Check out this month’s special section, with information and resources for all your indoor and outdoor home improvement needs!
Happy homeowners! Tis the season for sprucing up, fixing all and making your dreams come true. The Journal is proud to present our Home Improvement Guide, just in time for all those spring and summer projects you’ve been thinking about all winter long. There is a great assortment of services and professionals to make living your best life possible! Thanks for reading, and best wishes on all your projects!

Your family’s safety and security are essential. If you are moving into a new home or currently don’t have a home security system, call ADT Home Security Specialist Chris Trimble. Chris lives here in the community and works directly for ADT, the most trusted name in home security. ADT has been in business for more than 140 years with more than 8 million customers, and Chris wants to help you secure your home and get the peace of mind you deserve. Whether you are moving into a new home, opening a new business or if you would like to have an existing system benefit from the superior technology ADT offers, Chris can show you how in a free in-home consultation. He will carefully analyze your needs and design a custom system that will give you the real protection your family deserves. Learn about home automation systems that include wireless keypads, wireless indoor and outdoor cameras, video doorbells, 24/7 surveillance cameras and more. Don’t wait until you’re a victim to protect yourself. Call Chris directly at 201-388-6101 for your ADT consultation today, and get the peace of mind you deserve.

There will always be things you can’t change about a house – say it’s nestled against a hill and is cold in the winter, or it’s next to a busy intersection. Renovating won’t change those things, so if you choose to renovate, you would most likely be throwing good money away.

If, on the other hand, the house is structurally sound, located on a great street and you love the neighborhood, you could consider changing the layout of the house. If this sounds like your scenario, just be careful to not over-improve for the neighborhood.

There is one caution. If your intention is to renovate with the purpose of selling your house for more money, don’t. It is better to use your money on some cosmetic freshen-ups and completing undone maintenance. Painting the walls neutral, re-grouting the bathroom and improving curb appeal will have a better return on investment.

If you find yourself in this “should we stay or should we go” dilemma, call Michele and talk it over. Michele has in-depth experience with buying, selling and renovating homes, and she can bring clarity to your decisions. There will always be a buyer looking for a house like yours. Someone is always looking to move.

From the moment you step into a Best Tile showroom, the design experts work with you to achieve your vision. Best Tile’s free services include expert advice from the design and technical team which will help you select the perfect tile for your space and recommend products to help you achieve the best installation results. Since 1956, homeowners, designers, builders and contractors alike have trusted Best Tile for beautiful products, inspired professional design, expert technical advice and superior customer service. When it’s time to begin your tile selection, choose Best Tile by visiting one of its showrooms to browse New Jersey’s widest collection of quality ceramic, porcelain, glass and natural stone tiles.

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Best Tile
3 Cass St. and Hwy. 35, Keyport
732-739-4660
BestTile.com

Open Monday, Tuesday and Friday, 8 am to 5 pm;
Wednesday and Thursday, 8 am to 8 pm;
Saturday, 9 am to 5 pm; Sunday 10 am to 3 pm

From the moment you step into a Best Tile showroom, the design experts work with you to achieve your vision. Best Tile’s free services include expert advice from the design and technical team which will help you select the perfect tile for your space and recommend products to help you achieve the best installation results. Since 1956, homeowners, designers, builders and contractors alike have trusted Best Tile for beautiful products, inspired professional design, expert technical advice and superior customer service. When it’s time to begin your tile selection, choose Best Tile by visiting one of its showrooms to browse New Jersey’s widest collection of quality ceramic, porcelain, glass and natural stone tiles.

continued on page 36
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Premium Outdoor Furnishings
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Are you ready to update your bathroom, kitchen or living space? Visit Best Tile throughout the month of April and save 25 percent on stocked tile and stone during the Spring Sale! There’s no better time than now to revitalize your home for less.

**BROWN’S HEATING, COOLING & PLUMBING**

**Brown’s Heating, Cooling and Plumbing**
732-741-0694
[BrownsHC.com](https://www.brownsHC.com) or email info@brownshc.com
Open Monday through Friday 8 am to 6 pm with 24/7 emergency plumbing, heat and air conditioning services
NJ Master HVAC Contractor Lic#: 19HC00740900.
NJ MASTER PLUMBER LIC. #: 36BI01103700,
NJ HOME CONTRACTOR Lic. #: 13VH02217800

For nearly 50 years, Brown’s Heating, Cooling and Plumbing has been keeping area homes warm, cool and comfortable. People know Brown’s is a trusted name for all plumbing repairs, service and winterization, the installation and service of boilers, furnaces, along with the air conditioning installation service, just to name a few things.

