



J. Francis Company LLC

GENERAL CONTRACTING AND REMODELING

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newsletter

Super Trivia Challenge

Here's your Chance at a \$20 Gift Card!

Trivia is a fun feature of the newsletter. Each & every month brings a new question & opportunity for **you** to win! The first correct answer emailed to jean@jfcollc.com will be the proud winner of a \$20 Gift Card of your choice.



Question: What year was the first St. Patrick's Day Celebration in North America?

Answer:

- a) 1737
- b) 1773
- c) 1873
- d) 1837

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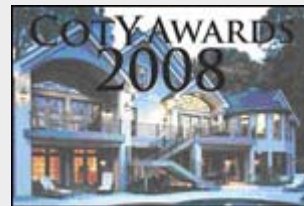
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March 2008

Greetings!

As we approach springtime, the staff at J. Francis Company, LLC extends a Happy St. Patrick's Day greeting! We are pleased to receive three national NARI construction 2008 awards. How is the new housing construction slump affecting the remodeling industry? Read on to learn more.

Company Update



J. Francis Company, LLC Receives Three NARI 2008 Contractor of the Year Awards!

[Click here for further information](#)

Feature Project

Finished Views



Thanks for the Kind Words

"Overall, I thought you guys did a great job, especially given a difficult coordination situation with multiple prime contractors who were not all working steadily on the job. Your guys showed up, with very little coordination needed on my part, when they needed to keep the job moving. Thanks for another successful project."

Customer from Featured Project

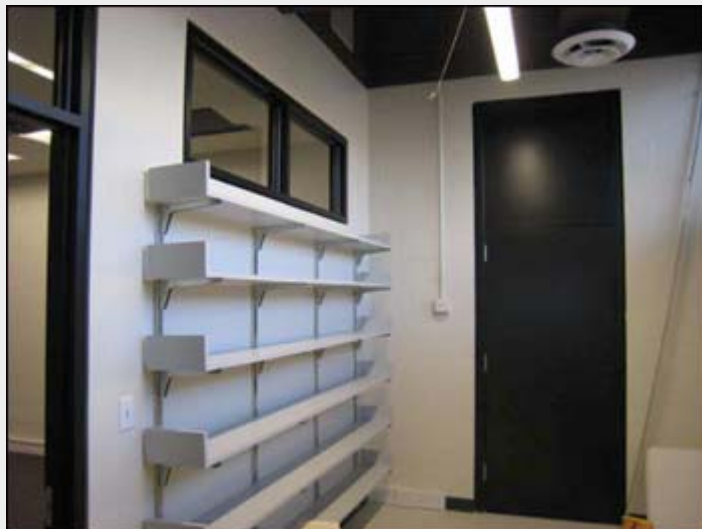


Remodeling Tips

What is the Effect of the New Home Building Slump?

The prolonged slump in housing pushed construction of new homes in 2007 down by the largest amount in 27 years. The drop in new construction in December '07 was bigger than expected and reflected weakness in all parts of the country. Housing construction fell by 30.8 percent in the Midwest and was down 25.8 percent in the Northeast and 19.6 percent in the West. The decline in the South was a smaller 3.3 percent.

With so much concern about new construction, another key element of the building industry sometimes seems to have been overlooked. Just how is the slump affecting remodeling? In a housing downturn that is exceptional in many aspects, remodeling is holding its own. In fact in some regions, business is booming. Americans will spend nearly \$233 billion on home remodeling this year, according to the National Association of Home Builders' (NAHB) 2007 industry forecast. Given the nation's aging housing stock, a struggling economy isn't going



Before Views

to stall home-improvement projects. Because of the slowdown in the new home building market, people are more apt to remodel and improve the home and stay there.

In the remodeling market, kitchen and bathroom remodeling expenditures will increase. Continued consumer preferences for larger kitchens and more bathrooms will promote growth. Countertops made from engineered and natural stone will experience the strongest gains through 2011. Demand for engineered stone will benefit from its ability to combine the minimal porosity of solid surface with the heat and scratch resistance of quartz. Demand for natural stone will be aided by consumer interest in the luxury and style that granite and other stones offer. As the price of these materials declines, middle-income consumers will be able to afford them, further stimulating demand.

