



J & A ON THE LEVEL

JULY 1, 2009



NOTES FROM JESSE

As I sit down to write this it appears warmer weather is here to stay, trees are full of leaves, gardens are growing and the kids are playing ball. I hope everyone had a great Memorial Day weekend and remembered all our brave men and women who protect this great country! Let's also not forget the ones who have given the ultimate sacrifice.

Just a reminder, in case you haven't heard, there is an \$8000 first time home buyer's tax rebate available, this is not a credit. If you are going to build new the home must be complete by the first part of December 2009. Please call me if you have any questions about this program.

We are also in the process of building another 4 plex in Osceola, if you know of someone who needs a place to rent, please have them give us a call. As of right now, we only have 2 available and they will be ready around the 1st of August. I am hoping to have some photos on our website and have a virtual tour of a unit posted by then. We may also have other vacancies starting in July so please call for an update on what is available.

In this issue, you will see a press release about Arbor Day. We go to the elementary school in town and give a little presentation for the 1st graders and then present them with a pine tree in celebration of Arbor Day. As always this is a real treat and I look forward to doing it again next year. On a side note – best of luck to Mrs. Jensen (first grade teacher), you will be missed!

I hope all of you enjoy the summer months and if you need anything at all from roofing to a basement finished don't be afraid to call!

Jesse Smith

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SAVE THE DATES

2 RENTAL UNITS
AVAILABLE
AUGUST 1, 2009

JUNE 21ST
FATHER'S DAY &
FIRST DAY OF SUMMER

LOTS & MORE

Timber Ridge

◆ 235th Street, Dresser, WI 54009
Lot 11: \$28,900
1.01 Acre

Silver Ridge

◆ Garfield Street, Dresser, WI 54009
Lot 27: \$29,900
93 x 157 x 50 x 173

Farmington Hills

◆ 241st Street, Osceola, WI 54020
Lot 1: \$44,900
2.01 Acres
Lot 4: \$49,900
2.16 Acres

INFORMATION

J&A Custom Homes, Inc.
2388 State Road 35 - Ste. 4
P.O. Box 73
Osceola, WI 54020
Phone: 715-755-4856
Fax: 715-755-3262
E-mail: info@jandacustomhomes.com

Call for a brochure!



RENTAL INFORMATION

J&A is proud to announce that we will have a 2nd Belmont 4-Plex available for move-in Fall 2009 in the Village of Osceola.

Each unit has 2 bedrooms and 1 bath.

142 Belmont 4-Plex: All units currently full

508 Delmar 4-Plex: All units currently full



Delmar 4-Plex



If you would like more information, please feel free to give us a call @ 715-755-4856 or send an email to info@jandacustomhomes.com

CURRENT BUILDING PROMOTIONS

3 Great Reasons to Build with J&A

\$2500 in Appliances, Free Upgrades, or Cash Back

Earn up to a \$2000 Tax Credit with your Certified Energy Star Home
J&A will pay the certification fee

\$250 Gift Certificate to Anderson Furniture



2009 REFERRAL PROGRAM

**Receive His & Her Gift Certificates
For referring someone to J&A Custom Homes
when they build their new home**

Here is what you do: call us with their name and address and we'll send out our information packet; when they sign a construction agreement to build with J & A Custom Homes, we will send you your gift.

The other option is to have them contact us, but you still need to let us know you referred them to claim your gift.

Pretty simple!

**Receive
\$500 in Gift
Cards for a
Referral!**

"YOUR PREMIER WESTERN WISCONSIN HOME BUILDER"

TIDBITS**Choosing ENERGY STAR-qualified Appliances**

If you need to replace appliances in your home, there are actually two price tags to look at: The one attached by the retailer and the one attached to your utility bill each month. In most cases, what initially looks like an expensive appliance can look like a smart investment when the utility bill arrives. For example, replacing a refrigerator purchased in 1990 with a new, efficient model can save enough energy to light the average home for nearly four months. And fortunately, there's a way to determine which appliances will save you money—look for the blue and white ENERGY STAR. Appliances that earn the ENERGY STAR have met strict energy-saving guidelines set down by the U.S. Department of Energy and the U.S. Environmental Protection Agency. Products in more than 50 categories are eligible to earn the ENERGY STAR.