With summer’s heat on the way, beat the crowds and take advantage of a free estimate for HVAC repair or replacement. An air conditioning tune-up can help remedy higher energy bills and low air flow. Since Brown’s is the trusted name, it makes sense they are also a Carrier dealer, the company founded by Willis Carrier, the inventor of modern-day air conditioning.

Brown’s is proud to have received an Angie’s List Super Service award in 2018 and to have been listed as an Angie’s List Certified Contractor, member of the Better Business Bureau and the Jersey Shore Chamber of Commerce. Brown’s has NATE-Certified technicians on staff and Spanish-speaking customer service representatives. Backed by their 100 percent Customer Satisfaction Pledge, Brown’s vows every customer will be satisfied with the company’s quality workmanship and will not consider a project complete until you are completely satisfied.

Brown’s Heating, Cooling and Plumbing is a NJ Clean Energy participating contractor with rebates up to $900 and NJNG Savegreen Rebates up to $600. Brown’s also offers Carrier financing one and two-year same as cash. Additionally Brown’s is proud to support the local and global community with its involvement in organizations like Sylvia’s Children of Holmdel and Charity Kings of Asbury Park.
Prepared for Repairs
Rajiv Prasad, MD
Chairman, Dept. of Emergency Medicine, Bayshore Medical Center

The ice is thawing, the trees are blooming, and your house is suddenly in desperate need of repairs - it must be spring time. As winter loosens its chilly grip, we often look to the toll it may have taken on our homes and then don our handyman hats as we embark on some home improvements. But no matter how handy you may be with a saw and hammer, there are always some very real dangers presented by these types of projects. Of course, as with everything, many of these mishaps can be avoided with an ounce of prevention and knowledge. So here are some common dangers you may encounter when getting your house back up to snuff.

LADDERS
- Make sure that you choose the right ladder for your project – how much height do you need and what are you doing with the ladder? Do you need an indoor or outdoor ladder?
- Place the ladder on firm, even ground that isn’t wet or slippery. And remember, the ladder should be placed one foot away from the surface it’s leaning on for every four feet of the ladder’s height.
- Check the ladder’s rungs for strength and climb slowly while always maintaining three points of contact.
- Falls are the number one cause of non-fatal injuries among nearly all age groups and ladders send more than 150,000 people to the hospital every year.

LAWN MOWERS
- Never mow wet grass or without sufficient daylight.
- Clear the mowing area of any rocks or debris.
- Check all guards, bags, and safeties to ensure they are safely secured.
- Stop the engine before refueling, crossing gravel pathways, clearing the grass catcher, or attempting any repairs.
- Wear shoes with sufficient traction, safety glasses, and hearing protection.
- Improper use of lawn mowers sends nearly 60,000 people a year to the hospital.

POWER TOOLS
- Always check power cords to make sure they’re secure and intact.
- Wear eye protection and avoid loose clothing that can get caught by blades and cutting surfaces.
- Work in a clean, clutter-free, well-lit area.
- Hold onto all manuals to ensure proper use and to help with trouble-shooting.

One of the most important items you should have on hand is a well-stocked first aid kit. It should contain a variety of items, including sterilized gauze, adhesive tape, adhesive bandages, antiseptic wipes, antibiotic ointment, scissors and tweezers, and a list of emergency numbers. And remember, if an emergency arises, Hackensack Meridian Health Bayshore Medical Center’s Emergency Department is here to provide you with the best care possible.

When your family is faced with a medical emergency, you want the best care available.

Hackensack Meridian Health Bayshore Medical Center is committed to the highest quality and safety standards for emergency care. With our award winning time between a patient’s arrival in the emergency room to coronary intervention, our board certified emergency physicians and specialists provide critical, time saving care when you need it most.

Unmatched Services | Unparalleled Expertise | Leading Technologies

Learn more at BayshoreHospital.org
identical heating, air conditioning, commercial refrigeration, indoor air quality, system design and custom installations.

The company has been your trusted HVAC Service Provider since 2004 and is licensed and insured for your peace of mind.

The customer always comes first; that’s why Coastal Refrigeration Corp. has developed the USSA Loyalty Program (Ultimate Savings Service Agreement) Maintenance Plan which includes two home HVAC system maintenance and safety inspections, a 15 percent discount on all repairs and accessories, plus priority service and no overtime charges.

Act now, before the warm weather, and get a free estimate on system installations, plus 0 percent financing.

