

Services Guide

Renovations & Home Improvements

**NOTE 1: This information is pulled from credible sources. This information is a guide. Any information used from this guide must be re-contextualized (no copying and pasting). Re-contextualize information incorporating SEO and business specifics.*

**NOTE 2: For MCP websites, stick to general information and avoid specifics.*

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1. RENOVATIONS & HOME IMPROVEMENTS OVERVIEW

1.1 GENERAL INFORMATION

From Home Improvement & Renovations [original vertical guide](#).

People who take care of full home improvements and renovations are usually licensed general contractors who know many areas of construction and manage the project from start to finish. They manage and source people in different trades to complete the project or renovation and this includes sourcing:

- Plumbers
- Electricians
- Designers
- Carpenters
- Architects
- Roofers
- Concrete workers
- Mechanical contractors in heating and cooling
- Insulation experts
- Bricklayers and masonry contractors
- Painters

1.2 SEO

Keywords (First Row – BEST, Last Row – LEAST)

○ Home improvement	○ Kitchen design	○ Remodeling	○ Home renovation
○ Renovate	○ Bathroom remodel	○ Kitchen remodel	○ Bathroom design
○ Contractor	○ Basement ideas	○ Home remodeling	○ Plumbing services
○ Roofer	○ Electricity	○ Insulation	○ Foam insulation

1.3 REASONS FOR DOING RENOS & HOME IMPROVEMENTS

From [Home Improvement & Renovations original vertical guide](#).

When you make improvements to your home, you're not just spending money, you're making an investment. By making wise, cost-effective updates to your home, you'll:

- Increase your family's enjoyment of your space
- Build equity for your financial future
- Increase your family's enjoyment of your home
- Avoid the need to sell your current home and buy a new home by adding living space
- Feel pride and accomplishment in your home improvements
- Put your own stamp on your home and make it your own
- Give your older home some of the modern conveniences it was lacking
- Some improvements can save you money on utilities and energy bills
- Rebates may be available on some products, like water heaters and furnaces
- During renovations is the perfect time to address any damaged areas of your home (cracked tiles, warped woodwork, stained ceilings, etc.)

1.4 WHY YOU SHOULD USE A CONTRACTOR

From [Home Improvement & Renovations original vertical guide](#).

While some homeowners are pros at home renovations, there are many people should not attempt a DIY project. If you don't know what you're doing, you could:

- Wind up causing damage to your home and costing yourself a lot of money and headaches in the long run.
- Cause problems if you're not up-to-speed on the building codes and permits required for many types of work.
- Put yourself in danger because you don't have the proper safety equipment or you don't know how to install part safely

Most people have the notion that DIY projects are cheaper, but they actually:

- Are very expensive as you have to rent or buy tools
- You have to put on hold any income generating tasks, and pay for any costly mistakes.

1.5 COMMON RENO/HOME IMPROVEMENTS

From Home Improvement & Renovations original vertical guide.
<http://hightechreno.com/our-services/basement-finishing/>

Common Types of Reno/Home Improvements:

Type	Description	Benefits
Basement Finishing	<ul style="list-style-type: none"> ○ General contractors will take care of everything including: <ul style="list-style-type: none"> ● Design and layout plans ● Demolition ● Construction permits & inspections ● Delivery of materials ● Build ● Framing, electrical, plumbing ● Drywall, flooring, and staircase ● Painting ● Installing fixtures, appliances, cabinetry ● Cleanup 	<ul style="list-style-type: none"> ○ People might want to finish a basement because they want to turn it into a functional space such as a/an: <ul style="list-style-type: none"> ● Exercise room ● Office ● Recreation/games room ● Basement suite to rent out or to add value when selling ● Guest room or suite for in-laws ● Workshop ● Theatre/entertainment room
Kitchen Renovations and/or Remodeling	<ul style="list-style-type: none"> ○ Upgrading kitchen design, layout and aesthetics including: <ul style="list-style-type: none"> ● Cabinetry ● Flooring (tile, concrete, hardwood, etc.) ● Appliances (upgrading to gas stoves, stainless steel, etc.) ● Storage space ● Countertops (granite, marble, laminate, concrete, etc.) 	<ul style="list-style-type: none"> ○ Creating a more modern-looking kitchen ○ Creating a more open-concept kitchen that is easier to move around in or has better storage space ○ Updating to add value to home for selling

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Bathroom Renovations and/or Remodeling	<ul style="list-style-type: none">○ Upgrading bathroom design, layout and aesthetics including:<ul style="list-style-type: none">● Cabinetry● Vanities● Sinks● New toilet● Flooring (tile, concrete, vinyl, etc.)● Luxury showers and baths● Storage space● Countertops (granite, marble, laminate, concrete, etc.)● Updating plumbing system	<ul style="list-style-type: none">○ Creating a more modern-looking bathroom○ Have a more functional bath space with more relaxing amenities○ Updating to add value to home for selling
Additions	<ul style="list-style-type: none">○ Adding rooms to the house because family is growing, you want more storage space, or you want new outdoor space. This commonly includes:<ul style="list-style-type: none">● Bedrooms● Bathrooms● Garages● 2nd stories● Playrooms● Decks/patios● Sheds	<ul style="list-style-type: none">○ Create space for storage or recreational areas to improve home
General Handyman Work	<ul style="list-style-type: none">○ This can include repairs and small additions such as:<ul style="list-style-type: none">● Fences● Gates● Drywall repair● Painting walls● Replacing flooring	

1.6 COMMON DESIGNS/CONCEPTS PEOPLE LOOK FOR

From Home Improvement & Renovations original vertical guide.
http://www.pinnacle-environment.com/in_floor_101.html

Common Renovation Concepts:

Design/Concept	Description	Benefits
Open Concept/Plan	<ul style="list-style-type: none"> ○ This design makes your living area feel more spacious 	<ul style="list-style-type: none"> ○ Less segregation for entertaining guests ○ Kitchen or other areas are less closed off and more inviting
In-Floor Heating	<ul style="list-style-type: none"> ○ In a radiant floor heating system, warm water flows through tubes located underneath the floors. ○ That warmth radiates up from the floors and warms everything it comes in contact with — including people. ○ And radiant is compatible under any type of floor covering — carpet, wood, slate, tile, linoleum, and even concrete — making design possibilities endless. 	<p>Upgrading to in-floor heating offers a number of benefits:</p> <ul style="list-style-type: none"> ○ It keeps your floors warm so you can walk comfortably, even on tiled floors, no matter the season. ○ In-floor heat is also distributed more evenly than forced air heat because it runs throughout the flooring of each room. ○ This type of heating is particularly popular for those with allergies, because it disturbs less dust than other heating systems. ○ It does not make the air as dry as some other heating systems.
High-end, Luxury Bathrooms	<p>Some upgrades to achieve this could include:</p> <ul style="list-style-type: none"> ○ Walk-in showers ○ Rain shower head ○ Marble countertops ○ Heated floors ○ Luxury bathtub or jetted bathtub ○ Large, double vanity 	<ul style="list-style-type: none"> ○ People look for renovating their bathrooms to make them more modern and spacious, yet also feel calm, and spa-like

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Replacing Carpet

People want to replace carpet because:

- It is sometimes harder to clean
- It stores dirt and dust
- It is less durable for active families and pets

Hardwood, laminate, vinyl, tile, and concrete are some types of alternatives to carpet that people look for because they are:

- Easier to clean
- Are more durable and stand up to prolonged