

PROFESSIONALS *at your service*

PHOTOGRAPHY **WALTER FRANCZYK**

From trees to hot tubs, new homes and furniture, experts can always help.



ANGELA JONES *OWNER & PRINCIPAL DESIGNER Lakeshore Designs*

Tell us about your business: Lakeshore Designs is a full-service design studio for residential, commercial and hospitality projects. “We help people, from one room at a time to a full-build turnkey solution,” says Angela Jones. “We ensure our clients’ expectations are not only met but exceeded.” The store displays Canadian, American and international furniture, home décor and accessories in various room, kitchen and bathroom displays. The studio provides flooring and furniture as well as kitchen, bathroom and lighting plans and supplies all the products to implement them. It specializes in feng shui, a Chinese practice that aims to harmonize individuals with their surrounding environment.

What do you enjoy about this work?

“I enjoy receiving a text from a client expressing amazement with a home’s transformation,” Jones says. “We can transform people’s lives in what we do. Having that feeling of transforming someone’s life gives me an immense sense of accomplishment.”

What’s trending? Simplicity. “Keeping base items neutral but having fun with colour and accessorizing to add the bold look,” she says. Clear coloured glass and large oversize vases are in vogue.

TRISTAN PULHAM *ARBORIST Logan Tree Experts*

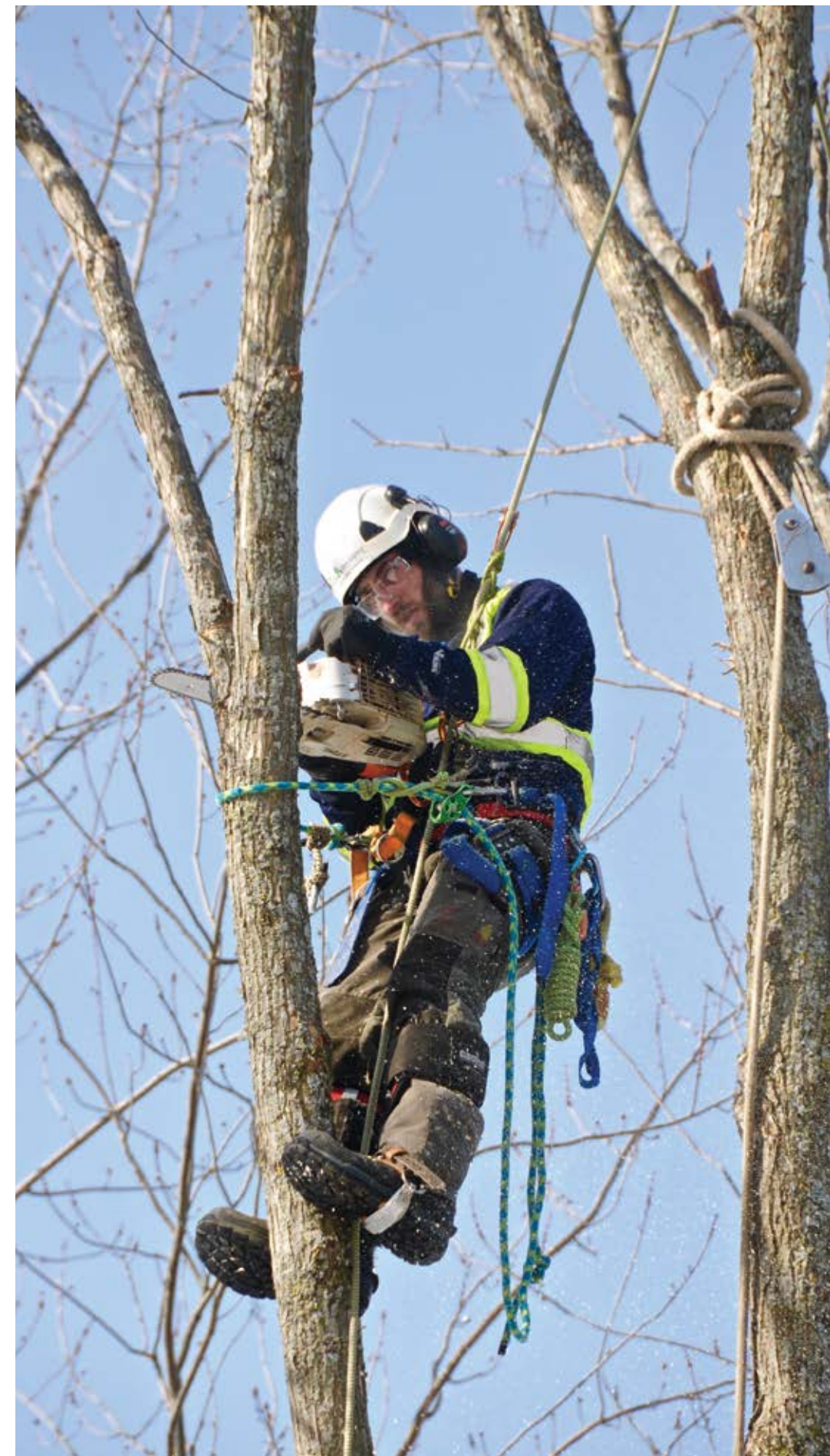
Tell us about your business: Logan Tree Experts is a professional, full-service tree care company serving the Kawartha region. “Our services include tree removal, pruning, planting, storm and high-risk removals, stump removal, pest and disease diagnosis, consultation and arborist reports,” says owner Matthew Logan. He is an ISA Board Certified Master Arborist (ON-0931BT), the highest level of arborist certification under the International Society of Arboriculture. “We have a number of staff members who are certified by ISA, including Certified Arborists, Tree Workers and a Tree Risk Assessor.”