Crystal Dee Lights

Crystal Dee Lights
2107 NJ-35 in the Holmdel Towne Center Shopping Center adjacent to Marshalls, Holmdel
732-778-3184
Open 7 days per week

Release the glory of your gorgeous crystal chandeliers. Alex Dee Lighting is proud to announce a new division – Crystal Dee Lights. This new division provides professional chandelier cleaning and fixture installation for residential and commercial customers. The patented cleaning system will leave your chandeliers cleaner than the day they were installed; that’s Crystal Dee Lights’ guarantee.

Crystal Dee Lights is also expanding and interviewing full- and part-time technicians for this new division.

Get a free estimate and 20 percent off on your first cleaning or installation, anywhere in your home of business. Call today to request a free estimate.

Handyman Home Services

Handyman Home Services For Seniors, LLC
530 Prospect Avenue, Suite 2C, Little Silver
732-520-2220
HandymanForSeniorsNJ.com
NJHIC 13HV09850400

Every homeowner has a list of “want-to-get-to” projects. From little things like changing lightbulbs to bigger projects like installing a ceiling fan – they stay undone because you may not know how to, don’t have the time or tools, or simply can’t. That’s especially true for seniors.

Well it’s time to get things done with Handyman Home Services For Seniors. This company is focused on providing quality home repair work to seniors, done with integrity and fair pricing. The Handyman Home Services For Seniors’ team comprises professional employees, not independent contractors, with backgrounds in the trades, some of whom are active younger seniors who have much in common with clients.

They are fully insured, including liability, workers compensation and fidelity bond insurance, and are dedicated to performing repairs seniors no longer can undertake. Services include cabinet, vanity, drywall and sheetrock repairs; small carpentry jobs; caulking and grouting; lock replacement; handicap modifications; painting; mailbox...
installations; rental fix-ups; picture hanging; holiday decorations and more, which you can see on their website.

And good news, the same home repair services are also available to the general public. Get your "want-to-get-to" list done with Handyman Home Services For Seniors.

J&W Outdoor Living

29 Main St. in Eatontown
732-809-8034
JWOutdoorLiving.com or @jw.outdoorliving

J&W Outdoor Living is a full-service exterior design company known for creating unforgettable outdoor living and entertaining spaces. They are a one-stop shop for outdoor transformations, from early stage design concepts through completed construction. J&W Outdoor Living’s capabilities include gourmet outdoor kitchens, outdoor fire features and hardscape design. The company has partnered with the most reputable vendors, including Urban Bonfire, Round Grove fireplaces, and Dekton and Caliber Appliances to name a few. At J&W, they say, “Staying home never looked so good.”

Come get hands-on experience with the superior products at J&W’s local showroom located within The Cabinetry Shop Design Center in Eatontown. Be sure to bring your own personal visions for the perfect outdoor space and see how J&W Outdoor Living can bring your backyard to life.

The showroom welcomes you, and J&W offers free estimates.

Roto Rooter Sewer and Drain

3300 Shafto Rd., Suite B, Tinton Falls
732-671-1838
RotoRooter-kkd.com or email contact@rotorooter-kkd.com
Open 24/7, 365 days a year
Licenses: Master plumber 9706, Home improvement 13VH01160600, Waste haulers 2507,

This family-owned and -operated Roto Rooter franchise has been helping residential and commercial customers since 1981. No job is too big or small, and you’ll get fast, efficient service. Office manager Tammy and her husband Doug, a Marine veteran, are proud that their whole staff lives and works right here in Monmouth County. Working as a family, they understand what families go through and why you need to have your repairs done quickly and correctly the first time.

Roto Rooter Plumbing and Drain Services of Monmouth County offers plumbing repairs and installations, clogged drains service, septic pumping, repairs and installation, and water heater replacements, sump pumps, hydro jetting, drainage issue resolution, and dumpsters to name a few of the services.

Plus they offer financing at 0 percent interest for 18 months.

Continued on page 40
This spring, SavATree can help you make the most of your yard’s trees, shrubs and lawn. Call to schedule a complimentary consultation. In the meantime, here are some of SavATree’s top tips for a beautiful spring:

Address winter damage. Cold temperatures and heavy snow can do a number on your trees and shrubs. SavATree’s professional arborists will assess your landscape to make sure all its needs are being met and that there are no signs of damage or disease.

Fertilize. For the greenest lawn, make sure you have a full-lawn program in place. Timely applications of fertilizer and nutrients help with spring green-up and increase your turf’s resilience to heat stress and drought through the summer months.

