

# Inspired

by Pioneer Craftsmen

Inside you'll find:

## Creating Functional Spaces

With life in lockdown, there are a few design trends growing in popularity.

## To Keep or Sell?

With a seller's market today, homeowners are asking if they should upgrade.

## PC News

We welcome a new face and celebrate a service milestone.



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**Collaboration.** It's one of our five core values at Pioneer Craftsmen, and I am amazed at how well our team has lived this core value during this pandemic. Just as it was for all Canadians, our world was turned upside down back in March, but our team pulled together, each individual doing their part to ensure we remained strong and ready to take on future renovations.

For some, this meant difficult days on the job site, working hard but also trying to make sense of all the new health and safety precautions. For other members of our team, it meant working at home in their garages, building unique items we were able to sell and donate 100% of the proceeds to our front line health workers and the foodbank. And still others worked remotely, designing and estimating our future renovations.

Today, we are working full speed ahead and dealing with many other challenges – product delays and massive material price increases to name two, but we are healthy, strong and more determined than ever to bring you an enjoyable renovation experience.

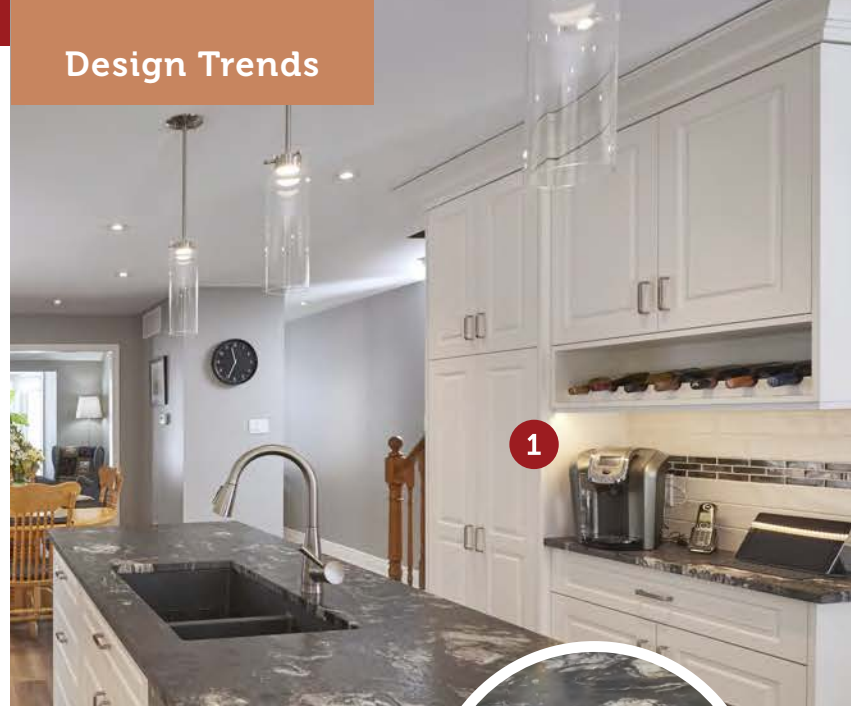
We have hired new team members to bring you even more depth in our expertise, we've embraced new technologies to improve our processes and we even made time a month ago to have a little fun on the golf course enjoying a day of physically distanced fresh air and golf.

So, to the entire Pioneer Craftsmen team, I want to say thank you for your hard work and dedication during this difficult time. And to all our clients thank you for your patience and your trust. Together we all collaborated on some amazing transformations over the last six months, and we can't wait to share more pictures with you on social media in the coming weeks. – Stay safe, stay healthy, and be kind.