How can you help homeowners?

“We strive to provide our clients with quality tree care and excellent customer service,” Logan says. “We focus on educating our clients and raising awareness of proper tree care. It’s great to have the opportunity to assess and preserve a tree so that it can remain standing for years to come or eliminate a client’s stress by safely removing a hazardous tree from their yard.”

What do you enjoy most about this work? “We enjoy helping our clients keep their trees healthy, their properties safe and their minds at ease. Our production teams might say that they enjoy working outdoors, climbing some amazing trees in the beautiful Kawarthas.”

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**MIKE MATTUCCI &
SUSAN MATTUCCI**
OWNERS
Lockside Trading Company



What’s new with your business? Lockside Trading Company now has a second location in downtown Haliburton. The new store is just as exceptional as the original Young’s Point location, now celebrating its 31st anniversary as a multi-award winning retailer, says Mike Mattucci. “Both locations are in constant change year round, offering a multitude of choices from quality furniture, home décor and unique lighting to window treatments, giftware, casual clothing and more. We specialize in Canadian and North American-made furniture.”

What services do you offer? Lockside offers a successful interior design service, covering everything for homes, cottages and commercial

spaces. “With our dedicated staff and quality products, we cater to customers on any budget, in any location, with any look and style,” Mike says. This interior design service is complimentary when purchasing furniture. “We have all your design needs under one roof, including in-store and on-site consultations, room layouts, colour and fabric selections. It is a service that works with the customer, giving direction and confidence while creating a living space that they dream of inside or outside their home,” he says. Lockside is more than just shopping, he says. “It’s a destination.”



KRISTEN SCHULTZ
SALES REPRESENTATIVE
Century 21 United Realty Inc.,
Brokerage

What got you started in this business? “My passion is helping people,” Schultz says. “I got started in real estate to help people realize their dreams. I’ve been working in the building industry for over a decade and real estate is a great fit for my skills and experience.”

What can you do for home buyers or sellers? “It’s not just about finding the right property, it’s also about what happens next,” she says. “I complete the paperwork, negotiate on my clients’ behalf and can offer advice and insight to help them make the best decisions. Whether someone is buying or selling, I offer a dedicated marketing and research-based plan, tailored to my clients’ specific needs. With strong negotiating skills, I help my clients get the best price and terms for the sale or purchase of their new home.”

What do you enjoy about this work? “My favourite days are when my clients get the keys to their new home,” Schultz explains. “But I’m also there when times are tough – guiding, explaining and working for them. I’m happy when I know I’ve helped someone successfully navigate one of the biggest decisions of their lives. I’m truly passionate about real estate, and grateful I get to work in this amazing business every day.”

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SEATED: MICHAEL BURKE, RYAN HAYTER, ADAM HAYER, RHEANON ANTONIAK, TYLER ZYLSTRA, JOSH SCOTT & KENT BARRETT
STANDING: NICK MADALENA, JUSTIN DADIC, JAMEY PERAN, TOM NAULLS, LAUNCE JUNKIN, PAUL GOGH & JASON TOMS
RWH Construction

Tell us about your company: Founded in 1979, RWH Construction has an established reputation for excellence in home building. Key factors in this success include painstaking attention to detail, superior workmanship and the rapport between clients and all members of the RWH team involved in each home’s design and construction. RWH keeps close watch on the quality of work as most of it is done in-house, from design, excavating and concrete work through framing and interior and exterior finishes.

What can you do for people? Home construction involves many complex variables that impact the creation of a design specific to an individual building site. RWH helps clients make the right decisions in a number of key areas based on the individual home design, geographic location, property demographics and desired end result. “We take pride in each and every project.”

Where to start? RWH’s Heritage Home and Cottage Design Centre in Fenelon Falls gives clients a place to design their entire project, big or small. Whether it’s a custom home or cottage, garage, boathouse or renovation, the design centre is the perfect setting in which to plan a project with the company’s in-house designers.



MARK JENDEN-SELWAY
REALTOR
Bowes and Cocks Limited Brokerage

What got you into real estate? “My wife Corinne and I have invested in real estate for years. With her interior design experience and my finance background we were successfully flipping homes as part of an investment strategy,” Jenden-Selway says. “We were buying and selling lots of homes ourselves. I enjoy the process and thought I can help other people do this.”

What can you do for people buying or selling a home? “Buying or selling a home is a serious business and can be, at the same time, exciting, daunting and an emotional task for many families,” he says. “I understand the emotional challenge together with the important financial and legal matters involved with every transaction. I treat

every transaction with as much care as though I were buying or selling a home for my own family. It’s honest no-nonsense advice that people value.”