Prune. Spring is a great time to shape up your shrubs and trees. Make sure to call in the experts if you need help!

Watch for ticks. Reduce your yard’s tick population with a pet- and human-safe treatment. SavATree uses cedar oil to kill ticks on contact and control populations for another 30 to 60 days.

For more than 30 years, SavATree has offered tree, shrub and lawn care tailored to the needs of your landscape. Ongoing development of products and services allows SavATree to honor its commitment to the use of the least intrusive and most practical solutions. SavATree’s arborists and specialists use state-of-the-art equipment and adhere to strict safety standards.

SavATree
609-924-2800
princeton@savatree.com

Simla US Inc.
732-746-5533
SimlaUS.com
To request a home clothing pickup, register on the website.

Simla US Inc. has a unique mission. Recycle. Refurbish. Rewarding. Simla US Inc. reclaims used clothing and even does minor repairs, so they can be offered for low-cost resale at signature thrift stores about to open in the area. Simla’s vision of “second-chance” fashion is the good work it can still do. Maybe someone interviewing wants to show up well-dressed in proper business attire. Maybe it’s a child who wants to go to school wearing clothing like the other kids are wearing. Maybe it’s a family in transition. Your clothes can have a new life. Simla US Inc. is also planning to use its locations to host training and classes, like quilting and sewing classes that would utilize the fabric in non-wearable clothing to make new items. They are also planning sessions on resumes, job preparation and more topics to help people build careers.

A portion of all proceeds goes to Kids Kicking Cancer, an international organization that helps kids combat the pain of their illness. If you have used clothing you would like to donate, simply schedule an at-home pick-up at SimlaUS.com.

Ski Barn
795 Broad St., Shrewsbury • 732-945-3900
846 Rt. 17 North, Paramus • 201-445-9070
1308 Rt. 23 North, Wayne, • 973-256-8585
2990 Brunswick Pike, Rt. 1 North, Lawrenceville • 732-945-3900
SkiBarn.com
Open Monday through Friday 10 am to 8 pm, Saturday 10 am to 6 pm, Sunday 11 am to 5 pm (Paramus closed)
Member of the ICFA-International Casual Furniture Association

Ski Barn is your outdoor furniture, fire pit, grill and accessory retailer, featuring top-quality USA-made and imported brands in cutting-edge styles you will not find anywhere else. Ski Barn’s primary focus is the customer, and the company offers premium quality and unique selections with outstanding service. The entire sales staff is trained by the brand representatives on the construction, quality and customization of the products.

At Ski Barn, you can even schedule a free, at-home design consultation with a design consultant. Ski Barn customers can place custom orders and take advantage of free local delivery with its own set-up crew.

“Come into one of our four convenient locations, and you’ll see the difference right away!”
Your perfect spring landscape starts with healthy trees and shrubs.

- Tree and Shrub Pruning
- Custom Blend Fertilization
- Insect, Mite and Disease Treatments
- Tree Removals/Cabling and Bracing
- Deer Deterrents
- Organic Lawn Care
- Organic Tick Treatments
- Complimentary Consultation

(609) 924-2800

SavATree is a proud supporter of

BOYS & GIRLS CLUBS
If you are like me, spring gets you itching to tackle some home improvement projects. After a long, cold winter, I’ve usually got a mile-long list of things to have done around the outside of the house. Not only do these projects require time, they also require money.

But, as always, the frugal side of me is on the hunt for ways to trim that home improvement budget, yet still make a big dent in my list and at the same time, making some nice improvements on my home.

So, without further ado, here are some budget-friendly tips to get your home in tip-top shape this spring:

1. **Edge your garden beds!** This is such a simple, no-cost task that, in my opinion, finishes off the entire garden. Simply take a lawn edger (you can get these at any home improvement store) and edge all around your garden beds. It makes for such a beautiful defined garden that makes it look like you just hired a landscaper.

2. **Attack those weeds!** Once the weather gets warmer and the gardens and trees start to blossom, so do the weeds. To get rid of them, use a simple solution of one gallon of white vinegar, one cup of table salt and one tablespoon liquid dishwashing soap (Dawn is best). Spray the weeds around your walkways on a nice, sunny day. In couple of days, those pesky weeds will disappear.

3. **Expand your garden using plants that are already there.** Simply divide the plants you already have, and replant the separated ones in new locations. To do this is so simple. You simply dig up the entire plant and separate it at the root into as many sections as you want. Then replant your original plant, and plant the divided ones in their new location.

