

# Simplify Homeownership



# Home Pulse

## An Innovative Program To Maintain Your Home.

The Home Pulse Preventive Maintenance Plan will keep your home looking great, dramatically slow the deterioration process and shelter your wallet from surprise repairs.

Studies show that preventive maintenance is many times more cost effective than reactive maintenance. Failure of systems and components can cause catastrophic damage to your home and possible harm to a loved one. Identifying and dealing with a problem when it is simple to correct is far less expensive than dealing with a much larger issue when systems or components fail.

For example, a minor crack in the foundation might cost \$400 - \$600 to repair. If it is not repaired, it could cost upwards of \$10,000 to replace the entire foundation wall!

The Jones Lang LaSalle study 'Determining the Economic Value of Preventive

Maintenance' states: "The results of the analysis were overwhelmingly positive for performing preventive maintenance. The analysis shows that an investment in preventive maintenance produces a huge return on the investment." One sample analysis

in the study resulted in a Return On Investment of 545%. A return of over than \$5 for every \$1 spent on preventive maintenance is not unusual.

Regular home maintenance helps retain the value of your home. A Home Pulse Preventive Maintenance Plan gives you peace of mind while saving you

money. You can relax knowing the systems, and components in your home are in good working order, and regular upkeep is taken care of.

IMPROVEMENT ZONE cares for your property professionally and reliably. Your home deserves the quality craftsmanship Improvement Zone provides.



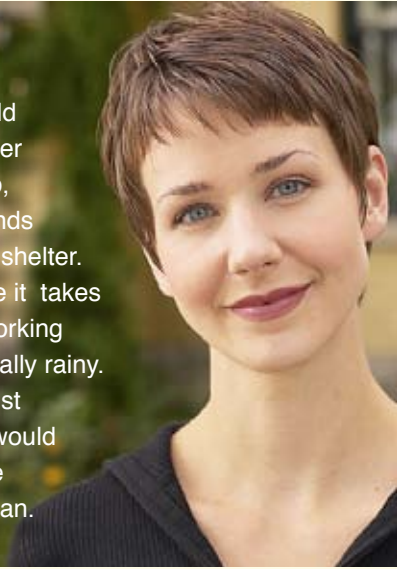
**FACT:** *\$2,000 a year is the average cost to maintain your home with individual services & costly failure.*

## WHO NEEDS IT?

- **Busy individuals, families, and professionals** who do not have the time, interest, or skills to maintain their home, or would simply rather be doing other more enjoyable things in life.
- **Seniors or children of aging parents** who want to maintain the home but don't have the time, ability, or proximity to keep up with home maintenance.
- **Builders, Realtors, and home-sellers** can use Home Pulse as a 'sales incentive' tool to differentiate their properties and promote sales. Only a home maintained by Improvement Zone's Home Pulse plan comes with professionals to maintain the home for a full year.

# Maria

Maria is a single active 30 year old sales manager who just bought her first home. She has a full time job, many friends who visit on weekends and she volunteers at the animal shelter. She never realized the extra time it takes to keep her new home in good working condition. This spring was especially rainy. Her basement flooded and she just noticed a leak in her roof. Maria would have saved \$10,870 with a Home Pulse Preventive Maintenance Plan.



	Other Contractors	Home Pulse	Savings
<b>ROOF REPAIR</b>	\$2,350	\$90/month She would have known ahead of time there was a issue and planned for work by trusted company already familiar with home and homeowner	<b>\$10,870</b>
<b>BASEMENT ISSUE</b>	\$9,600		

Without Home Pulse, Maria let small problems lead to severe damage. She signed up for Home Pulse and enjoys peace of mind. Her home is in excellent working condition and she knows that if issues arise, Improvement Zone will be there to resolve them.

**HOW DOES IT WORK?** Home Pulse appointments are scheduled 3-12 times a year to keep your home in top condition. You choose the plan that suits your budget and needs. Your home's comprehensive maintenance plan will be carried out by Improvement Zone's experienced technicians.

**WHO DOES THE WORK?** IMPROVEMENT ZONE hires top professionals in their trade. They have the experience and skills needed for quality home maintenance services. Each of our technicians is screened, licensed and insured. We insist upon reliable, trustworthy service technicians because that is who we would want in our homes. It is what our clients expect.

**WHAT WILL IT COST?** Home Pulse is unique plan allows you to choose the level of maintenance for your needs. Plans start at \$90/month and are customized. The American Society of Home Inspectors recommends budgeting 1.5 %- 4% of the home's value for home maintenance. Home Pulse will help the homeowner keep these significant maintenance costs under control and under budget.

# Home Pulse Basic

**ONLY \$90/month. FREE 200 point home check-up, a \$495 value**

Plan Includes inspection & report of all items listed, repairs made where noted. All Home Pulse customers receive a discount on additional work needed. Ask about our Referral Program.

