

Serene Scene

June 2022

Meet Yousef Hassoud

He brings his eagerness and skills in design to the PSW team.

Cost vs. Benefit in Exterior Renovations

Financial expert, David Beltz, explains why a bear market may be the best time to renovate.



Behind the Scenes with KDKA
Meet Designer Yousef Hassoud
Just Sold: Franklin Park Basement
Vendor Profile: Beltz Financial Group

Behind the Scenes

Inspiration for the pool shelf was inspired by Fallingwater, while scuppers were inspired by trips to Italy.

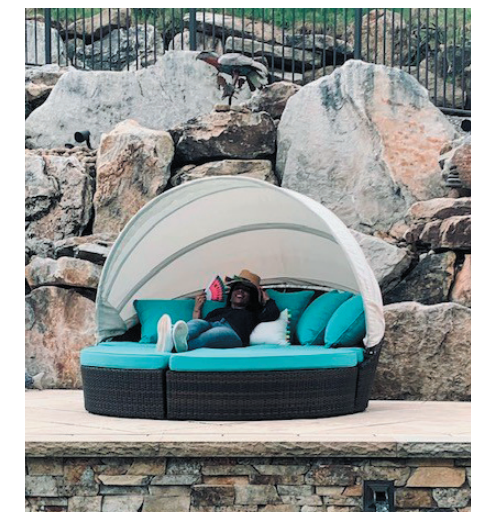


with **KDKA**



Recently, Pittsburgh Today Live (PTL) showcased this exclusive backyard on their "That's a Cool House" segment. Our clients from Gibsonia graciously welcomed KDKA into their backyard to share their transformational journey. Rather than build a vacation home, the couple created a vacation space. Working alongside the PSW design team and project managers, the couple created a vision for their

Instead of building a vacation home, they decided to build a vacation *space.*



backyard resort, complete with a fire pit, custom jacuzzi, pavilion, and bocce court. The scuppers and pool design were inspired by Frank Lloyd Wright's Fallingwater and their travels to Italy. The distinctive pool finish from PebbleTec is their Pebble Sheen-Desert gold, with shimmering sea and iron pyrite additives. The stone pavers are travertine and add to the couple's Tuscan villa vibe. View the entire segment on our [YouTube Channel](#).

As part of the PTL segment, PSW Marketing purchased a month-long digital ad campaign that ran on all

four CBS streaming platforms. The day our segment aired, PSW produced a digital media takeover on KDKA.com that included floating advertisements over the top, side, and bottom of the screen.

Our digital commercial "Your Personal Oasis," now has over 100,000 impressions and going strong through mid-June.

Team PSW:

Meet Yousef



Project Designer/Architect, **YUSEF HASSOUD**

Yousef Hassoud is PSW's newest team member as Project Designer/Architect. He has a bachelor's degree in Architecture and Urban planning from his native Syria. Yousef has five years of experience working with a variety of clients and companies. In December of last year, he moved with his wife from Syria to Pittsburgh and is now sharing his passion for design with PSW.

When asked how his training is going, he replied, "The training is

going very well. PSW is organized and the system and processes they have implemented has allowed the company to be very efficient," says Yousef.

PSW asked Yousef what the biggest difference is between Syrian and American architecture. "The entire system is different. In Syria, the contractors design modern structures next to 2,000-year-old structures.

As far as materials go, Syrian builders don't use wood as framework for homes. They use mostly concrete. That would look quite different here in western Pennsylvania," he adds.

In his spare time, Yousef likes playing basketball and working out. He also listens to music and enjoys tourism and photography. He looks forward to trying out new restaurants with his wife as well as exploring the local cultural scene.

He brings his eagerness and skills in design to the PSW team.

