

HOMEXPERT

Simple ways to improve your home comfort, safety and value.

Fall 2009 \$3.00

MY WORD

Connections

By Steven Heidler & Mick Heidler



Hello Friend,

That shift you notice in the weather is not your imagination; it's your calendar.

Yes, change is in the air. Of course, as I watch everything going on out there, I can't help but think it's not just the season that's changing – but the whole world!

We sure are living in interesting times. Whether you're Twittering or texting, friending folks on Facebook, or getting LinkedIn to MySpace, we've got lots of ways to talk about what's on our minds. So what's our two cents worth on some of the big issues of the day?

Let's take healthcare. However the debate on policies and programs turn out, we care about your family's health and wellbeing too. How can we help? Our water filtration systems can improve the quality of your drinking water.

What about the state of the economy? The "new normal" has us thinking that spending money we don't have on what we don't need is a thing of the past. What's more important now is the high value

continued on page 4

INSIDE...

- Three Fall Projects
- Protecting Home Values
- Get More Out Of Your Car

MONEY WISE

Plumbing the Mysteries of Plumbing

"Can I do this myself?" many homeowners have asked before making a call to a service professional. Sometimes the answer is "yes." A number of jobs are brains over brawn, after all, so if you know what you're doing, you can probably do it just fine.

For example, replacing a flapper in the toilet is not a hard job to do. But if that doesn't keep the toilet from running constantly, the next step is to replace the flush mechanism, which takes more time and more tools. And can be messy.



So, how do you know when to call a professional? Let's look at several elements:

- **Time** – Time is money, so before you spend this precious commodity on a home repair, ask yourself if you have the time to learn how to do it right, if you have time for frustrations that might occur, if you've got time to analyze the materials and tools needed, and if you've got time to purchase them from the store.
- **Tools** – Many home repairs

take special tools. If you don't have them, do you want to buy them? If so, will you use them often – or never again?

- **Technology** – The plumbing industry these days has introduced incredible technologies that homeowners can't possibly duplicate. For example, does your drainpipe need cleaning? You don't have to take a plumber's word when you can see pictures yourself.

Video cameras placed in the drainpipes can show you exactly what's going on. And if, say, you see a broken or clogged sewer line, the repair could be made with a "trenchless technology." That's a process that involves a "cured in place" method that limits the digging up of your lawn, while pushing new sewer lines over old ones – basically, a coating that creates a pipe within a pipe.

If you've got a plumbing problem and need our help, just give us a call. Whatever it is, you can sure bet, we've seen it before – and we've got the time, tools and technology to get right to work!

Your Quick Call Comfort Hotline:

410-268-7191
www.heidlerplumbing.com

HomeXpert is published for friends of

HEIDLER, INC



Beat the Backyard Blues With Three Fall Projects

Brad Staggs of HGTVPro.com is a strong believer in continuing to entertain in the backyard well into fall and winter. “Outdoor living is becoming a huge way of life for more and more people,” says Brad.

So what’s hot right now? According to Brad, “We’re seeing decks, arbors and even doghouses that are more inviting than ever before.” If your backyard is less than presentable, try these three Fall projects designed to upgrade the look of your yard:

- ◆ **Dinner on the Deck.** The traditional building season is drawing to a close and builders’ calendars will be opening up a bit. Add a portable fire pit for roasting marshmallows, and be sure your benches are extra-wide to accommodate the entire family wrapped in cozy blankets.
- ◆ **Toasty Paws.** If the weather’s too nice for Fido to snooze in front of the fireplace inside, be sure he has a great place of his own outside. Your faithful companion deserves a cool new pad: Add columns, a window or two and a front porch and he’ll never come out.
- ◆ **Flowers: The Crowning Touch.** There are many plants that bloom throughout the fall; choose one with a color you like and grow it up the sides of a built-in arbor. Within a few years, you’ll have a wonderful natural blind from the neighbors’ prying eyes.

Protecting Home Values

Benjamin Franklin was onto something when he said “An ounce of prevention is worth a pound of cure.” When it comes to termites, savvy consumers can save thousands of dollars by preventing termite infestations altogether rather than repairing the damage caused by these silent but voracious pests.

Each year, Americans spend more than \$5 billion repairing termite damage – a price tag not typically covered by homeowners’ insurance policies. That’s a major “Ouch!” to the wallet.

More Bad News... Not only are homeowners who are caught by surprise left to foot the entire bill for costly damages that could have been detected early or avoided entirely by regular inspections and preventative treatments by pest professionals...

Once termites invade a property, they become part of that home’s permanent record – a fact that makes prospective homebuyers uneasy, which could end up costing you more money in the long run. On the other hand, by taking a

proactive approach to termites, you can have a little peace of mind, and protect your home’s value while you’re at it.

Get professional help. Signs of a termite infestation typically include small holes in wood, crumbling dry-wall and sagging doors or floors. So in order to avoid such costly disasters, you should focus on preventing termites and not just repairing their damage. Termite related surprises can be avoided by hiring a pest management company to conduct regular inspections and protect your property.

Schedule regular professional check-ups. Simply scheduling one visit from a termite professional isn’t enough. The goal is to always be one step ahead of a termite problem, and that requires regularly scheduled check-ups. Just like your own trips to the doctor, a clean bill of health in May doesn’t mean you won’t get sick in September. For more information on sending these pests packing, visit the website www.termiteinstitute.com.

DID YOU KNOW

- ❖ The city of Chicago has the only post office in the world where you can drive your car through.
- ❖ 1 out of 350,000 Americans get electrocuted in their life.
- ❖ The United States Mint once considered producing donut-shaped coins.
- ❖ The stapler was invented in Spring Valley, Minnesota.
- ❖ Just by recycling one aluminum can, enough energy would be saved to have a TV run for three hours.
- ❖ The right lung of a human is larger than the left one. This is because of the space and placement of the heart.

