



April 2021

TraVek Remodeling & Roofing
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ROC #168997, #168998, #324789 & #331363

Hello friends! We are pleased to send you this monthly issue of *Tips & Clips*. It is our way of saying that you are important to us and we truly value your business. Please feel free to pass this newsletter on to your friends and neighbors. Enjoy!

Calendar of Events

Coming up...

April 4: Happy Easter!

April 20: Design & Remodeling Seminar 5:00 - 8:00 p.m. at TraVek, 15575 N 83rd Way Ste A-4, Scottsdale, AZ 85260 Registration required, seating is limited. Register at travek.com or call 480-367-1171.

April's Seminar will be sponsored by Emser Tile.



May 2: Scottsdale Philharmonic Concert 4:00 - 6:00 p.m. at Scottsdale Center for the Performing Arts, 7380 E Second St. Scottsdale, AZ 85251. For tickets and more information, visit Scottsdale-Philharmonic.com or call 480-499-8587.



Dear Valued Customers and Employees,

Happy Spring and Happy Easter! This time of year is always seen as a season of fresh beginnings with Spring cleaning, new growth, and Arizona wildflowers popping up in the desert! Are you ready to start something new?

Perhaps your home is ready for a new start! The housing market is booming as you can read in our Phoenix Real Estate article inside. Many people are treading the line from "Love it to List it." How can we help you love your home? You may have a kitchen with the perfect layout, but original or builder grade cabinetry. Our 10-Day Kitchen program may be right for you. Is your home feeling cramped or are you wanting to create a home workspace? Let's talk additions! Are your parents planning their next stage in life and wanting to be closer to you and their grandkids? TraVek has created beautiful solutions with independent living spaces in Casitas. Call 480-367-1171 for your in-home consultation.

With the warmer weather practically here, can your roof handle the heat? The crisp, white color of a foam roof has function to its form. The white coating helps reflect some of the heat from the sun as opposed to absorbing it. However, even a foam roof has its limits. Your foam roof should receive a recoat every five years to ensure its ability to protect your roof from sun damage. Call Trades Unlimited, a department of TraVek, at 480-483-1775 for your roofing inspection.

The 2021 Greater Phoenix NARI CotY (Contractor of the Year) Awards honored TraVek again this year on two of our recent projects. Special congratulations are in order for our Designer, Todd Raisanen whose designs swept up both the Residential Bathroom and Residential Interior awards this year! We know no accolades would be possible without the dedication, skill, and professionalism of our entire team who commit to uphold this level of excellence in all projects! Visit our Blog at TraVek.com to see the winning projects.

TraVek is partnering with and supporting Harvest Compassion Center as they prepare for the summer needs of our community. Right now, they are in need of toilet paper in addition to food and other essentials. Visit harvestcompassioncenter.org to learn how you can donate and volunteer. Creating a stronger, healthier community takes all of us!

Regards,

Von Raisanen, CR, CKBR
President, TraVek, Inc.



Phoenix Real Estate

Buyer and Seller Perks in Today's Market

Right now, the housing market is full of outstanding opportunities for buyers and sellers. Whether you're thinking of buying your first home, moving up to a bigger one, or selling so you can downsize this spring, there are perks today that are powering big moves for people across the country.

The 30-year fixed-rate is now averaging just over 3%. While that's slightly higher than the record-lows from 2020 and earlier this year, it's still way lower than historic norms, making purchasing a home an ongoing perk for hopeful buyers. This is a huge advantage for buyers and helps to make owning a home attainable for more households – and there's good reason to strive for homeownership. Low mortgage rates are a plus for buyers right now, but experts forecast we'll see them continue to rise as the year goes on. If you're ready to purchase a home, it's wise to get started on the process soon so you can secure today's comparatively low rate.

Today there are simply not enough houses on the market for the number of buyers looking to purchase them, and it's creating a serious sellers' market. Buyers are clearly eager to purchase and, because of the shortage of inventory available, they're often entering bidding wars. This is one of the factors keeping home prices strong and giving sellers leverage in the negotiation process. Homeowners who are in a position to sell shouldn't wait to make their move! There is light at the end of the tunnel though, so listing this Spring will be most favorable. In today's market homeowner's can potentially earn a greater profit on their house and sell them quickly.

Contact a trusted real estate professional today to discuss how these favorable conditions play to your advantage in your local area.



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Health & Wellness

Mack Newton on Patience

Patience is the trust in knowing that things happen when the timing is right, when the universe is ready and when you are ready.

Make your plans, set your goals, and do your work, but let it go and let nature do its course, all the time knowing that it will happen when the time is right. Letting go doesn't mean just sitting, waiting, and hoping for it to turn out. It means doing the work that will get you there, but ceding control at the end and letting God handle the rest.

Change is never easy. That's why there are so few people that see things through to the end. When you make a change or move towards a goal, the universe often tests you by sending a hurricane of crisis. A little speedbump is formed. Most people will give up, but you persevere, you have patience in your goal. Remember, nature wants to pull you back to the status quo. Resistance is nature's goal. When you push through, then things start happening. The path to your goal opens up. Nature moves on to someone else who is easier to knock down; someone who lacks the confidence to see it through.

