

The Brillo Pad

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First Quarter Issue



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Universal Remodeling

Unfortunately, since its inception, Universal Remodeling has become synonymous with “aging in place” or making a home meet the codes set forth in the Americans with Disabilities Act.

Universal Remodeling means meeting the needs of most people, not only those who wish to age-in-place but also families with special needs and those who are forward thinking.

According to AARP's “Fixin to Stay” survey, 65% of Americans age 45 and older support their state passing legislation requiring that more homes be built with home modifications such as light switches in stairwells, grab bars or railings in the bathroom and on at least one side of the steps/stairs, nonskid bathroom strips and higher wattage light bulbs. The U.S. Census shows a 62% increase in the amount of elderly parents living with their adult children (from 2.3 million in 2000 to 3.6 million in 2007).

So, are you planning to stay in your current home for five years, ten years, forever? How do you see things when your kids go to college? Do you foresee your parents moving in with you one day?

Here are a few items to consider before your next remodeling project gets underway:

- Hallways that are at least 46 inches
- Lever handles on all doors and faucets
- Decorative grab bars in the shower
- Hand-held shower fixtures
- Various heights for kitchen counters
- Full-extension drawers and shelves in the kitchen
- Light switches 36 inches above the floor
- Toilet seats about 17 to 19 inches high

Finally, there is a lot of information on the internet and not all of it is accurate. If you'd like more information about Universal Remodeling, please give us a call and we'll be glad to sit down with you to discuss your current or future Universal Remodeling needs.



Proud Distributor
of:



Wisconsin Remodelers Awards

As you may know, each year we enter a competition sponsored by Milwaukee NARI (National Association of the Remodeling Industry) to honor outstanding work by its members. This competition was judged by members of the Minnesota NARI Chapter. Eight projects were entered into the competition, the most we have entered in one year.

Below is a listing of the remodeling awards we won. You can see the actual entries on our website by visiting the "Our Awards" page and clicking on each individual entry.

Thank you to those of you who allowed us to enter your project and made time for us to photograph your home.

- ❖ Silver Award - Kitchen \$30,001 to \$60,000
- ❖ Silver Award - Kitchen \$60,001 to \$100,000
- ❖ Silver Award - Bathroom Under \$15,000
- ❖ Silver Award - Bathroom \$15,001 to \$30,000
- ❖ Gold Award - Bathroom Over \$60,000
- ❖ Bronze Award - Residential Addition \$100,001 to \$250,000
- ❖ Silver Award - Residential Addition Over \$250,000
- ❖ Silver Award - Entire House Under \$250,000

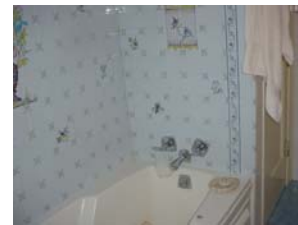
This year, we also entered four marketing categories and received the following awards:

- ❖ Gold Award - Advertising/Marketing Category: Four-Color Brochure
- ❖ Silver Award - Advertising/Marketing Category: Sixty-Second Radio
- ❖ Silver Award - Advertising/Marketing Category: Web Site Design
- ❖ Silver Award - Advertising/Marketing Category: Overall Marketing Campaign

Also, for the sixth consecutive year, consumers had an opportunity to participate in the selection of an award-winning project in conjunction with the annual Wisconsin Remodeler of the Year Awards.

The M Magazine Reader's Choice Award for a Residential Bath Over \$60,000 category included a Brillo bathroom that won the Gold Award in the Bathroom Over \$60,000 category. This project received the most online votes and is pictured below.

Beginning with the next issue, we will feature an award winning project in our newsletter. Projects will be selected randomly and will include a before and after photo as well as a brief description. Featured projects will be available for viewing on the "Our Awards" page of our website as well.



ABOVE – BEFORE BELOW - AFTER



Better Buildings: Better Business Conference

We are finding that more of our clients are making an investment in energy efficiency and green building practices. Therefore, Bob and Guy attended the Better Buildings: Better Business Conference in Wisconsin Dells earlier this month. This two day regional conference tailored to the building and remodeling industries and covered topics such as how to build homes that deliver the energy savings customers want, which renewable energy technologies can reduce energy costs and how to apply energy efficiency and green building practices.

This years keynote speaker was Ed Begley, Jr. He is currently one of the hottest speakers on eco-living in America. His theme, *Live Simply So That Others Can Simply Live*, has been received by standing ovations at over 50 events in just the last year.

The conference gave us the opportunity to connect with cold-climate building experts, master building techniques that deliver comfort, safety, durability and energy efficiency and find the products and information we need in order to deliver high performance homes to you, our clients. Conference tracks included Building a High Performance Home, Remodeling a High Performance Home, Basic Building Science, Higher Performing Multifamily Buildings, Building a Better Business, Sustainable Solutions, HVAC and Products. Bob and Guy attended the Remodeling a High Performance Home track.

Upcoming Shows

HOME & GARDEN SHOW

If you're tired of hibernating – and who isn't by now? – here's a delightful diversion that's sure to make adults and kids of all ages eager to get out and welcome the arrival of spring. It's the 85th REALTORS Home & Garden Show, and the 2009 edition truly offers something to please everyone.

Notable attractions include green activities for children and families; grilling and cooking demonstrations; question-and-answer sessions about the latest home and garden topics; home design and decorating seminars; and even tips on creating your own compost. And of course the Show will feature dazzling gardenscapes and an ample selection of home and garden merchandise for shoppers.

This year's Show runs from Friday, March 20, through Sunday, March 29, at the Wisconsin Exposition Center at State Fair Park, 8200 W. Greenfield Ave., West Allis. The Show will be closed Monday, March 23, and Tuesday, March 24, but will reopen on Wednesday, March 25, for the remainder of the event's run.

We have a limited number of courtesy tickets available on a first come, first serve basis. If you are interested, please call Maggie at (414) 442-2230 to reserve a pair and make sure you stop by our booth and say hi.

50 PLUS LIFESTYLE & RETIREMENT SHOW

This Mayfair Mall event on April 23rd is titled Milwaukee's largest indoor mature market event. Show topics and seminars include Financial Planning, Medicare & Medical Insurance, Aging Resources, Caregiving Resources, Universal Remodeling & Home Improvements for the Elderly, Housing Options, Health Screenings, Fashion Shows, Music, Entertainment and Travel & Prize Drawings. Attendance is free and the show is from 9am to 3pm.



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BBB & Angie's List

The Better Business Bureau (to which we have belonged to since 2003) recently updated their scoring system to that of a school grading system. Brillo is proud to announce that our BBB rating is "A+". We encourage everyone to check the rating of any home improvement company they are considering hiring. More information is available at www.wisconsin.bbb.org.

Are you a member of Angie's List? We've recently updated our company profile and currently rate as an "A" business. More than 750,000 consumers nationwide use Angie's List to find out which local service providers perform the best work and which they should avoid, based on the ratings and reviews of other members in their area. Consumers pay a membership fee to access this information via website or call center.

Angie's List members rate and review professionals in more than 400 different service categories, such as plumbers, roofers, handymen, dentists, doctors and more. Visit angieslist.com for more info.

Contact the Editor

We welcome your suggestions, comments, questions and story ideas.
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