



Windows ▪ Doors ▪ Skylights

WE DELIVER DAYLIGHT.

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Doorway in Buenos Aires — Photographed by Marilyn Flores



Bright Ideas for Your Home

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Remodeling Magazine's 2009 Cost vs. Value Report

Every year *Remodeling Magazine* surveys hundreds of contractors, realtors, and appraisers from major cities across the country, compiling data to determine the cost of various types of remodeling projects and their impact on the resale value of homes. The goal is to quantify the payback on money spent on improvements. For example, if you pay \$50,000 for a new kitchen, how much of that expense can be recouped when it comes time to sell?

Some people interpret a less-than-100% return on investment as a reason *not* to remodel, but it's important to consider other factors as well. If your \$50,000 kitchen makeover justifies raising your selling price by \$36,000 (a 72% value-to-cost ratio), effectively you've paid 28 cents on the dollar (\$14,000) for new cabinets, countertops, appliances, etc., all of which will presumably improve your quality of life over the duration of your stay in the house. Moreover, energy-efficient upgrades in building materials generally result in lower utility bills. Finally, the \$36,000 recouped at the time of resale is normally tax-free.

The 2009 Report shows that, for the most part, value-to-cost ratios have declined slightly from 2008 figures. This is not surprising in light of the recent downward trend in home values.

Here are some results from Phoenix specifically:

<u>Mid-range Projects</u>	<u>Cost Recouped</u>
Bathroom Addition	57.5%
Bathroom Remodel	67.8%
Major Kitchen Remodel	71.8%
Roofing Replacement	74.1%
Garage Addition	65.3%
Two-Story Addition	73.4%
Window Replacement (Vinyl)	65.8%
Window Replacement (Wood)	72.9%

<u>Upscale Projects</u>	<u>Cost Recouped</u>
Bathroom Addition	62.4%
Bathroom Remodel	65.4%
Major Kitchen Remodel	63.8%
Roofing Replacement	68.5%
Master Suite Addition	62.5%
Window Replacement (Vinyl)	71.3%
Window Replacement (Wood)	69.4%

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WE LOVE REFERRALS!

Many thanks to everyone who's referred FREELITE to friends, neighbors or family members recently. Your kind actions are really what make us a success. While we don't have enough room to mention *everyone*, here are a few:

- Randy Reid, Tasha Sharp,
- John & Maryann Powers
- Pat Thompson, Bob Hedrick,
- Mike Pedreira, Nancy Knight,
- Louis Jacobo, Jason Kill,
- Jeff & Marcia Frost,
- Randy Halfhill



Come see our vignette at the new HOME & DESIGN IDEA CENTER. Located in Scottsdale at 19120 N. Pima Road (just north of the 101), the building is home to over 200 beautifully designed spaces showcasing home building, interior design, remodeling, landscaping, gardening, home décor and furnishings. Call for hours of operation:

(480) 941-4663.

email the Expert...

Q: What are “thermal break” windows?

— Lisa Barlowe

A: One major drawback of aluminum windows is their poor insulating properties: the frames readily conduct heat and cold. A “thermal break” is a barrier of resin or butyl that interrupts the aluminum extrusion, so that the interior of the window is not in direct contact with the exterior. While this feature slows the process of conduction, it still doesn’t allow for U-Values low enough to comply with the new energy tax credit standards — for that, better insulating frames (e.g., vinyl, fiberglass or wood) are required.

Email the Expert by sending your questions to:
cmarvin@freeliteAZ.com

FREELITE BONEYARD

VELUX® Blowout Sale!



VELUX is making changes to their product line and we need to move our old skylight stock and displays. Here are just some of the deals available (call for more information):

	Normal Price	Sale Price
▪ VSE 104 (2x3') Motorized Venting Skylight with Motorized Interior and Exterior Shades, Remote Control, Rain Sensor	\$1520.00	\$520.00
▪ FCM 2246 (2x4') Fixed Skylight with Motorized Exterior Shade	775.00	225.00
▪ VS 101 (21x28") Manually Venting Skylight with Manual Interior Shade	484.00	120.00
▪ FSF 101 (21x28") Fixed Skylight with Manual Vent Flap, Motorized Interior Shade	452.00	90.00

JUST FOR LAUGHS...

A History of New Year's Resolutions

- 2004: I will get my weight down below 180.
- 2005: I will watch my calories until I get below 190.
- 2006: I will follow my new diet religiously until I get below 200.
- 2007: I will try to develop a realistic attitude about my weight.
- 2008: I will work out 5 times a week.
- 2009: I will work out 3 times a week.
- 2010: I will try to drive by a gym at least once a week.



New Year's Day... now is the accepted time to make your regular annual good resolutions. Next week you can begin paving hell with them as usual."

— Mark Twain

PC Magazine Salutes “Best of the Decade”

In their 12/14/09 issue, *PC Magazine* lists the “most important, revolutionary products, services, and technologies” that either came into existence or reached maturity in the last 10 years. Their choices:

1. Google
2. Apple iPhone
3. Apple iPod
4. Facebook
5. Wi-Fi
6. Broadband Internet Access
7. TiVo
8. GPS
9. Windows XP
10. Apple iMac

It's hard to imagine that ten short years ago we were able to manage without these accoutrements of the 21st century!