Here are the most common remodeling home projects:

Remodel the Kitchen: Small changes can result in big value. Upgrading appliances, door handles, and painting tired walls can add new life to your kitchen, and add value to your home. The general rule when doing a remodel is not to overdo it...unless it's a kitchen! Kitchens sell a home, and size does matter. A kitchen remodel is a long term investment; you'll see payback down the road. Know your limits when it comes being a Do-It-Yourselfer. Sometimes doing it yourself can save money, but always bring in a professional for the big jobs.

Add or Remodel a Family Room/Gameroom: With open



During Views

floor plans becoming more popular, a family room is an excellent way to make existing homes more like new construction. Look at space you already have. Try remodeling your basement. Remodeled basements can make excellent game rooms or guest suites, adding value to your home without adding space.

Add or Remodel a Bathroom:

A bathroom remodel can often mean simply making the most of your current space, by upgrading fixtures, flooring and lighting. Adding a bathroom is a great way to add value to your home. Is your only bathroom upstairs and not convenient for dinner guests? Often the area under a set of stairs is the perfect place for a powder room.

Paint: Remember to hire a professional and keep the colors neutral if you're looking to sell. Nothing looks worse than a poorly done paint job in bright fuchsia.

Replace Old Windows: Thirty percent of a home's energy is lost through its windows. Replacing old windows with energy-efficient versions signals to home buyers that you really care about the house and reflects on the quality of the house as a whole. Who doesn't like to save money on energy bills?

Landscape the Yard:

Landscaping can give a great first impression. Backyard landscaping can transform ordinary spaces into incredible entertaining areas by including elegant water features and lush plants. Consider your area's climate. If you live in an area that receives temperate weather year round, you'll find that your new landscaped yard adds value to your home and



Science Lab Renovation

This science lab received a much needed face lift. It had been over 20 years since this lab was remodeled and thousands of students had used it to conduct experiments during that time. The architect, Mies van der Rohe designed this modern building in 1968 utilizing materials such as industrial steel and plate glass to define the interior spaces. The scope of work included demolition of existing space and new casework, flooring, doors, ceiling, and painting. The finished result is an updated, attractive lab providing hours of learning opportunity.

Team Update

Patrick Kusler, Carpenter

Patrick Kusler has worked in the trades for better than eleven years. As a carpenter for J. Francis Company, LLC, Patrick enjoys finish carpentry and rough framing. Patrick stated, "Everyone at J. Francis Company, LLC has been very pleasant. The other carpenters have taken me under their

increases your living space.

Our Core Values

- Caring
- Competence
- Integrity
- Respect
- Timeliness

J. Francis Company, LLC approaches business with our core values as a guide.

What Kind of Work Does J. Francis Company Do?

Our Typical Remodeling/Renovation Work Includes:

- Additions
- Bathrooms
- Basement Remodeling
- Classroom Improvements
- Demolition
- Drywall and Plasterwork
- Electrical
- Finished Carpentry
- Flooring
- Gut and Rehab
- Kitchens
- Mechanicals
- Office Build-Outs
- Painting
- Plumbing
- Roofing
- Rough and Trim Carpentry
- Siding
- Space Reconfigurations
- Tenant Build-Outs
- Windows
- Wood and Metal Framing
- and Much More !!

Referral Rewards Program

Could You Use \$100.00??

wing and have been very helpful. Management has been exceptional. Coming from Chicago, I felt comfortable within the first hour of working at J. Francis Company, LLC."

Patrick enjoys snowmobiling and working on mechanics. He also enjoys working on his farm in Zellenople and taking care of his horses and dogs.

What's New in '08

Building an Addition:

Americans love older homes, especially those with character or of historic in design. When living in an older home, it can become clear that the house was not designed to enhance our current lifestyles. Smaller kitchens and adjacent rooms, small closets, and not enough bathrooms are signs of an outdated design. Rather than selling their home, many homeowners are exploring remodeling options to update their home and meet their current needs.

Making major changes to a historic or well-designed home calls for careful planning & research. The original scale, proportions, and details of the house need to be respected to maintain the integrity of the home in a remodeling project.

The best solutions are to upgrade the home's interior finishes and make changes to the floor plan such as open up a kitchen to a kitchen/great room, remove a wall and add a bathroom to create a master suite, finish a full-height basement into living space. These are ways to incorporate modern lifestyles without changing the exterior of the home. Kitchen and bathroom updates, flooring changes, and new paint colors are the most common updates to a home.

The addition of a second story or a new wing requires alterations or expansion of the home's original form. This is especially the case where the home is too small to accommodate a family's needs, as in many homes built before 1980. As a professional remodeling contractor, our challenge becomes integrating the old design with the new in a way that enhances the home's original architectural style.