Just Sold

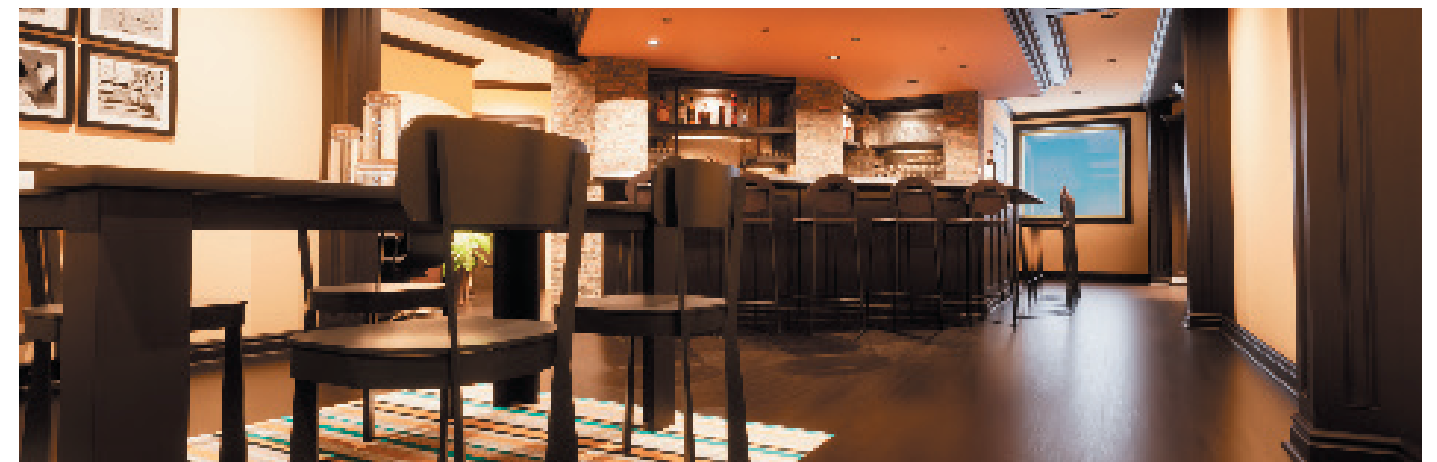
Basement Makeover in Franklin Park, PA



Let PSW design a media room that is worthy of Steven Spielberg. Custom woodwork and recessed lighting with dimmers make this entertainment center a truly transformational experience. This client wanted a look and feel as if they were going out to dinner and Movieplex. The theater section will include riser seating with carpet on floor in the style of Hollywood stair runners for that added movie house feel. The final project will include wall frames to hold movie posters from the family's favorite movies.

Watch the transformation:

Watch the [video rendering](#) developed by our talented PSW design team to see how it all comes together!



Beltz Financial Group

PSW works with clients to provide options for their unique styles and budgets.



Cost vs. Benefit in Exterior Renovations:

Financial expert, David Beltz explains why a bear market may be the best time to renovate.

Home remodeling trends show no signs of slowing down anytime soon. Despite supply chain issues and economic uncertainty, families continue to have confidence in home expansion projects. According to David Beltz, from [Beltz Financial Group](#), "Investing in your home can create a more pleasurable experience for the homeowner, whether outdoor living spaces, improved bathrooms, or kitchens. It increases the enjoyment, satisfaction, and pride in the home."

According to a recently released report by Remodeling Magazine, the return on investment for installing manufactured stone veneer on the exterior of a home is 91.4% according to the magazine's recently released [2022 Cost versus Benefit report](#). In fact, among the 12 overall projects studied, exterior projects provided more return on investment than interior renovations.

"These improvements create options for families down the road

if they choose to downsize, upsize, or ultimately move in the direction of living in some type of community setting. This increased value and marketability can provide large lump sums of money when sold, many times with limited or no capital gains, to address other life desires," adds Beltz.

While some homeowners may have initial sticker shock while budgeting for a new project, PSW affirms that you don't have to settle when it's time for a renovation. Your next project should be viewed as an investment, not

Exterior home renovations can yield *big return on investment*

an expense. During a bear market, clients may find competitive prices and more choices when considering a home investment. The good news is that means a higher availability of high-quality contractors.

Another upside to home improvement projects during an economic downturn is that you can save money because you'll reduce energy costs with efficient installation of new windows, doors, and light fixtures. The summer season also lets you take advantage of the nice weather when conditions are favorable.

The common pitfalls of prioritizing costs over deliverables are that you end up paying more in the long run. Individual contractors are not in the habit of communicating with each other when working on the same project. Say for example, you build a new driveway but decide later you want to install outdoor lights beside the driveway to enhance the curb appeal. The professionals who poured the concrete never considered to lay trenching for it, so extra work now needs to be done.

The PSW solution for this dilemma is our Trade Partner Network. PSW's



affiliation with 50+ skilled trade and field partners and distributors holds more value than a company using in-house field staff. Before every project, PSW holds pre-construction meetings with all the trade partners together in one room. By having the electricians, plumbers and contractors talk through some of the design logistics, it eliminates the guesswork and streamlines the process.

Just as we work carefully with our trade partners, we do the same with our clients - by guiding them each step of the way in an efficient manner that demands far less of their personal time. PSW also works well within a client's budget to provide products and services that won't compromise a client's unique style. With our turnkey service, we are able to handle large-scale projects in a fraction of the time, which ultimately saves our clients money.

If you will be spending your summer at home, then consider working with PSW. We can provide you with options for your style and budget. We look forward to creating your vision and keeping more of your own money in your own pocket.



DAVID BELTZ
Managing Partner / Financial Expert



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