



J & A ON THE LEVEL

FEBRUARY 17, 2009



NOTES FROM JESSE

I hope everyone is enjoying their New Year so far! Since we published our last newsletter with the NEW design, we have had some exciting things happen. By the way, the NEW design for the newsletter was a huge hit with our readers! Thank you all for the feedback, it only makes us better.

Let's start with the exciting news first! J & A Custom Homes, Inc. was named 2008 Builder of the Year by the St. Croix Valley Homebuilders Association. This award is given out at the annual awards banquet in December. This is a great honor and we are now in an elite and deserving group of builders who have won this award. I can't tell you enough how grateful we are at J & A Custom Homes, Inc. and would like to thank the association. See the full story later in this newsletter.

The winter months make for a great opportunity to get caught up on a lot of things and continuing education is one of them. Don't get me wrong, I have found some time to get some fishing in there too. There are also some new code changes in the works that will make the price of a home go up about \$1000 per home. Most of these changes are going to occur in the electrical system of the home. They keep pushing the implementation date back but they will be here soon.

Don't forget the St. Croix Valley Home Builders Association will again be having its annual Tour of Homes which will start in February 2009 and its annual Home Show which will take place on March 14th and 15th in Hudson. I encourage you to get out and take in these two great events; they showcase local top notch professional companies associated with the building industry.

I would like to thank everyone again for their continued support and would like to remind people . . . warmer weather is just around the corner, I promise.

Jesse Smith

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

INSIDE THIS ISSUE:

RENTAL INFO	2
REFERRAL PROGRAM	2
BUILDING PROMOTIONS	2
TIDBITS	3
IN THE NEWS	4
DESIGN TIME	5

SAVE THE DATES

2009 TOUR OF HOMES
SATURDAYS & SUNDAYS
12:00—5:00 P.M.
FEBRUARY 28—MARCH 22

HOME SHOW
MARCH 14 & 15
HUDSON SPORT CENTER

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!



2007 Model Home

RENTAL INFORMATION

J&A is proud to announce that we will have
1 unit available for move-in April 1, 2009
in our Belmont 4-Plex in the Village of Osceola.
Each unit has 2 bedrooms and 1 bath.

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



Delmar 4-Plex

2008 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!*



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

"YOUR PREMIER WESTERN WISCONSIN HOME BUILDER"

TIDBITS**HOMEOWNER GOOFS****WATERWORKS**

When we moved into our new home, we had the worst lawn on the block. In an attempt to bring our lawn up to par, I installed an underground sprinkler system. After a few months, the lawn was green and weed free.

A neighbor suggested we'd get even better results if we had our lawn professionally aerated. So I called a lawn service and had it done.

The next morning, I looked out the window to see streams of water spurting up from random spots on the lawn. Apparently I hadn't buried the underground tubing deep enough and the aeration machine punctured the lines.

Now, I impress the neighbors with my pipe-patching skills!

TIDAL WAVE

I was folding the first load of wash in our new basement laundry room on a rainy Saturday afternoon. To my dismay, I noticed water seeping from the bottom of a basement window. Figuring the window wasn't shut properly because of a dirty seal, I grabbed a small rag and started to open the window to wipe it out.

What I didn't realize was that the entire window well was full of water. When I turned the latch, the whole laundry room was hit with a tidal wave that completely soaked me and everything in the room—including the clean clothes I had been folding!

DECORATIVE GARAGE FLOOR

Just about everything in our new home was in mint condition, but we decided to put a coat of epoxy on the garage floor. It looked smooth and flawless, so we lowered the overhead door, leaving it high enough that it wouldn't touch the wet floor and low enough that the cat couldn't squeeze under it.

The next morning, we looked in on the garage floor and we couldn't believe our eyes! We hadn't kept the cat out of the garage, we had kept her in—all night! She must have been hiding in the rafters while we applied the epoxy.

Every time we go into the garage we see hundreds of little paw prints that remind us of this goof.



If you have a goof you'd like to share, send us an email and we'll include it in the next issue!

IN THE NEWS**2008 Builder & Associate Member of the Year Announced**

(Roberts, WI) **The St. Croix Valley Home Builders Association** and its members are proud to announce that at its Annual Holiday/Installation & Awards Banquet to celebrate 2008, builder member Jesse Smith, J & A Custom Homes, Inc., was named Builder of the Year and associate member Angie Bendt, Wize Dezigns, LLC, was named Associate of the Year.

Each year the membership of our association is asked to nominate who they think should be awarded our Associate and Builder of the Year. Once again, this year proved to be another example of "smart members think alike" due to the majority of the nominations were for the same deserving individuals!

Jesse Smith, J & A Custom Homes, Inc., was awarded Builder of the Year from his peers for his endless support of the association and for being an extremely hardworking builder. He has been a member since 2003 and has become extremely active in the association by attending many general membership meetings, committee involvement and being on the board of directors. His company, which is located in Osceola, prides themselves on their quality, affordability, reputation, integrity and honesty. Testimonial from past clients: 2 years ago, we built a home with this builder and the horror stories that we heard about building a house from ground up never happened. A phone call to this builder and it is as good as taken care of – he has never forgotten about us and he's still there for us. This individual is an avid outdoorsman and enjoys hunting, fishing and time with his wonderful wife and 2 children.

In regards to the Associate of the Year, Angie Bendt, Wize Dezigns, LLC, received this award due to her commitment and website involvement in the organization. Angie not only chairs the Sales/Marketing/PR Committee but she has been extremely instrumental in the new look and feel of our website and is celebrating her 5th anniversary being a member of our association with her website company that is based in Hudson. Member comments include: Angie donates a lot of time to the association and gives us an excellent price on services she provides. Without her we would pay a lot more for what we get. She has worked so hard for the group and on the website, which looks great and is easy to get through. Angie chairs an important committee and maintains the website, passionately promotes HBA and ensures website/online presence is professional.

Looking towards 2009, the St. Croix Valley Home Builders Association will continue to provide the building industry with exceptional members like Jesse & Angie and hope that anyone that is not a member of this excellent organization, join today at visiting our website, www.scvhba.com or call 715-796-5377 to receive more information.



Color it Purple for 2009

By Mark Jarasek, Senior Editor, Electronic Media

Purple is 2009's must-have color, according to the Color Marketing Group, an international non-profit association of color design professionals that has been predicting color trends for more than 45 years.

Other colors dubbed hot: blue, brown, gray, yellow and the return of mauve.

"We're finding comfort in colors that are familiar, and at the same time we're embracing colors that make us happy," says CMG Executive Director Jamie Stephens. "Also, the demand for colors and products that reflect an environmentally 'greener' world goes way beyond trend. It's now a given," she says.

When home builders are planning interiors for their model homes, these colors from the CMG hot color trend list can serve to keep things in proper vogue.



What's
HOT

- Purple is not just a fad, it's an entrenched trend, strongly influenced by the election. Look for grayed-out violet that works equally well as an accent or a neutral.
- Blue is the new green. This year, the green environmental message is delivered by the color blue.
- Cooled-down browns and grays provide complex neutrals that satisfy our urge toward classic colors in an economically challenged time.
- Look for lots of vivid yellow to provide energy as the economy is rebuilt. It's the stand-out accent color for 2009.
- Mauve has returned. It's an old color that looks new again. In dusty violet shades, mauve works as an accent

Blue
Gray
Yellow
Mauve

Visit us at
jandacustomhomes.com