Descriptions of what it takes for a product to qualify for the ENERGY STAR, along with a manufacturer-by-manufacturer breakdown of qualifying products can be found at www.energystar.gov. This well-organized and easy-to-navigate Web site offers lots of specific product information, interactive features such as the "Refrigerator Retirement Savings Calculator," and the latest information on tax credits. Visiting this site before appliance shopping qualifies you as a better-informed consumer.

And is ENERGY STAR making a difference? You bet. Through the ENERGY STAR program, Americans saved \$1.2 billion on their utility bills in 2005 alone.



IN THE NEWS

J & A Custom Homes, Inc. Helps First Graders understand the importance of trees

It all started in Nebraska in the 1800s. J. Sterling Morton got us started with Arbor Day. Having moved to Nebraska from Detroit he and his wife filled their bare yard with trees, shrubs, and flowers.

As a journalist and then editor for the first newspaper in Nebraska, Morton spread the word on agriculture and shared his love for trees. He taught the people about how important trees were. They were a natural windbreak to keep soil in place; they were a good fuel and building material source and a great place to get away from the blazing sun.

The first Arbor Day occurred on April 10th 1872. Prizes were given to the counties and individuals for properly planting the greatest number of trees. All-in-all more than one million trees were planted on that day. During the 1870s other states adopted to celebrate Arbor Day and the tradition began in schools nationwide in 1882.

Jesse Smith along with J&A Custom Homes continues to carry out this tradition. For the last few years, Jesse has helped Osceola First Graders understand how important trees are, not just to people, but to animals and the environment as well. The students watched a brief video that was produced by the National Association of Home Builders. In this video, students learn some interesting facts relating to new home construction, wild animals and forest management. After watching and learning about trees, there is a short Q & A session with the students. Once this is done each student is given their own 8"-10" Colorado Blue Spruce tree to plant with their parents/guardians.



Paint like a Pro

Part 1 of 3

Few things can liven up a room as much as a fresh coat of paint. You can get top-quality results by following our simple steps—pick, prep, and paint. It really is that easy.

As a practical element, paint rejuvenates, protects and preserves your home. But it offers more possibilities than that. Paint is one of the simplest and most flexible ways to lend your personal signature to any room. Paint can add warmth, set a mood, hide imperfections, emphasize decorative details and reflect how you live—in other words, transform a basic living space into a cherished home. The result is well worth the effort it takes to paint, and well worth the effort to do the job properly.

Step 1: Pick your color

How do different colors make you feel?

Green, blue and violet are generally considered cool colors, while red, orange and yellow are regarded as warm colors. Cool colors recede, while warm colors advance. Cool colors lend an air of tranquility to a room, while warm colors enhance a space with energy.

Define open spaces with color.

Achieve definition where several rooms are visible at the same time—without creating a choppy effect—by incorporating various shades and tints of a single color. If the kitchen and the dining room share a single long wall, you can select a color for that wall. Then use a lighter tint of the same color on the other three walls for the kitchen, and a darker shade of the same color on the remaining three dining room walls. The rooms will be defined, yet coordinated.

On the other hand, if you decide to keep all the walls one color, don't be afraid to experiment with richer neutral shades, particularly in rooms that have high ceilings or a great deal of natural light.

Go with the flow.

Whether you have an open floor plan or clearly defined rooms, keep in mind that room colors should flow and work with one another. That doesn't mean you need to stick to various tints and shades of one color—simply be aware of what you see from the openings in each room, and select colors that create an overall pleasing effect.

Lighting affects color.

Sunlight affects vary with the weather, season and time of day. Live with a color sample on your wall for a few days. View it at different times throughout the day to see how the color changes.

Artificial light also affects color perception. The warm cast from incandescent and halogen lights tend to enhance reds and yellows, but dulls blues and greens. Under the cool cast of fluorescent lights, blues, and greens become more vivid, while yellow and reds are muted.

Try on color before you paint.

Test run a color. Most places have 8 oz. paint samples that give you the flexibility to try different colors in various settings. You can brush your color choice right on the wall, or brush it onto pieces of foam board and move these panels around the room. You'll be able to see how the color works on all room surfaces, under various lighting conditions.

Sheen: paint's reflective quality.

After selecting your colors, you'll need to choose from an array of sheen levels: flat, matte, eggshell, stain, pearl, semi-gloss and high gloss. Flat paints have the lowest sheen. They absorb light, hide surface imperfections and impart a sophisticated feeling. Higher-gloss paints reflect more light, emphasize architectural details, clean well and are a good choice for trim.