4. **Fill your pots with evergreen bushes instead of using flowers.** The evergreens will last several years, so you won’t have to spend tons of money on annual flowers. Also, usually in April or May, Home Depot and/or Lowes will have super low prices on hanging fern plants. These are also great for pots as long as they are not in direct sun all day. Just a note: We bring our plants into our garage over the winter to get them out of the harsh cold.

5. **Grow herbs and vegetables!** Don’t have room for a big garden? No worries, simply find a small corner on a porch, at the side of your house or in the corner of deck. Put a few pots out and fill them up with the basics such as basil, parsley, cilantro and tomatoes (or choose your own combination of plants). Not only is it pretty for the space around your home, it will save you money at the grocery store. Win win!

6. **Seal your driveway.** While you can do this yourself to save even more money, it’s not that expensive to have someone do it for you. And the impact to the appearance of your home is worth the dollars spent. Plus it helps to extend the life of your paved driveway.

7. **Paint or stain your front door.** This is such a simple, low-cost project that can really make a big difference in the curb appeal of your home. Pick a color to make your door pop or go with a rich, deep black for a classic look.

8. **Upgrade your garage door for less than $15.** I’m totally serious on this one. Head over to Amazon.com or go to Lowes and pick up the magnetic decorative hardware set that includes a handle and hinges. They make your garage look amazing for a fraction of the cost of a new garage door plus they will take you two seconds to install. Literally! It will take you longer to open the package then to put them on your door.

By doing some of these low-cost projects, you can quickly and easily increase the curb appeal of your home, spruce up your garden and even provide your family with fresh herbs and vegetables at the same time. Now go start checking those items off your list!
DON’T WAIT BEFORE IT’S TOO LATE

REAL PROTECTION
You Can Trust!

Contact me today for a FREE CONSULTATION

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ADT Home Security Specialist
Lic# 34BF00048300
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ChristopherTrimble@ADT.com

STAYING HOME NEVER LOOKED SO GOOD

Full service exterior design company, creating unforgettable outdoor living and entertaining spaces.

J&W OUTDOOR LIVING
732-809-8034
29 Main Street, Eatontown, NJ
jwoutdoorliving.com
mjones@jwoutdoorliving.com
As the spring weather arrives, many of us get the urge to tackle spring cleaning and organization. Perhaps we are inspired by the KonMari craze or simply need to declutter all we acquired over the winter season. Spring organization can transform your home and help you breathe a sigh of relief along with that fresh spring air!

**Step 1: Declutter:** Before any significant changes can occur, it is necessary to truly declutter your space. When it comes to organization, less is more! Less mess leads to less stress. Take time to analyze each and every space. Does a family of four really need 12 reusable water bottles, five basketballs and piles of unwatched DVDs? Think about what you use and truly need. Model this for your entire family and involve them in the process. When in doubt, toss it out. During the decluttering process, keep three large boxes handy to place items to sell, trash and donate. When a box gets filled, consider it a success. You are on your way to creating a more livable and functional space.

**Step 2: Tackle Toys:** Kids' toys often present the most significant challenge when it comes to organization. From large, plastic superhero headquarters to tiny doll clothing to overflowing art supplies, the mountain of toys must be tackled! After you and your children have decluttered the toys in Step 1, it is time to categorize. Each category of toy is housed in its own bin. Try not to mix categories as the goal is to make toys accessible and easy to put away each night! Cars get their own bin along with action figures, animals, dolls, Legos and playsets. Attach a label to each bin so your kids know exactly where each item goes when they finish playing. Think about storing art supplies in clear bins or stackable Tupperware for easy storage and to prevent items from spilling. Examine all storage spaces. Over-the-door shoe racks are perfect places for Barbie dolls or cars. Narrow, rolling bins can be used to store blocks under the bed and out of sight. Larger toys should each have their own spot as well with any coordinating items packed neatly beside them. Consider using pencils cases to house smaller toys or puzzles in order to eliminate bulky boxes. Place books in front-facing wall book shelves so your children can clearly see each title. Make a habit of cleaning up toys before leaving the house and before bedtime each night. Play two or three of your children’s favorite songs and see if they can get everything in the right spot before the songs are complete. Establishing these quick routines will keep everything neat and tidy!