**Jamie**

Jamie Adam, President

## Design Trends

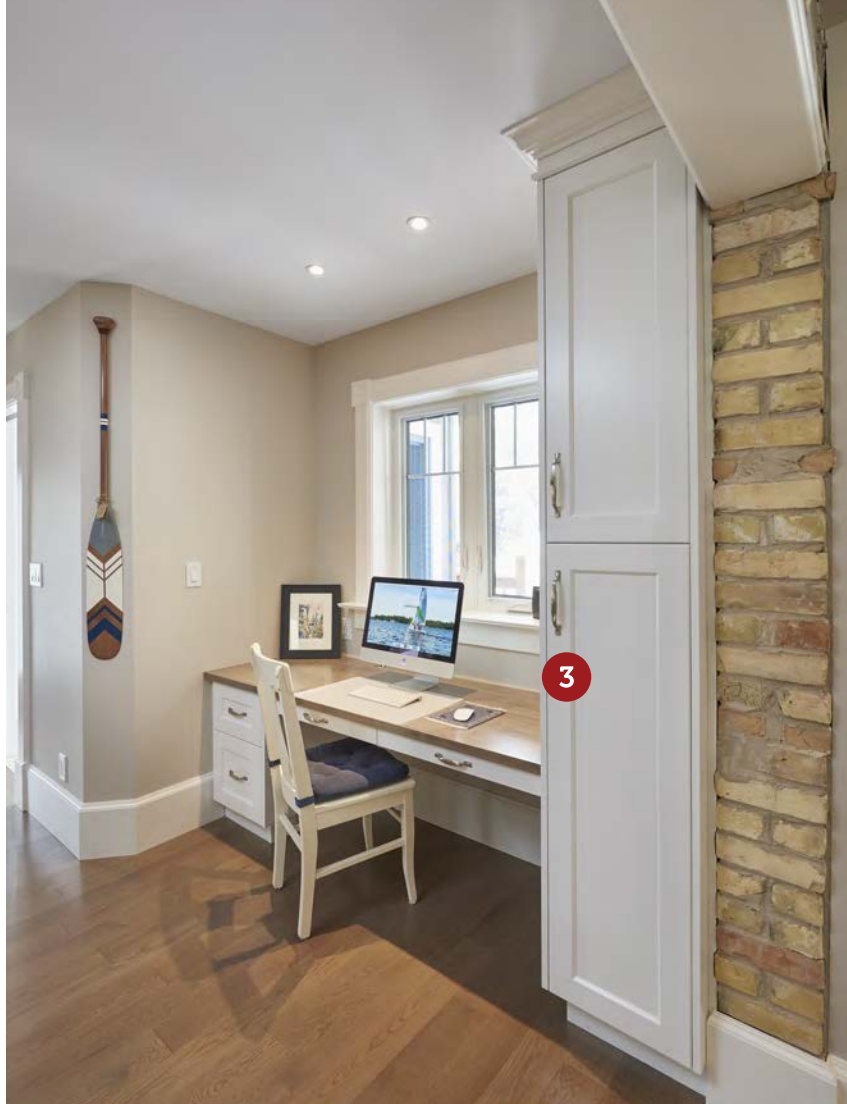


# Creating Functional Spaces

After being in lockdown for several months, many families have started to reassess their living space. They're having more sit-down family dinners, and now, their kitchen doesn't give them the movement or storage they need. Or they're working from home and need to add more space to provide a level of privacy.

Whether it's from additions to create multi-functional spaces to kitchen renovations with an office, Pioneer Craftsmen has been receiving inquiries and we thought we'd share these trends with you:

- 1 Maximize your space.** Add floor to ceiling storage to make use of any additional space in your home. For this kitchen, we added additional cabinets and a countertop to break up the cabinets and make the space more versatile. If you're a coffee lover, you could use this as your coffee bar. If you're running out of counter space on your island, this provides another place for you to use to store, display, cook – the possibilities are endless!
- 2 Hidden hardware and storage.** Keep the chaos out of your kitchen by incorporating clean lines. Minimalist details like removing hardware and hiding storage in unlikely places are increasingly popular in the kitchen. When it comes to kitchen cabinets, less is more with invisible push-style latches or integrated handles for your cabinets and pairs perfectly with your hidden storage.
- 3 A clean workspace.** A designated work area is a must when you're working from home or your child needs a space to do homework. Setting up the space isn't always easy since you may not have room for it. This family opted for making an uncluttered, minimalist setup off their kitchen. This integrates well with their space by tucking the desk into an alcove area and creating a built-in desk and storage that's clean-lined.







