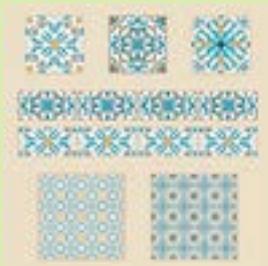


DESIGN TRENDS FOR 2018

BRONZE ACCENTS



Now that you've replaced all your fixtures, brass is making a comeback in home design décor –only this time, it's a warmer matte metal, rather than shiny imitation gold. The classic metal will bring some pizzazz to an otherwise dull room and is a welcomed change from the standard brushed nickel. Designers recommend using brass sparingly. Consider mixing it with oil-rubbed bronze or incorporating it into your home as an accent.



STATEMENT FLOORS

Forget the walls, look to the floors! Herringbone hardwood flooring patterns, bold geometric tile and designer epoxy finishes are a great way to make a room pop. White flooring, while difficult to maintain, is HOT with tile in the kitchen and baths and

white wood-flooring in living areas.

LIGHT WOOD CABINETS



While white cabinets remain popular, light wood finishes are quickly gaining ground. The wood finish adds warmth and texture to make the space feel more inviting and less sterile. When considering cabinet style, you should know the shaker has evolved – think shaker 2.0 – this year. The newest style looks like a shaker, but with a bit of extra roping or an additional ledge to refine the look.

OPEN KITCHEN SHELVES



Show off your dish collection with open kitchen shelves. The open-shelf home design trend gives you more storage options, especially for large or bulky items. And this is a popular storage solution for modern and rustic kitchens.

FLORAL PRINTS

Bold, contrasting-color florals are making a big statement. The key is moderation. Gone are the days when your drapes, bedspread, pillows and chairs all matched (thank goodness)! Mix neutrals and basic tones with your bold statement for that happy balance. Play it safe with a throw pillow or blanket, vases, comforters and other items before committing to something more permanent.



NATURAL ELEMENTS

Natural elements are popular for their beauty and timelessness. Ideas to incorporate the outdoors into your home include stacked stone limestone walls and limestone floors, pops of green throughout, reclaimed wood accents and even floor-to-ceiling sliding glass doors to offer dramatic views of the outside.





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Todd Peterson, Owner
Peterson Pressure Washing

Q. Do you do a house wash and blast the paint off or damage siding?

A. *We do not pressure wash at high pressure on the house, we do a SOFT WASH. Soft wash is spraying with a connector on the wand that sprays with very low pressure. Almost like the pressure when you water the garden.*



Charlie Dallavalle
President
Painting Plus Inc.

Q. Why is it important to hire a State licensed general contractor? What does it really mean to be licensed? Why are some contractors licensed and others not? And the ultimate question: Does it matter?

A. *Contractors pay a tidy sum to play by the rules, which makes it hard for them to compete against those who don't. Homeowners can pay the price when they fail to distinguish between the two. Georgia now requires contractors to have a license to obtain a building permit. Anyone can say they are licensed, so it is important to make the contractor prove it. Go to www.sos.state.ga.us/plb/ to protect yourself.*

Q. What are some factors in deciding between replacing or repairing your heating and air conditioning system?

A. *There are several to consider when you get the news that you have an expensive repair on your HVAC system. First, you should ask for a firm price on the proposed repair. Next, if the repair is on a major component and your system is 10 or more years old it pays to look into replacements. Additional part failures occur as equipment ages, replacement can save additional repair costs and improve your comfort and efficiency. Also, if your system is over 15 years old, it is likely a 10 SEER air conditioner and a 65% furnace. For every additional point in SEER you save between 5 and 10% in energy costs, we install systems up to 21 SEER. The AFUE of 65% means that 35% of your fuel is waste that goes up your flue. We now install furnaces that are 80 to 95% efficient. This with comfort improvement options like zoning and variable speed furnaces should also play into your decision-making.*



Debbie Abernathy, Owner
E. Smith Heating and Air Conditioning, Inc.



H. Dale Contant, MCR,
CRPM, UDCP President
Atlanta Design & Build

Q. My home desperately needs updating; kitchen, master bath, screen porch, how do I know what to do first and how much it will cost?

A. *Our HomeStyle System includes a Master Plan so we can assist in clarifying your needs, desires and priorities. We build your projects on paper providing details including budget information, so you can schedule as one project or multiple projects performed over a timeline that is comfortable for you.*



Photo By Barbara Brown Photography

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BEFORE AND AFTER: SEE HOW THIS DESIGNER'S LIVING ROOM FOUND MAJOR STYLE



Before

These are "before & after" shots of East Cobb resident Demi Campbell's living room. The room was very dark and dated from the wood features and fireplace. The track lighting also added a nice 90's touch! The previous owners had lived in the home for 25 years. Although updates had been made during this time; the look and aesthetic was definitely not current.



After

As you can see in the after photo, Demi decided to brighten the room and show personality through color. She painted the wainscoting and brick in white to give the room a cleaner and more uniform look- this also coordinates with the ceiling. A hint of the wood accent was left behind in the fireplace to provide a nice contrast. Finally, she painted the walls a pretty light blue and added in pops of coral, gold, and green for color through accent pillows and decor. "The room now feels light and airy and reflects who we are as a family," shares Demi. It should be noted that Demi owns her own interior design business.

