

Getting to know WAY-MAR®



PROFILE:

NAME:
HAROLD LICHTY
POSITION:
SITE FOREMAN
TIME WITH WAY-MAR:
14 YEARS



PROFILE:

NAME:
PAUL FRETZ
POSITION:
PROJECT MANAGER &
ESTIMATOR, SALES
TIME WITH WAY-MAR:
12 YEARS

How many hammers do you think you have ever owned?

I think I have owned 4 hammers.

Do you still get slivers after working 14 years in construction?

Yes, that doesn't change at all.

What's the best part about your job?

Seeing the finished project.

Do you know any other languages?

Yes, Spanish

Where did you learn Spanish?

In Guatemala where I was doing mission work.

Do you have any pets?

3 golden retrievers and a cat or 2...who knows how many.

How have renovation projects changed over the years?

We have the opportunity to do some really nice projects as WayMar has increased in public awareness. We get to do bigger and more impressive jobs.

What would you say has been a recent trend in home renovations?

More upscale bathrooms and upscale kitchen renovations.

What is the first question you ask customers?

I establish a rapport and get to know them a little bit. That helps me get a sense of where they want to go.

How do you make sure your customers are happy with the end result?

Ask lots of questions.

How long have you been playing bagpipe?

8 years

Do you have a kilt to go along with your bagpipe?

No, because I am not Scottish.

Some of our Recent Projects



◀ MODERN STYLE MEETS ORIGINAL CHARM

The fully restored bathroom of this Waterloo home showcases how to effectively blend modern styles and comforts such as a chic fireplace insert, tile floors and granite vanity top with the appeal and authentic charm of the woodgrain door, hardwood trim and glass door hardware.



◀ BATHROOM BLISS

Your home's main bathroom is where your day starts and finishes. The completely revived bathroom in this 80 year old Kitchener home involved the replacement of old cast iron pipes and the rebuilding of some floor joists. The elegant design and warmth of this beautiful 3-piece bathroom was highly influenced by the home owner's personal style and design idea.



◀ WELCOMING WOOD FINISHES

The stunning Luxor woodgrain siding on the arches and build-outs at Creekside Church in Waterloo are the perfect style accents to give this newly renovated Church building an elegant and classy finish.

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

www.waymar.ca

519.699.4236





Replace your Roof, not your Ceiling.

A long winter of record breaking cold temperatures can take a toll on your roof. Ice damming can cause severe issues in an older roof and could leave your home vulnerable to leaks and water damage. Leave your pots and pans for cooking and trust your roof to the certified specialists at Way-Mar.

Contact Way-Mar today to schedule your roof replacement.