This trial, handling the storms that nature throws at us, is a critical component to change. The only question is, do you pass? Active patience is being aware of all the other things the world is going to throw at you to test you. Set your goals, do your work, persevere in the face of resistance and have patience. Beautiful things happen at this stage of the game, and very few people actually get there.



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Trades Unlimited

Finding Leaks

Have you been dealing with leaks since your house was built? Have you had a new roof installed with no success? Many roofers attempt to repair without getting to the exact cause of the problem, which leads to issues being covered up rather than resolved. Your roof might look good, but it will still have flaws that result in leaks. Your roof might not even be the source of the leak.

Leaks can be a nightmare. Wet ceilings, walls, and floors can lead to mold, mildew, damage to carpets and drywall, and worse. Even if you think you've tried everything,

Trades Unlimited can help. We find and stop the leaks that nobody else can, regardless of where they are coming from. With over two decades of practical experience, we know not to just concentrate on your roof. By considering every aspect of the home envelope, including walls, windows, and doors, we identify and address the specific issue. Very often inadequate waterproofing under stucco, issues with flashing around windows, improper roofing installation, or other construction flaws result in interior moisture.

Let the experts from Trades Unlimited take a look. Call 480-483-1775.

Emser Tile Trend Report: Artistry

From: *Emser.com*

Inspired by a contemporary interpretation of Art Deco and Modernism styles, this style reflects unique motifs and patterning that give a nod to the past while encouraging us to unleash our own inner artist.



Kumito™ (pictured above) is a timeless ceramic chevron mosaic tile that is a classic choice for both traditional and contemporary design schemes. Kumito provides a simple and clean look with a matte finish.

Key elements of this trend include geometric and angular forms as well as symmetry. Linear decoration or what is known as fluting in architecture is seen in this design trend.



Geometry™ (pictured above) takes design to a whole new level. The modern, retro flare look of Geometry provides an element of uniqueness not found in most tiles. The raised pattern adds interest and character and will transcend any application.

Patterns can be combined in different layouts using one or more of the unique designs to produce a completely different visual.

Designer's Corner How and When to Use a Designer

It isn't always obvious on how to utilize the services of the designer at a Design and Build company. Isn't designing just placing some colors that go together and looking at a lot of designs on Pinterest or Instagram? I can do that, right? And the answer is...sometimes.

I recently came across a client that wanted to remodel the bathroom shower at a house he had purchased in North Phoenix. He lives year round in Prescott with his partner and came down to meet with me on his house remodel project. Not only did he want to remodel the moldy shower that we see in every model house, but also install windows to allow more natural light into the house. After talking with him and determining it was a good fit, he said, "Let me know when you finish the design."

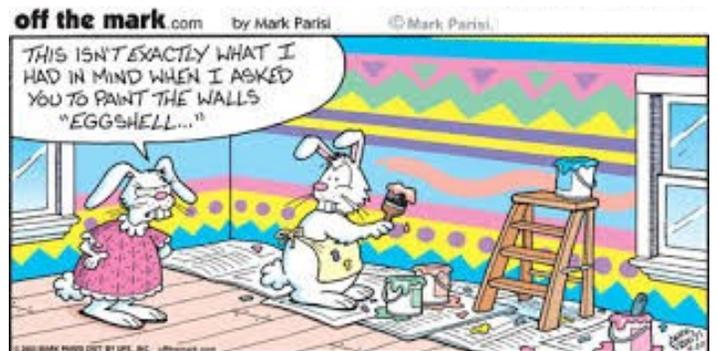
Many don't realize that designers can create a design with little or no direction, which is in many of the cases with my clients. Functionality and look are the most important factors, and clients rely on designers to create a rendering or drawing to help visualize the final project. However, many clients find the process of choosing products and finishes too overwhelming. There are also time constraints. Such was the case here. My client purchased the house in North Phoenix as a surprise for his partner so they would have a getaway from the snow in the colder months. Her reaction to the unveiling of the design was simply delightful!

Now that the design has been completed, the construction part is the next important job of the designer. The look will only get you so far if you sacrifice function. Drain placement, permitting, waterproofing are common potential derailers if the designer and production aren't in communication. The relationship between the designer and homeowner is essential for the designer to see the vision fulfilled in construction.

If you have a project of any size that is in need of guidance and you don't want to become the project manager, using a designer is the best route.



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A Department of  TRAVEK

Summertime is great for recoating foam roofs!

ENTERTAINMENT AND EDUCATION FOR OUR CUSTOMERS

April 2021

Featured Project: Whole Home Project in Phoenix



The house was part way through its remodel when life intervened, halting the project. It sat vacant for years until new homeowners contacted TraVek to fulfill the dream of this home. To see more pictures of this project, go to www.travek.com/About Us, and then click on the picture of Scott. These pictures will show up at the bottom of his page for Projects Scott has recently completed.



Scott Raisanen, Designer

Sam Browning, Project Manager