BEFORE AND AFTER: KITCHEN MAKEOVER



Before

Rylee Johnson's house flooded on Thanksgiving morning. She had 20+ people on the way and almost every square foot of their house had about 3" of water. So the Johnsons put in a lot of their own money along with the insurance claim to make some huge improvements- especially to the kitchen. This kitchen was transformed from closed-off and barely functional to a bright space, perfect for cooking, gathering, and entertaining. "You can hardly tell it's the same house!" says Rylee.



After

WASH YOURSELF INTO A NEW HOME THIS SPRING



Todd Peterson

The temperatures are rising, the flowers are blooming and East Cobbers are embarking upon that seasonal ritual: Spring Cleaning! While focused on the dust on your ceiling fans and that mess underneath the

sink, are you giving as much TLC outside as you are inside? If the exterior of your house is not as gloriously clean and shiny as the inside, you may be taking a risk that your curb appeal radiates only from your azalea bushes.

Todd Peterson loves a spic and span home and testimonials from hundreds of clients will attest that a visit from the team at Peterson Pressure Washing can work magic on rejuvenating your home. A native East Cobber, and alumnus of Mt. Bethel, Dickerson and Walton High, Todd has been rescuing East Cobb homeowners of mildew and grime for over ten years. Todd prides himself on using only biodegradable cleansers that get the job done gently. His team has never damaged a plant nor window. Unlike traditional “pressure washing,” they “soft wash,” removing mildew and stains without any damage to paint, brick or siding.

“Most homeowners assume they need to paint,” said Todd. “But 9 times out of 10, the house just needs power washing, saving thousands of dollars in painting costs. With regular washing, houses should only need painting every eight years.”

It isn't just your house that can sparkle with power washing, but driveways, sidewalks and decks benefit as well. Power washing a concrete driveway adds another benefit of enhanced safety. Newly power washed concrete regains the traction that dirt and mildew hinder. Fully licensed and insured, Peterson Power Washing is consistently rated as number one on Nextdoor.com and for good reason: the quality of the work and customer service is stellar!

Todd is ready to make some magic at your house this spring. Stop in and visit with him at the Atlanta Home Show (Cobb Galleria, March 23-25) and mention the EAST COBBER for a special discount. Contact Peterson Power Washing for a free estimate at (770) 875-4217.

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Before



After

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Q. What kind of waterproof flooring options do you have?

A. *Tile and luxury vinyl are the only two truly waterproof flooring options. There is a new category of water resistant laminates that is becoming quite popular. Water resistant products allow for water to rest on the surface for up to 24 hours with no damage to the flooring. This innovation finally allows for laminate to be a good option in kitchens and bathrooms.*



Jenny Cross, Owner
Floorcoverings International
of West Metro Atlanta



John White
Master Plumber, Owner
Panacea Plumbing

Q. What is the most common cause of leaks and emergency plumbing repairs?

A. *High pressure is the cause of most leaks and plumbing emergencies. The solution is a properly installed and functioning Pressure Reducing Valve (PRV) and Thermal Expansion Tank. Both guard against stress related leaks as well as major plumbing failures, in addition to extending the life of fixtures by reducing pressure. These devices are relatively inexpensive to maintain and invaluable to safeguard a homeowner's plumbing system and peace of mind.*

Q. Why remove stumps and how much does it cost?

A. *Why? 1. Stumps can cause new tree growth & continue damaging its surroundings. 2. They can attract insects & termites that can move to your house. 3. They can be difficult to maneuver around & cause unsightly curb appeal. How Much? 1. Depends on the size or quantity of stumps as well as accessibility. 2. There is a minimum of \$100 which covers most stumps up to 24".*



Chris Broughton
Owner/Operator
Simply Stumps Atlanta



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EAST COBB HOME SALES BY SCHOOL DISTRICT

Conventional wisdom tells us there are many factors people use when determining where to buy a home. What is the number one factor for people selecting a new home? You don't have to be a genius to figure this one out... location, location, location. But, the second greatest factor for home buyers is schools. The school district or even a specific school within a district can drive demand for a particular area. Ask any real estate agent you know and they will confirm that having strong schools and an overall strong district can affect home prices by as much as 10 percent over a neighboring district. A 2013 realtor.com survey of nearly 1,000 prospective home buyers showed that 91 percent



An East Cobb home located in the Walton School district.

said school boundaries were important in their search. How does this theory hold up in East Cobb? The Janice Overbeck Real Estate team did a little research and pulled the following stats about houses sold in East Cobb County from January - December 2017.

EAST COBB HOME SALES BY SCHOOL DISTRICT JAN-DEC 2017

	Kell HS	Lassiter HS	Sprayberry HS	Pope HS	Walton HS	Wheeler HS
Sold Units	508	496	855	461	719	838
Average Sale Price	\$241,591	\$393,889	\$264,012	\$428,570	\$501,075	\$286,705
Days On Market	35	52	42	59	75	43
List Price By Sq. Ft. Ratio	\$102	\$125	\$113	\$132	\$145	\$125

EAST COBBER

*Next Issue: April • Deadline: March 15
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