

# SAGE ADVICE

Our pros share must-know advice for homeowners. PHOTOGRAPHY JASON HARTOG



**DIANE MACKAY &  
BRITTANY NAGY**  
*Rivercroft Interiors*

**Tell us about Rivercroft**

**Interiors:** Rivercroft is a family business specializing in full home renovations and interior design. We provide our clients with a start-to-finish detailed spec on completing their space.

**What makes Rivercroft unique?** Here at Rivercroft we custom make all our tables and wood products. Our custom sofas and chairs are all made in Canada. We also have amazing unique products from all over the world. We have doors from Egypt, pillows and lighting from Indonesia, wood dough bowls from Italy. Blankets, linens and candles are all custom made from our local artisans.

**What's new in the barn?** We are excited to be opening new locations that we can't wait to share. For more information about how Rivercroft can help you turn your house into a home call or email us. Don't forget to like us on Facebook and Instagram for all the new and exciting things happening with Rivercroft.



**KEN LONG**  
*Reno IQ*

**What is Reno IQ?** Reno IQ is a renovation consulting company working directly with homeowners to help select the right contractor for their project, compare estimates and educate homeowners on the renovation process. As a former contractor with over 12 years of experience in renovations, I'm now providing homeowners with the knowledge to renovate smarter.

**How much does Reno IQ cost?** We have several packages to suit each client's needs. Starting at \$249.99, the cost is typically less than one per cent of your budget and will help you avoid making costly mistakes in your renovation.

**Why would I use Reno IQ?** Reno IQ will help compare contractors, their estimates, review change orders to ensure additional work suggested by the contractor is necessary and be on your side to help answer any questions the homeowner may have throughout the project. I want to grow your renovation IQ and save you money.

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CHRISTIANE ALLEN  
LEVESQUE & BRUNO  
LEVESQUE

*Let It Rain Roofing & Home  
Renovations*

**Tell us about your company:** A full-service roofing and renovation company, we do all types of roofing, ventilation upgrades, insulation, eavestroughs, skylights, roof repairs and custom sheet metal work. Our home renovation division does fences, decks, aluminum railings, carpentry, sheds, pergolas, painting, bathroom renovations, flooring, tiling, exhaust vents and more.

**What makes your company unique?** We’ve been around for 29 years, which is awesome considering most roofing companies go bankrupt within two years. We have a solid reputation for our knowledge, quality of work, service and the best warranty in the business. We are a select shingle master with CertainTeed, and only two per cent of roofers qualify for this service credential. We are certified skylight installers with Velux Canada and members of Renomark.

**Advice to customers?** Homeowners should ensure the contractor they hire is certified with a manufacturer, has insurance, WSIB and an actual place of business. Beware of low prices and cash deals. A cash job means no shingle warranty from the manufacturer or contractor. If you think professional is expensive, wait until you try an amateur.

JON DE VERA,  
BRANDON COOK &  
TERENCE O’BRIEN

*Pool Doctors*



PHOTO: MIKE BLACK

**What does Pool Doctors offer?** Pool Doctors specializes in custom residential pool construction and landscaping. We create designs to fit any space. Our on-staff design team works with clients to capture every item on their outdoor wish list. We are experts in steel and vinyl, fibreglass or concrete pool construction methods, and offer industry-leading landscape installation methods to create the outdoor oasis our clients demand. With the utmost attention to detail from the planning stage to installation and aftercare, we are the premier solution for those looking to turn their backyard into the ultimate staycation paradise.

**How do you help clients determine what they should include in projects?** We listen to our clients to make each project special and unique. We offer an extensive photo catalogue of previous projects for our clients to browse, our on-staff design team works with clients to capture every detail, including 3D renderings allowing us to truly bring our clients’ vision to reality. Once the planning is done and it’s time to break ground, we are in constant communication throughout the implementation phase, often making on-site changes to accommodate the wants and needs of the client as we believe that building one’s dream backyard is a fluid process and creativity doesn’t end at the design phase.

**Why use Pool Doctors?** Pool Doctors has created a unique and unmatched client experience while the project is underway. We put the client in direct communication with all levels of management in the company so when our clients ask for something, it gets done. We believe that most people only complete projects of this scale once in their lives and we strive to make the experience one they will surely remember.

*Continued on page 68*



AILEEN BROWN,  
BLAIR LASBY &  
MICHELLE LAMBERT  
SALES AND DESIGN TEAM  
*Paragon Kitchens*



PHOTO: NESO BASARA

**What kind of experience can a client expect at Paragon Kitchens?** From the moment you step into our showroom, it's evident that the Paragon experience offers something more. Our design process is tailored to truly understand your needs, while challenging your expectations, to provide a layout that not only excites and wows, but is a joy to cook and entertain in. The Paragon design team guides you through all the elements that need to come together when executing a main floor or kitchen renovation.

We showcase our concepts to you with fully realized colour renderings to help you visualize your completed space before the renovation even begins.

**Tell us about your service and warranty:** The Paragon experience is capped with our dedicated team of on-staff installers, who finish your fine custom cabinetry with the same care and precision we took during the design process. Finally, our lifetime warranty is our guarantee that our superior client experience will last for many years to come!

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We are kitchen obsessed!  
[paragonkitchens.com](http://paragonkitchens.com)





ARMEN J. TOOTIKIAN &  
HAIG TOOTIKIAN JR.  
*Imperial Rug Galleries*

**Tell us about Imperial Rug Galleries:** Family-owned and operated in North America since 1901, the Tootikian family has been selling and servicing hand-knotted rugs in Oakville for 38 years now. Most of Oakville may be familiar with our Uncle, Bob Tootikian. We personally travel overseas to select the rugs we bring to our showrooms. Our main focus is on selecting hand-knotted rugs with exceptional wools and silks that are very durable.

**What's trending?** There's still a big push towards modern rugs with some vibrant accent colours. We are seeing a small resurgence in Persian rugs that are either geometric in design or shows its age and has some worn out areas.

**What should clients consider when choosing a rug?** Quality of wools and dyes are extremely important in determining the durability of a hand-knotted rug. It is best to stick with natural wool and real silk, which will make cleaning very easy over time.

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SANDY BAYLEY, ROB MILENKOVIC, LEANNE SIMON,  
MAURICE FLIGHT & KEITH BOKOWSKI

United Lumber Home Hardware

**What does United Lumber offer?** As a Home Hardware Building Centre, United Lumber carries a wide range of products from everyday building materials for any size job to anything you may need to make your house a home. We are geared for both the contractor and the homeowner from our large lumber department to housewares and a full seasonal department. Our philosophy is to carry what people need and have the ability to source the more obscure items.

**Why should customers work with United Lumber?** The shortest answer is customer service. At United Lumber, we pride ourselves on our ability to answer the tough questions. We approach our customers instead of the customer having to seek us out. It is very important to us to give each customer our full attention and it is this that keeps customers coming back.

**What's new in store?** K-cups, home décor and giftware items, Titan Railing and Fusion Stone. **OH**

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