**Step 3: Closet Coordination:** Spring is the best time to clear out those heavy sweaters, coats and unused clothing. Remove winter clothing from closets. Store them in clearly labeled bins in the attic or back of your closet. For children’s clothes, store items that will likely fit them next year and donate everything else. Organize children’s closets by category. For example, hang all short-sleeved shirts together. In dressers, make each drawer have its own category such as pajamas, undergarments, pants, socks or sports clothes. Keep some crates at the bottom of closets to store shoes, sporting equipment and a “too small” crate. If your child finds something is too small during the season, he or she simply tosses the item in the “too small” crate. When the crate is filled, it is time to donate all the items.

**Step 4: Purge the Piles of Papers:** Our kids bring home so many papers each day, including homework, graded tests, stories, artwork and school notes. Never let papers pile up on the counter. Immediately decide if you will keep or trash each item. Store school notices on a bulletin board or file folder close to your family calendar. Hang artwork for each week. When a new masterpiece comes home, toss the old artwork! Of course, there may be items you want to keep for sentimental purposes. Create one file box for each child with hanging folders. Label each hanging folder by year. Add special art pieces, stories and notes in the files. Keep the file boxes in your children’s rooms. They love looking back at their treasures and adding to them!

**Step 5: Consistency is Key:** To maintain your organized space, create habits that ensure consistent organization. Think about creating a family checklist to help your children remember these habits. Before bed, all toys are put away in their designated spot. Cups and dishes go to the sink after eating. Shoes are placed in the shoe rack when entering the house. Each morning, review the checklist. Give your children an incentive to complete each item daily. For instance, if all items are checked off each day this week, we will take a family bike ride on Saturday or make our own ice cream bar for dessert! Once these habits are in place, everyone will be more productive, relaxed and ready to enjoy spring.
The Homestore Outlets:  
*Tons of Savings and a Lot of Fun*  
BY FLECEIA STRATTON

Most retail business owners opened their stores to make money, but Danny Betesh says he opened The Homestore Outlets “to help customers take advantage of great opportunities in the home furnishings market while having a lot of fun.”

It’s an “absolute blast,” he said. “We have fun, so our customers have fun. Visiting the store is a great outing.”

The Homestore Outlets sells furniture and other home goods at steep discounts in a no-pressure atmosphere. “We have created a relaxed environment where the goal is to make everything fun and easy for our customers. We want them to just enjoy shopping here.”

While The Homestore Outlets has been open for a little more than one year, Betesh harbored the idea for the store for the past 25 years. During his career in the retail furniture business, Betesh had seen thousands of opportunities to buy closeout merchandise at drastic savings. Unfortunately, because those deals had very limited quantities, he could never take advantage of those deals for his regular furniture stores. He imagined one day opening a store that featured only off-priced closeouts.

When Betesh left the furniture business, he moved into real estate. His worlds collided when a tenant moved out of one of his buildings. While he was figuring out how to fill the empty building, his good friend Hector called with an opportunity to buy 10 tractor/trailers loaded with brand-new closeout furniture for 10 cents on the dollar. These truckloads of furniture were new goods that got “stuck” in transportation hubs as a result of inefficiencies in the online furniture business. Hector, with more than 30 years in the furniture business, had on-going access to deals like this.

The timing was right. Betesh, with his good friend Hector, jumped on this chance, and The Homestore Outlets was born.

In addition to these truckloads, Betesh also buys furniture and home décor from manufacturers’ discounted lines, their overstocks, closeouts and showroom displays—all at deeply discounted prices.

Because The Homestore Outlets buys only deals, customers get the same merchandise they’d find in expensive furniture stores at a fraction of the price. “Our prices are ridiculously under retail and usually well under the original wholesale costs,” Betesh said.

In addition to brand-name furniture and home décor, the 50,000-square-foot store carries lighting, rugs, pillows, flooring, appliances, bedding and more. And because new trucks arrive daily, goods turn rapidly.

“Shopping here is like a treasure hunt,” Betesh said. “A wide variety of furniture, mattresses and décor arrives daily. In fact, sometimes we do not know the contents of a truck until we unload it. This leads to an ever-changing selection of items throughout our showroom. It’s a new store every week.”

The Homestore Outlets at all times has hundreds of different brand names on the floor. Sets and pieces from some of the best names in furniture pass through its doors every day.

Betesh recommends customers “come often and see what we have. If you don’t see what you were looking for today, come back tomorrow, and we might have it.” He also cautions, “If you don’t buy something you love when you see it, it might not be there tomorrow.”

While the store has been open for only about one year, it has received “tremendous response” from the public along with the area designers and decorators, Betesh said. “We have already become well-known because it’s a great concept.”