What do you enjoy about this work? “I enjoy when people come to me and describe the house they’re looking for and I have to hunt that particular house down – the one that’s right for them,” Jenden-Selway says. “I really like to understand a person’s motivation, how they live, what’s really important to them and that often takes a little while. You’ve got to dig under the surface to understand people and what they want in a new home. That’s what I enjoy.”

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**CORINNE
JENDEN-SELWAY**
OWNER
Get Staging & Design

Why stage a home? Staging is a necessity if you want to attract more people to view your property. Research shows that on average, staged properties sell quicker and for more money. “You’re leaving money on the table if you don’t stage,” says Corinne Jenden-Selway. “Homebuyers want move-in ready homes and following my staging process can give you a bigger return on your investment.”

What can you do for someone selling a home? Proper staging involves a three-step process – the consultation, the recommendations and the showcasing. “With my expertise I can identify the key areas and prioritize the work necessary for the seller to complete. When the property is finally showcased, I know that the property is as competitive as it can be within the seller’s budget and time frames.”

What do you enjoy about this work? “I’m very passionate about interior design and staging,” Jenden-Selway says. “I find it very rewarding to take a property and highlight its best features. I like putting the icing on the cake, so to speak. My goal is to eliminate any reason for a buyer to chip away at the asking price. I want first impressions to be lasting impressions.” Sometimes, sellers whose property she’s staged for sale are reluctant to move because the house looks so nice. Some hire her for colour consultations and redesign when they move into their next home.

JO PILLON
SALES REPRESENTATIVE
*Royal LePage Frank Real Estate
Brokerage*

What can you do for home buyers or sellers? “I love real estate,” Jo Pillon says. “Service is what it is all about. It’s not just about putting your client’s home on MLS and sitting back. It’s not just about showing a buyer a home and hope they buy it. It’s about relationships. My whole job is about establishing relationships. For my sellers, it means doing more to make sellers comfortable in their choice of a professional to represent their home. I make myself an extension of them and treat their home as if it were my own. For my buyers, it’s first determining their wants, needs, hopes and dreams – the right neighbourhood, the right investment and the right home.”

What got you started in this business? “I worked for 20 years as a paraoptometric in one of the busiest practices in Peterborough,” she says. “My patients and their needs were my sole purpose in my career. I am thrilled for the last 12 years, to be able to continue that care and nurturing to my clients as they enter into one of the biggest transactions in their lives. Being part of dreams developing to reality makes me proud.”

What do you enjoy about this work? “My clients refer their family and friends to me – there is nothing more rewarding,” Pillon says.

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SEATED: BAILEY BROOKS, MACK PATERSON, MICHELE COULSON & EILEEN BIBIT
STANDING: NORM HEATH, TOM SLATTERY, ANTHONY ZONNEKEYN, GEORGIA GEORGES, RON CROFTS, TANNER HENDERSON, DAVID STANLEY, PAUL CLARK & CHRIS MITCHELL
The Hot Tub People

Tell us about The Hot Tub People: Founded by two best friends, The Hot Tub People serve Peterborough and surrounding communities as the go-to place to achieve outdoor oasis goals. With more than 20 years of combined experience in the pool and spa industry, owners Chris Mitchell and Anthony Zonnekeyn have used their shared love of leisure products and their expertise to provide the best custom spa solutions for all budgets.

What can you do for clients? “Our staff strives to make your experience easy, affordable and enjoyable as soon as you walk through our doors,” the owners say. “Stop by our showroom to learn how you can

personalize your backyard with a hot tub, swim spa, sauna or gazebo enclosure. We offer incredible selections, affordable payment plans, free water testing and maintain one of the largest in-house service departments in town.”

What’s the hottest new thing in the tub industry? The Swim Spa. “Whether you are a casual swimmer or if you are training to be the next Michael Phelps, this product is for you. Perhaps it’s the fact that you can use it in Canada for 12 months of the year or maybe it’s the elimination of traditional pool maintenance, the Swim Spa has become Canada’s Pool and we are proudly the largest Swim Spa dealer in Ontario.”

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CHERYL BADHAM
& SHAWNA BADHAM
GEORGE

OWNER
My Favourite Things

How did you get into this business?
When Shawna Badham George helped her sister Cheryl Badham move into the apartment above My Favourite Things, Shawna fell in love with the store. She bought the business in June, 2017. “This house, I think, is really special,” Shawna says. “I just fell in love with the whole concept of having a place where people could come and walk around, feel relaxed and dream about all the things they’d like to have in their house or cottage.”

Tell us about your store: “People can expect to come in and find lots of artwork,” she says. There are furnishings and home décor for every season, indoors and outside. “We change it up and try to give them ideas,” Shawna explains. This spring the store will launch a new bath boutique, carrying towels, bath mats, soaps, shower curtains and bath accessories.

What do you enjoy about this business? “I’m lucky, I get to go shopping every day,” she laughs. “It’s so much fun meeting the people who come into the store. It’s amazing because you have the locals and you have the people who come from all over Canada, the United States and Europe. I get to meet a lot of different people.” **OH**



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