**4 Multi-functional space.** This year has made many of us rethink how we use our rooms. When spending more time at home, it makes less sense to dedicate whole rooms to just one purpose – especially in smaller spaces. With this in mind, creative storage and design solutions are becoming increasingly popular to help homes utilize their space better to fit their family's needs. This home converted their underutilized attic into a multi-functioning space – a lounge area for the whole family and a playroom for the kids. Bonus – we were able to add built-in shelves that made use of the space behind the walls due to the slanted ceiling.



**5 Keep it natural.** A great way to incorporate a calming atmosphere to your home is to bring the outside in – natural textures and greenery. By mixing natural textures like a wooden barn door and nude tones in your decor, you create a perfect and relaxing retreat – especially in the bedroom. If you add in houseplants into your decor, it can help refresh your air and brighten your mood.



**6 Lighten it up.** With so many of our lives on-the-go, we're always looking to calm and center our living space so we have a place to retreat and relax. One of the easiest ways to incorporate a peaceful atmosphere in your living space is to maximize the natural light. Opt for more minimalist window treatments to let as much light in as possible.

# To Keep or to Sell?

With many of us practicing social distancing, we're home more often and our homes are no longer just our sanctuary, but function as a place of work and/or school. For many of us, there isn't a place to kick up our feet and relax – the divide between work and home has been blurred.

Perhaps the kitchen feels too cramped with your kids using the island as their makeshift classroom. Maybe your bedroom now functions as a place of sleep and your home office. **So, what do you do when the home you once loved so dearly no longer works for you the way it used to?**

Your immediate thought may be to sell. There's also a better solution – why not stay and renovate your existing home to better serve your needs?

While the decision to move or to renovate is very much a financial one, it is important not to discount the emotional aspect of the choice. If you really feel strongly about your current location, and have strong ties to the neighbourhood and community, then perhaps a home renovation is for you. A home renovation can certainly offer you the opportunity to stay in the place you love, while helping you 'tweak' things a little (or a lot) to help you love your home again.

Here are a few questions you should ask yourself before making a decision:

*1. Are the things that trouble you about your existing home easily fixable or are they seemingly irreconcilable and insurmountable in your current home?*

*2. Are you being realistic about your expectations?*

*3. Have you considered how the process of either moving or the process of renovating will affect you and your family?*

Making a list that includes some reflection on these aspects of the process will certainly help you in making your decision regarding whether or not you move or stay and improve. Careful consideration should be made to things like new mortgage costs, lawyer's fees, land transfer taxes and other costs of purchasing a new home. These are non-recoverable costs, or at least non-recoverable right away. Experts say that it can take up to seven years to recoup the upfront costs of moving.

Pioneer Craftsmen can certainly help you investigate your options or discuss what is possible along the way. Our designer, Jennifer Dainard, is excellent at reorganizing the layout of a space to make it flow or work better for your needs. We take the time to get to know you and to learn exactly what will fit you best. Add that to our award-winning project team, dedicated lead carpenter, and above-average aftercare program and you have a winning combination that is Different...by Design. We really are a full service renovator. Just give us a call, we're happy to have a chat!

**Considering  
a renovation?**

Now's the time to  
start planning!



## Client Testimonials

"We did our first project with Pioneer 20 years ago and have gone on to work with them for several more since. Why? Because we found a company that operates with integrity and honesty. The staff is congenial, polite and responsive making for a successful project and a wonderful experience. Overall, it is always a delightful experience to work with Pioneer. We have watched them grow and I believe the growth has happened because they are honest and operate with integrity. The staff is talented and capable and is supported by their management."



**B & K, Waterloo, ON**

"The entire team was great to work with – from the beginning of the process to substantial completion. Everyone was professional, courteous timely and ensured that the job was done right."



**S & S, Waterloo, ON**

"I have nothing but the highest praise for the professionalism and workmanship of the Pioneer Craftsmen crew. I had used their services many years ago so I knew I was dealing with an exceptional company. Under Jamie's leadership, his highly skilled tradesmen, and Jennifer's valuable assistance in designing and helping me choose the materials and products for my new kitchen renovation, I now have a truly amazing and functional kitchen."



**L C, Cambridge, ON**



# Stay Connected with Family and Friends this Holiday Season

This holiday season looks a little different with the social gathering limits placed. Not to mention, we don't know when they're going to increase or decrease the limits of the number of people that can be gathered safely. Here are a few activities you can do to keep the holiday spirit alive in the upcoming months:

## Go Virtual

**Host game night** - You can play online games with your family and friends, and just stream it. The best part is that no one has to drive home after a late night!