Word of mouth is the store’s best advertising. “Customers love it and promote it to others,” Betesh said. “That’s because everything we do is driven by what the customer wants.”

Shopping at The Homestore Outlets not only offers a great selection of products at low prices, it is also convenient. Customers don’t have to order their furniture and then wait weeks for delivery like at other furniture stores. They can “cash and carry or we can arrange delivery,” Betesh said.

The Homestore Outlets is located at 1 North Mall Drive in Ocean in a blue and white building (in the Seaview Center, opposite Sears/ Costco). The Homestore Outlets is open Monday through Saturday 10 am to 6 pm and Sunday 11 am to 5 pm.

The best way to stay informed of new merchandise and deals is to follow the store’s Facebook page @homestoreoutlets. The page is updated regularly.

For more information, visit the store’s website at TheHomestoreOutlets.com or call 732-898-0650.
ADOPTION IS UP, EUTHANASIA IS DOWN. THAT IS A GOOD SIGN THAT MORE ANIMALS ARE FINDING THEIR FOREVER HOMES. OF THE 7.6 MILLION ANIMALS THAT ENTER SHELTERS EACH YEAR IN THE UNITED STATES, APPROXIMATELY 2.7 MILLION ARE ADOPTED. OF THAT 2.7 MILLION, 1.4 MILLION ARE DOGS AND 1.3 MILLION ARE CATS. THAT LEAVES 4.9 MILLION ANIMALS WHO ARE NOT ADOPTED. EUTHANASIA ACCOUNTS FOR 41 PERCENT CATS AND 31 PERCENT DOGS. EVEN THOUGH THE STATISTICS SEEM STAGGERING FOR EUTHANASIA, THE NUMBERS HAVE IMPROVED SINCE 2011. THE ESTIMATED NUMBER OF ANIMALS LIVING IN HOMES IS 70 TO 80 MILLION DOGS AND 74 TO 96 MILLION CATS. THAT IS WONDERFUL, BUT ONE MUST CONSIDER ALL THE REST LIVING IN SHELTERS, WHICH SHOULD BE A TEMPORARY SITUATION, BUT FOR MANY BECOMES A LONG-TERM RESIDENCE. UNFORTUNATELY SHELTERING REQUIRES SPACE. WHILE MANY SHELTERS TRY TO BE “NO-KILL,” NUMEROUS ARE FORCED TO EUTHANIZE SIMPLY BECAUSE THERE IS NO ROOM. EUTHANASIA IS NOT AN EFFECTIVE FORM OF POPULATION CONTROL, INCITING ETHICAL ISSUES FOR THE MANY OUT THERE WHO LOVE AND ARE PASSIONATE ABOUT ANIMAL WELFARE AND ADOPTION.

AS THE WARMER WEATHER IS UPON US AND WE ARE THINKING ABOUT HOME IMPROVEMENTS, WHY NOT CONSIDER THE ULTIMATE HOME IMPROVEMENT, GOING TO YOUR LOCAL ANIMAL SHELTER AND ADOPTING A BEST FRIEND? WITH THE ADOPTION OF SOCIAL MEDIA, BOTH POTENTIAL ADOPTERS AND SHELTERS HAVE THE UNIQUE OPPORTUNITY TO PERUSE AND SHOWCASE ALL THE AMAZING ANIMALS IN NEED OF A HOME. SHELTERS ARE BECOMING MORE MODERNIZED, MORE WELCOMING TO THOSE LOOKING FOR AN ADDITION TO THEIR FAMILY. GONE ARE THE DAYS OF THE ANTIQUATED, DARK BUILDING WITH DOGS AND CATS HUDDLED IN DINGY CAGES. SHELTERS HAVE BECOME MORE OPEN, FRIENDLY AND WELCOMING PLACES WHERE ANIMALS IN NEED OF A HOME ARE LIKELY TO BE FOUND. AN ENLIGHTENED DECISION REDUCES THE RETURNING OF ANIMALS THAT IS NOT SUITABLE. BRINGING BACK AN ANIMAL TAKES ITS TOLL EMOTIONALLY AND MAY DISUAD A POTENTIAL ADOPTER FROM FINDING AN IDEAL FIT.