Water Damage Can Cost Thousands

Unusual weather, be it excessive rain, hurricanes or tornadoes, can leave unsuspecting homeowners with problems they never imagined. All it takes is one storm to cause a host of problems that can put your home in jeopardy. And it's not a cheap predicament...

Water damage is something that costs homeowners thousands of dollars. Nearly 40% of all homeowners have reported they have experienced losses due to water damage. However, insurance plans may not cover all types of water damage, so it pays to be informed.

Flood Damage vs. Water Damage

How do you know if damage from the rising river in the yard or the rainwater that infiltrated your attic is covered by insurance? It may come down to the verbiage of insurance policies.

For example, a heavy thunderstorm that leaked through a faulty window and damaged walls and flooring would likely be covered by a homeowners policy.

On the flip side, flood insurance would be needed for any water damage that occurred from rising water. So if a river or even an area storm drain overflowed and your home was in the wake, it will probably be considered flood damage.

Preventing Water Damage

Water damage accounts for 25 percent of all insurance claims. Water seepage into a home can cause a host of problems, including

structural damage, mold, mildew, and the creation of an environment conducive to certain insects or other pests. Your best defense? Regular inspections for damage:

- ◆ **Consider window coverings that divert rainwater** if you have basement windows.

- ◆ **Regularly clean out gutters and downspouts** so that rainwater can drain out and away from the home.

- ◆ **Check to see if there are any areas on the property of pooling water.** This

could indicate a drainage issue and the grading of the property may need to be changed.

- ◆ **Inspect the roof, windows and door surrounds for water entry points.** Sealing potential infiltration points can prevent water damage.

- ◆ **Use your nose.** Even if you can't see water damage you may be able to smell it. The installation of a drain and sump pump system often remedies basement water problems.

Give us a call, and we can help you choose the solution that's right for your home.

"...even if you can't **see** water damage you may be able to **smell it...**"

"Quotable"

"Change is a measure of time and, in the autumn, time seems speeded up. What was is not and never again will be; what is is change."

—Edwin Teale



Get More Out Of Your Car For Less Than \$100

Want more horsepower without paying much to get it? Here are three ways today's top engine builders get more power from their racing engines and their personal cars, without spending a lot of money to do it. Plus, these simple steps will also extend the life of your engine and help prevent expensive repairs.

- **Upgrade your lubricants.** Friction and heat from engine components and the drive train rob horsepower and performance. Minimizing this power loss can be as easy as upgrading to one of the newer high performance lubricants that are available.
- **Replace and/or upgrade your air filter.** During the life of your engine, thousands of cubic feet of air will pass through the engine cylinders. It's imperative that you keep air filters clean by regularly replacing them.
- **Use higher octane gas or an octane booster.** Go for the good stuff the next time you're at the pump. Depending on your vehicle, high octane gasoline can provide an increase in horsepower. Even a marginal gain in switching from the lowest octane gasoline to the highest octane may be worth a few extra pennies at the pump to you.

MY WORD (...from page 1)

placed on quality products and superior service from people you trust. That's what you'll find with us, and we hope you'll give us a call.

We saw quite a few of you this summer – sometimes on plumbing repairs that couldn't be fixed too soon, and other times on issues ranging from new faucets to water heater replacements that are saving you water and energy use. And we'll be here as the days turn colder, just waiting to see you again.



Fix leaking taps as soon as possible. A tap that leaks one drop per second can waste 4 gallons of water a day.

Steven Heidler & Mick Heidler

Steven Heidler & Mick Heidler

P.S. Make sure you check out this page for some big savings on pretty important services. But if you can't use them, feel free to pass them along to your friends and neighbors. We'd be glad to help them too.

Let Us Repair What Your Husband Fixed.

We know how it is. All you have to do is jiggle this, juggle that... and *voilà!* It's worse than before. A question crosses your mind: "Now what do I do?" The answer is simple. Call one of our trained professionals.

We'll help you out of your plumbing mess as quickly as possible. And we might even maintain a little peace (or pride) in the process. (No extra charge!) Just give us a call.

Heidler, Inc. at 410-268-7191

©2009

GOOD FOR NOTHING

That's what many things you get in the mail are worth, but not this...

Just present this ad with your next repair bill, and we'll give you **\$10 dollars** off. Why?

Because when you have a repair on your plumbing system, you're already not having a good day. We understand and would like to make things a little easier on your wallet.

Of course, the *best* benefit is that our repair professionals can get your system up and running as soon as possible. **And that's good for a lot.** Call **Heidler, Inc. at 410-268-7191.** Not valid with any other discounts or coupons.

Have you had your gas log unit serviced yet? Gas Log manufacturers suggest your log be inspected once a year. Call Heidler, Inc. today for your annual gas log check-up!



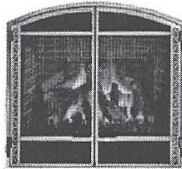
We will:

- Clean & inspect burners
- Clean & inspect logs
- Adjust & clean air/gas mixer
- Check pilot light/generator

*Does not include repairs or parts.

- Check wiring and thermostat
- Check unit & piping for leaks
- Check log placement
- Cycle unit

We recommend a CO Detector installation for all clients with gas appliances. Ask our technician for details!



Heidler, Inc.

(410) 268-7191

Through October & November 2009 Only!

(No other discounts apply.)



208 N. Taylor Avenue
Annapolis, MD 21401
www.heidlerplumbing.com

HEIDLER, INC.

If your mailing address is not correct, please call us!

HomeXpert