**Stream dinner** - It's not the same as a sit-down meal, but it's better than nothing. Place your laptop or phone on the table while you and your virtual guest eat dinner and talk.

**Bake or cook together** - Get out those cookbooks and try baking something you've never made before. Have a friend join you so you can both try something new!

**Throw a Netflix party** - Netflix lets you host a party now so you can watch the same movie your friends are watching, and have a chat going!

## Get Outdoors

**Go for a walk** - Make a list of things you want your kids to find and head out on a nature walk to find them! As you do, talk to the kids about these items so it becomes a hands-on learning experience!

**Take a hike** - Find a local conservation area or hill and go for a nice, long family hike. It's good to get out in nature together!

## Less is More

The holidays are usually the time of year where it seems that every room in the house is flooded with loved ones, laughter, warmth and bright colours. And although this year, it is expected that we'll have celebrations a little differently or on a smaller scale, that doesn't mean that they won't be enjoyable for all.

This year we look at downscaling the holiday celebrations, with these tips:

**Think local** - Support local farmers and artisans this holiday season by purchasing food and gifts from small businesses close to home. Not only will you be able to score some unique one-of-a-kind items that your loved ones will cherish but you will also be helping support local entrepreneurs who have been hit hard on the bottom line by the pandemic.

**Change up the menu** - Why not focus on the important staples of the meal? Of course there is your main dish, a few sides and dessert. Paring things down in this way can save time, money and just simplify things to a much more intimate level. Plus there may be leftovers, but you won't have to buy a new fridge to store them all.

**Let's explore! Have a theme that's fun and different** - This is a particularly great idea for families with kids, as you can make it educational as well. Why not explore the world from the comfort of your own kitchen? Try a new dish, or dress with a different culture in mind.

This season we'd like to share with you a fabulous way to cook your turkey on a smaller scale. No more slaving for hours and hours in the kitchen with this delicious recipe:

### Air Fryer Garlic Herb Turkey Breast

**YIELDS:** 6 SERVINGS

**PREP TIME:** 10 MIN.

**TOTAL TIME:** 1 HR.

#### INGREDIENTS

2 lb. turkey breast, skin on  
Kosher salt  
Freshly ground black pepper  
4 tbsp. butter, melted  
3 cloves garlic, minced  
1 tsp. freshly chopped thyme  
1 tsp. freshly chopped rosemary

#### INSTRUCTIONS

1. Pat turkey breast dry and season on both sides with salt and pepper.
2. In a small bowl, combine melted butter, garlic, thyme, and rosemary. Brush butter all over turkey breast.
3. Place in basket of air fryer, skin side up and cook at 375° for 40 minutes or until internal temperature reaches 160°, flipping halfway through.
4. Let rest for 5 minutes before slicing.

*Find this recipe on [Delish.com](https://www.delish.com).*





## Celebrating a Milestone and the addition of a New Team Member!

Pioneer Craftsmen has a new milestone to celebrate! Joel Vissers, our Service Manager, is celebrating his 5-year anniversary at Pioneer Craftsmen. We thank him for his years of service and look forward to seeing him continue to grow with our team.

We've also welcomed a new member to the team, Josh DeJonge. Josh has taken on the role of a Lead Carpenter. With many years in the industry under his (tool) belt! We believe he's an asset to our team, and we look forward to having Josh on the many projects to come!



## Get Your Home Winter Ready



- ✓ Clean your eavestroughs and downspouts to help stop water from finding a way inside and preventing critters from nesting.
- ✓ Caulk around windows, doors and other openings to ensure you have a good seal to help you waste less energy and save you money.
- ✓ Do a visual check of the weather stripping around exterior doors and windows (including your garage door) and replace it if it appears worn or cracked.
- ✓ Inspect your roof and chimney to be aware of any problems with your roof before starts seeping in after a bad storm.
- ✓ Shut-off and drain outside faucets to prevent pipes and faucets from bursting or cracking during the freezing cold months.
- ✓ Clean and inspect your furnace since you're about to turn the heat back on and spend most of your time breathing the air it distributes.