TODAY'S SPECIAL IS THE "RESOLUTION BUSTER"...A FATTY STEAK SMOTHERED IN FRENCH FRIES, MARINATED IN HARD LIQUOR, STUFFED WITH CHOCOLATE CAKE AND TOPPED WITH A CIGARETTE...



offthemark.com

ATLANTIC FEATURE © 2002 MARK PARISI

MARK PARISI

VELUX® Introduces Tax-Credit-Eligible Skylight

With the passing of the *Stimulus Bill* by Congress last year, tax credits were made available for homeowners who install energy-efficient products on their residence. While many windows and doors complied with the new, stricter energy codes laid out in the bill, skylights, because the sun beats down on them more directly than it does on vertical glazing, had difficulty qualifying.

Beginning in January 2010, VELUX is offering a redesigned **Sun Tunnel** tubular skylight with a dome made of special acrylic to reduce solar heat gain and a secondary diffuser assembly below to cut down on the loss of heat during winter. The result is a product with a Solar Heat Gain Coefficient and U-Value both .30 or less per the new energy standards.

Homeowners may claim a tax credit equal to 30% of the cost of the product(s), excluding installation, up to \$1500 total. The improvement must be "in service" before the end of 2010.



For more information on **VELUX Sun Tunnels**, give us a call.

Or, to learn more about the new tax credits (available for a variety of products), ask for a copy of our **FREE REPORT**:

A Homeowner's Guide to Understanding the Energy Efficiency Tax Credits

or you can download it from our website: www.freeliteAZ.com

VELUX Sun Tunnel Pricing

<u>Model #</u>	<u>Description</u>	<u>List Price</u>	<u>30% Rebate</u>	<u>Net Price</u>
TMR 101	10" Diam. TMR - Energy	230.00	69.00	161.00
TMR 014	14" Diam. TMR - Energy	320.00	96.00	224.00

NOTE: Extra charges apply for tile flashing, tunnel extensions and light kits. Installation is not included in this pricing.

Trivia Challenge

What fell on the Sahara on February 18, 1979?

- A. A satellite
- B. Snow
- C. A 747 airplane
- D. 6" of rain

The first correct answer faxed to 602.253.8811 or emailed to cmarvin@freeliteaz.com will be the winner of a

\$50 Restaurant Gift Card!

(good at Chili's Grill & Bar, Romano's Macaroni Grill, On The Border Mexican Grill & Cantina, or Maggiano's Little Italy)

(NOTE: Only one winner per family per year)

NOV-DEC Trivia Challenge Winner...

Congratulations to the winner of our last Trivia Challenge... **Janice Sanders** of Phoenix was the first person to correctly answer this question:

What is the only one of Santa's reindeer whose name begins with the letter "V"?

ANSWER: Vixen

WE WELCOME OUR NEW FRIENDS INTO THE FREELITE FAMILY...

We believe in treating all our customers like family — just ask any of our longtime clients. We are excited to welcome each of our FREELITE first-timers. We appreciate the opportunity to serve you and hope to see you again very soon. Here are just a few of the new members of the family.

- Craig Jackson
- Judith Hansen
- Frank Roesler
- U-Ann Hazelwood
- Chuck Winchell
- Ann Schweiger
- Grant Lindsay
- Dan and Sherry Lee
- Ed Scates
- Chris Pellegrini
- Sue Rounds
- Alex Kuchansky

Thank you and welcome to everyone who recently joined our FREELITE family... we couldn't do it without YOU!

REFER YOUR FRIENDS & FAMILY AND GET A \$25 STARBUCKS GIFT CERTIFICATE

Many of our customers find us through other homeowners for whom we've installed windows, doors or skylights in the past. Word-of-mouth advertising has been the cornerstone of our success. For this generosity, we offer our gratitude and a token of our appreciation through our **Referral Reward Program!**

Here's how:

1. Simply refer someone to our services by giving them the complete back page of this newsletter, or a photocopy, containing your name and address.
2. When the person you've referred presents the form, we will automatically mail you a **\$25 STARBUCKS gift certificate**.
3. Meanwhile, your friend or relative receives a **5% discount** off the cost of their project (NOTE: Discount cannot be used in conjunction with other offers or on existing proposals or contracts).

When you refer your friends, neighbors or family, you've helped our business grow. Offering you this reward is our way of showing just how much we appreciate your "spreading the word."

Sudoku

The Rules of Sudoku (数独 sūdoku²)

The classic Sudoku game involves a grid of 81 squares. The grid is divided into nine blocks, each containing nine squares.

The rules of the game are simple: each of the nine blocks has to contain all the numbers 1-9 within its squares. Each number can only appear once in a row, column or box.

The difficulty lies in that each vertical nine-square column, or horizontal nine-square line across, within the larger square, must also contain the numbers 1-9, without repetition or omission.

1	2	3	7	8			5	4
	8		1	2				
5				9				2
			8	1		6		3
9			5		2			1
6		4		7	9			
2				4				5
				5	7		1	
8	9			3	1	2	4	7

(The solution to this puzzler can be found on our website: www.freeliteAZ.com)

F R E E L I T E

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Showroom Hours:

Mon-Fri, 7:00 – 4:00
(available after hours by appointment)

Green Tip

Drive Less

As a New Year's resolution, consider walking or biking instead of driving whenever possible. Reducing your driving distance by just 15 miles per week will save *900 pounds* of carbon emissions annually.



FREELITE, INC.
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Chip Marvin, President

THANK YOU FOR YOUR KIND WORDS ...

“What can we say? This is our 6th skylight from FREELITE and our best one yet! Product and service just can't be beat and we wouldn't trust our home — or roof — to anyone but FREELITE! Thank you for exceptional service!”
— Cory and Terry King, Mesa

“Fantastic! I'll be getting more in 2010 from you.”
— Laurel Todd, Tempe