An addition to an existing home is not a new concept. Century-old farmhouses and Tuscan-style villas were famous for their layered additions which were made to accommodate then next generation. Those changes were mostly made with respect for the initial design.

Respect for the initial design means more than just matching the trim of the original house. An "appropriate addition" considers roof forms of similar or complementary angles and shapes; windows and wall forms that are the same or proportionate dimensions; and details such as roof overhangs and exterior finish materials that not only mixes

- For every referral you send our way that becomes a customer, you will receive your choice of: a \$100 gift certificate to the store or restaurant of your choice or a \$100 donation to the charity of your choice in your name.
- By referring your friends, clients & co-workers to us for remodeling & renovation projects, you've helped our business grow. Offering these special rewards is our way of saying thanks. To take advantage of our Referral Reward Program, just email to jean@jfcollc.com or fax to 412.322.6425 the following contact information: your name & phone number, the name, address & phone number of the person you are referring. We will follow up on every referral.

Contact Us

Our Mission Statement...

"J. Francis Company, LLC exists to provide our customers with competent general contracting services. We emphasize integrity, respect and timeliness in all our relationships. Our goal is sustained growth and profitability by continually exceeding expectations."

Contact us:

John McCloskey, President:
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with that of the existing structure, but is appropriate to the particular style of the house.

We understand and respect the need to preserve the architectural value of an older home while upgrading, expanding, and improving that home to suit modern lifestyle needs. Performing this task well reflects our desire to retain the value of the home and increase it for resale.

Company Update

J. Francis Company, LLC Receives Three NARI 2008 Contractor of the Year Awards!

Pittsburgh, Pa, ---The National Association of the Remodeling Industry (NARI) named J. Francis Company, LLC 2008 Regional Contractor of the Year (CotY) in three categories including "Residential Exterior Specialty", "Commercial Interior" and "Commercial Specialty" for its annual awards competition. J. Francis Company, LLC competed in the Northeast region including 10 states: Connecticut, Delaware, Maine, Massachusetts, New Hampshire, New Jersey, New York, Pennsylvania, Rhode Island & Vermont.

The "Residential Exterior Specialty" award was earned for the construction of a grand porch on two sides of a Queen Anne home perched at the highest point of the North Side overlooking the city of Pittsburgh. Abandoned by a general contractor two years prior, Maynes & Associates, Architects referred J. Francis Company, LLC to build the porch. The finished result is a breathtakingly beautiful wrap-around porch with ample room for guests and entertaining. Design features include stained mahogany tongue and groove flooring, stained bead board ceiling & stained custom Cyprus handrail with a curved railing.

The "Commercial Interior" award was received for the remodeling of a second floor commercial building for office space. The architectural design was completed by Maynes & Associates, Architects and utilized an adaptive reuse style while creating an open floor plan. Installing a custom built aluminum staircase is one of the key features of the remodeled space including glass panels on the railings and cable rails. Panel style doors were custom built by recycling the framing lumber existing in the building.

The "Commercial Specialty" award was accepted for the construction of an office mezzanine into an existing two story building located in a commercial business district. The creation of a mezzanine involved setting steel beams and the removal of the existing roof for a 3rd floor. Full panel windows on either end of the space, two large skylights and rooftop deck enhance the bright, open office space. The mezzanine addition was built on top of a two story building and did not interrupt the retail business located on the first floor! The architectural design was completed by Maynes &

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Associates, Architects.

Contractors from seven regions around the country vie for CotY Awards on an annual basis, and all regional winners will be eligible for National CotY Awards at NARI's Evening of Excellence on March 15 in St. Petersburg, Fla. An impartial panel of judges who are experts within the industry and associated fields, selected winners based on each entrant's "before and after" photography and project description. Judging was based on problem solving, functionality, aesthetics, craftsmanship, innovation, degree of difficulty, and entry presentation.

Located on the North Side of Pittsburgh, J. Francis Company, LLC has been in business for 20 years and performs commercial, residential, and institutional renovations. J. Francis Company, LLC is a member of the National Association of the Remodeling Industry, an organization with 7,000 members representing the remodeling industry. To be eligible for a CotY Award, a company must be a NARI member in good standing. NARI members represent an elite group from the approximately 800,000 companies and individuals in the U.S. identifying themselves as remodelers. NARI is a professional association whose members voluntarily subscribe to strict code of ethics.

Links



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