



**On the Level** From Your Full Service Remodeling Contractor

**What's New? The Integrity Home Projects Website!**

Check out our new website. We've revised the Integrity Home Projects website with a new look and more IHP company and remodeling services details.

The website contains information about our processes to provide top quality craftsmanship and scheduling, our commitment to each of our customers, our remodeling services, resource links for product selections and more. Plus, we have new project photo galleries – with new photos coming soon!

Go to [www.ihbuilders.com](http://www.ihbuilders.com) to see for yourself.



**Get "On the Level" Online**

Want to share information with your friends? Lost your copy of the IHP newsletter? No worries. Just go to the new IHP website and download a copy. It's quick and easy. [www.ihbuilders.com](http://www.ihbuilders.com).

**Earn Referral Awards**

Our goal is to provide superior remodeling services for our customers that reinforces our name, Integrity Home Projects. We hope you will pass along our company name to your friends and family that need top quality remodeling for their home.

When you give out our referral cards, and we sign a contract with someone that has a card with your name, we'll give you a \$100 gift card. It's that easy.

You'll find three referral cards along with this newsletter – call us if you need more!

**Lower Level Finishing – Lighting**

This is the fourth in a series of articles on lower level finishing in our newsletter. If your lower level is finished, we encourage you to pass the newsletter on to a friend or relative who may find it helpful. Lower level finishing is a great way to add usable square footage to your home while increasing its value. Whatever you're looking for from your lower level, there are some things to consider when planning for your project to make your dreams into reality.

choices with some extravagant or elegant selections that can be quite expensive. Recessed lighting with can fixtures can get expensive compared to ceiling surface fixtures due to the number of fixtures needed to light the average room with its "downcast" lighting system. Although recessed lighting is very popular for basement finishing because of the open feel it gives a room.

**Lower Level Lighting**

Lighting is a very important consideration in any lower level finishing project. Lower levels can be quite dark which makes lighting especially important as a key part of making a basement space livable, enjoyable, and practical for whatever purpose you have planned for it. The great news is that there are so many different lighting types and styles that we can work with your layout design and come up with the perfect solution for your project.

**Lighting Budget Considerations**

Several things impact lighting design and selection. First, a budget needs to be considered. There are a wide range of lighting

**Lighting Styles and Selections**

The interior décor is the second major factor in choosing lighting fixtures. Wall colors, flooring and furniture design can impact the style of fixtures. There is an amazing selection of styles and colors of fixtures from traditional to extreme, vibrant colors. Our interior decorating services



Styles for any taste check out Light One's virtual catalog. Go to our website resource links – click on Lighting One.

Remodeling Tips

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## Crown Electric

### Quality and Craftsmanship

Mike Ashley of Crown Electric has been working with Integrity Home Projects since Dan and Brian started IHP in 2002 but has known the team since 1996. He is the only electrician IHP uses as a sub-contractor because of the quality and professionalism in his work.

Mike has been working as an electrician for over twenty five years. He started his career working with the family business, Ashley Electric. Recently, he started his own company, Crown Electric, which he hopes to grow into a family business with his son.

**“I care about the final product and want to know it’s done correctly the first time.”**

- Mike Ashley

Mike’s dad taught him that quality and craftsmanship are key to providing customers with service they can trust. Mike carries that tradition on in all his work. He is focused on paying attention to the details to get the job done right the first time with top craftsmanship.

### Master Electrician

As part of the professionalism and quality of Crown Electric, Mike takes continuing education courses and attends seminars to stay on top of the newest technology and innovations in lighting and electrical needs. He is a certified Master Electrician and holds a contractor license.

### Crown Electric Focus

Mike prefers to build his business around residential remodeling which perfectly aligns with the focus and commitment of IHP to their customers. Crown Electric provides wiring and electrical needs for remodeling projects like: kitchens, bathrooms, additions and more.



Mike also provides electrical services for other home needs from integrating more circuits to adding a ceiling fan to updating the electrical in older homes. But for all projects, one thing is constant; Mike’s attention to detail to get the job done right.

### Customer-focused Philosophy

Crown Electric and IHP are a perfect partnership, both companies are customer driven to provide top service while taking care of all the details. Your remodeling project is important to them and they want to provide you with the best craftsmanship and quality for your home.

## Remodeling Tips continued from front

can help work with your style preferences to develop a solution for your lower level rooms.

### Lighting the Space for Use

The third thing to keep in mind when designing lighting layout and selecting fixtures is use of space. In a TV or theater area you may want decorative sconce lighting or perimeter valance indirect lighting. These can give you subtle back lighting, reducing glare on screen and keeping ambient light at a comfortable level for movie or TV viewing. On the other hand, a playroom or game room will require bright broadcast light, durable enough to handle the wear and tear of the surroundings. One space that gets overlooked is the stairway. Consider adding tread lights, side wall recessed lights or additional ceiling fixtures in your stairway.

### Wide Variety of Light Bulb Choices

Just as important as the lighting fixtures is the type of light bulbs you select. Modern technology has brought us an incredible array of light bulbs, ranging from the basic incandescent to the energy efficient compact



Energy saving bulbs: 18W fluorescent gives the light of a 75W incandescent bulb.

fluorescent. You can pick and choose several different kinds of bulbs for your basement to create the specific kind of lighting you want. Bulbs that produce a very soft light are great for areas where you will be relaxing and taking it easy, while bulbs with exceptional brightness are great for areas where you might do crafts, play games, or other activities that requires more light. One increasingly popular choice is to use special bulbs that create light very similar to natural light from the sun. This can be especially effective for creating comfortable basement lighting in a space that might otherwise be quite dark.

### Light Control Systems

Lighting control systems are becoming more common in homes. The range of sophistication starts with basic occupancy sensors for the bathroom that turn the lights on when someone enters the room and then off with no movement in the room. This is a great energy saver if you have children (or grown men) that leave the lights on. The higher-end control systems are complete programmable lighting

schemes that give you the ability to choose which fixtures come on and at what brightness. With some systems, you can program the rate of dimming or brightening so when you start a movie your main lights turn off over a few seconds and your rear sconces dim slowly over two minutes to a low light level allowing time for your eyes to adjust.



Control your lighting levels and programmable grouping of lights.

As with all aspects of the remodeling world today, we have more choices that ever before. Let us help you make the most of your lower level, designing and integrating these choices with professionals available to help in every aspect of your project.

Give us a call at 763-286-7429 or fill out an information form on our website, [www.ihpbuilders.com](http://www.ihpbuilders.com).