WHEN YOU ADOPT FROM A SHELTER, YOU ARE SAVING TWO LIVES: THE LIFE OF THE BEST FRIEND YOU ARE TAKING HOME AND THE LIFE OF ANOTHER ANIMAL IN NEED OF THAT NOW VACANT SPACE. THE ULTIMATE GOAL OF A SHELTER IS TO BE AN INTERIM REFUGE FOR AN ANIMAL ON ITS WAY TO A FOREVER HOME. BY ADOPTING FROM A SHELTER, YOU ARE SAYING THAT YOU DO NOT SUPPORT PUPPY MILLS, THOSE COMMERCIAL KENNELS THAT BREED ANIMALS FOR PROFIT. THESE ANIMALS ARE ROUTINELY ABUSED. MOTHERS ARE KILLED AFTER THEY ARE DEEMED UNFIT TO BREEED. ANIMALS ARE DEPRIVED OF LEARNING NORMAL BEHAVIORS AS THEY OFTEN NEVER LEAVE THEIR SQUALID CAGES FOR SOCIALIZATION. MANY NEVER EVEN TOUCH THE GROUND. THIS RECKLESS BREEDING ADDS TO THE OVERPOPULATION PROBLEM.

IF YOU ARE LOOKING FOR A PUREBRED, ONE CAN FIND THOSE, TOO, AT A SHELTER. INSTEAD OF PAYING FOR AN ANIMAL, STATISTICS INDICATE THAT 10 TO 15 PERCENT OF SHELTER ANIMALS ARE PUREBRED. CONSIDER ADOPTING AN OLDER ANIMAL. MATURE DOGS AND CATS ARE OFTEN THE FIRST TO BE EUTHANIZED OR DUMPED, BECOMING PERMANENTLY HOMELESS. AS POPULAR AS PUPPETS AND KITTENS ARE, MANY ADULT AND SENIOR ANIMALS ARE A BETTER CHOICE WHEN LOOKING TO ADOPT. OLDER ANIMALS HAVE A TENDENCY TO HAVE A MORE RELAXED TEMPERAMENT. MOST HAVE BEEN PREVIOUSLY SPAYED AND NEUTERED. THEIR VACCINATIONS HAVE BEEN UPDATED, AND THEY ARE ALREADY HOUSE BROKEN AND LITTER TRAINED. THEY ASSIMILATE FASTER INTO A FAMILY ROUTINE HAVING ALREADY GONE THROUGH THE STAGES OF CHEWING AND DESTRUCTIVE BEHAVIOR. CHILDREN BENEFIT FROM A CALMER PET, ONE WHOSE ENERGY DOESN’T ADD TO AN ALREADY CHAOTIC HOUSEHOLD. ASK ANYONE WHO HAS ADOPTED AN OLDER PET, AND THEY WILL TELL YOU THEY ARE CONVINCED THE ANIMAL IS GRATEFUL FOR A SECOND CHANCE.

SPECIAL NEEDS ANIMALS HAVE BECOME MORE OF A FOCUS FOR ADOPTION. BLINDNESS, DEAFNESS, MISSING LIMBS AND OTHER CONDITIONS CAN BECOME A DEATH SENTENCE. SHELTERS ARE STARTING TO HIGHLIGHT THESE ONCE-FORGOTTEN CREATURES AS READY TO BE ADOPTED. A SHORTER STAY FOR THESE SPECIAL NEEDS ANIMALS REDUCES STRESS. MANY RESCUE AND FOSTER GROUPS AROUND THE COUNTRY WORK DIRECTLY WITH SHELTERS TO FERRY ANIMALS TO DIFFERENT LOCATIONS TO BETTER THEIR CHANCES OF ADOPTION. ANIMALS ON DEATH ROW IN ONE PART OF THE COUNTY CAN BE MOVED TO A BETTER LOCALE. VERY YOUNG KITTENS AND PUPPIES ARE PLACED IN FOSTER CARE TO INCREASE THEIR CHANCES OF SURVIVAL. EDUCATION IS THE KEY. COMMUNICATION IS THE ANSWER.

IF YOU ARE NOT QUITE READY FOR ADOPTING, THEN CONSIDER VOLUNTEERING AT A NEARBY SHELTER. GET TO KNOW THE RESIDENTS BY WALKING THEM, PLAYING WITH THEM, SPENDING TIME WITH THEM. HELP THEM GET READY FOR THEIR FOREVER HOMES. SPREAD THE WORD THAT THESE BEAUTIFUL CREATURES ARE AVAILABLE FOR THE PERFECT FAMILY. SAVE A LIFE. ADOPT DON’T SHOP. WATCH OUT! YOU JUST MIGHT FIND YOUR BEST FRIEND. LOVE IS THE ULTIMATE HOME IMPROVEMENT.