## Spring Maintenance

- Clean & lubricate sliding glass door tracks
- Record size & type of filters for systems
- Inspect exterior stairs, decks, porches, railings for safety and stability
- Inspect for mold in moist areas
- Inspect faucets and toilets for leaks
- Inspect foundation for water penetration, settlement, and/or cracks
- Inspect exterior heat and cooling equipment
- Inspect drains, sinks and tubs for cracks in caulk or grout. Clean or re-caulk
- Rid home interior and exterior of visible animal or insect nests
- Remove debris around outdoor heating and cooling equipment
- Change out screens and storm windows and doors

## Summer Maintenance

- Inspect circuit breakers
- Inspect travel and tension on garage doors
- Inspect interior stairs and railings for safety

- Check for overgrowth around exterior of house (affecting foundation and siding)
- Test smoke and CO2 detectors
- Inspect ceiling tiles
- Inspect drains, sinks and tubs for cracks in caulk or grout. Clean or re-caulk
- Inspect and clean drains
- Inspect visible supply pipes for leaks
- Inspect siding for attachment, chips, and cracks
- Inspect exterior paint for chips and bare wood
- Remove debris around outdoor heating and cooling equipment
- Inspect exterior heat and cooling equipment
- Clean screens on roof vents
- Inspect weather stripping on doors and windows
- Inspect and clean window frames and sills

## Fall Maintenance

- Inspect roof for possibility of ice dam formation during winter months

- Clean and lubricate sliding glass door tracks
- Test GFCIs
- Inspect faucets and toilets for leaks
- Inspect bricks and mortar for deterioration
- Inspect drains, sinks and tubs for cracks in caulk or grout. Clean or re-caulk
- Flush hot water tank to remove sediment
- Vacuum dryer vent
- Inspect attic for proper ventilation, leaks, and animal infiltration
- Remove debris around outdoor heating and cooling equipment.
- Inspect walls and ceilings for cracks and nail pops
- Inspect roof shingles, stacks, vents and skylights
- Switch screens and storm windows and doors



# Home Pulse GOLD

**ONLY \$190/month. FREE 200 point home check-up, a \$495 value**

Plan Includes inspection & report of all items listed, repairs made where noted. All Home Pulse customers receive a discount on additional work needed. Ask about our Referral Program.

## *All items in the Home Pulse Basic plan PLUS*

### **Spring Maintenance**

- Record size and type of filters for systems and replace at manufacturer's recommended intervals
- Inspect exterior stairs, decks, porches, railings and fences for safety and stability
- Check foundation for water penetration and settlement. Caulk gaps
- Inspect drains, sinks and tubs for cracks in caulk or grout. Clean or repair/replace caulk
- Clear debris in window wells, storm drains, gutters and downspouts
- Inspect faucets and toilets for leaks, repair if necessary
- Pressure wash deck or patio (up to 225 sq. ft.)

### **Summer Maintenance**

- Inspect ceiling tiles and replace as needed
- Inspect interior stairs and railings for safety, repair if necessary
- Remove or cut back overgrowth around exterior of house
- Inspect drains, sinks and tubs for cracks in caulk or grout. Clean or repair/replace caulk
- Inspect visible supply pipes for leaks, repair leaks
- Inspect weather stripping on doors and windows, replace when necessary

### **Fall Maintenance**

- Clear debris in window wells, storm drains, gutters and downspouts
- Inspect faucets and toilets for leaks, repair leaks
- Inspect drains, sinks and tubs for cracks in caulk or grout. Clean or repair/replace caulk
- Change hard-to-reach light bulbs (size and type noted)
- Test GFCIs, replace if necessary
- Inspect walls and ceilings for cracks and nail pops, repair if necessary
- Drain and store hoses



# Home Pulse a la Carte

If you need a more customized plan, we offer Home Pulse a la carte. You choose the items you want taken care of and the frequency, we take care of the rest.

**Work is completed at one service call per year**  
(unless otherwise noted)

*Each task individually priced*

**Starting at \$85 per month**

- Inspect and repair damaged grout
- Winterize exterior spigots
- Drain and store hoses
- Replace filters on HVAC units
- Clean drain traps
- Test GFCI receptacles
- Remove debris from exterior HVAC unit
- Flush hot water tank
- Clean sump pump
- Appliance safety inspection
- Hot tub maintenance
- Pressure wash driveway
- Pressure wash walkways
- Inspect pressure relief valve on water heater
- Inspect/ replace (as necessary) exterior door weather-stripping
- Inspect chimney for failing mortar
- Clean chimney cover,
- Inspect for animal nests
- Inspect firebox for failing mortar or masonry
- Inspect and repair dripping faucets
- Clean gutters and drain
- Clean dehumidifier fins

- Remove and replace window screens
- Seal any drafts with spray foam or similar
- Inspect siding and/or exterior paint
- Inspect roof and vent areas Inspect attic (animal nests and proper insulation)
- Test smoke and carbon monoxide detectors
- Inspect fire extinguishers
- Remove/replace window A/C units
- Cover window A/C units
- Inspect basement walls/ floor for dampness, cracks
- Clean and lubricate tracks on sliding glass doors
- Inspect exterior stairs for safety
- Pressure wash deck (up to 225 sq. ft.)
- Seal deck with clear sealant
- Inspect porch or deck (up to 150 sq. ft.)
- Inspect railings on porch (up to 150 sq. ft.)
- Inspect and repair fences
- Inspect toilets for leaks
- Inspect

foundation for water penetration,

- Clear debris in window wells, storm drains
- Inspect circuit breakers for excessive heat
- Inspect and repair interior stairs for safety
- Trim overgrowth touching siding or foundation
- Inspect visible supply pipes for leaks
- Inspect exterior surfaces for bare wood; spot paint
- Clean roof vents
- Inspect roof for potential leaks; seal if necessary
- Change hard-to-reach light bulbs
- Inspect and patch drywall

**AND MUCH MORE!**



## TOP 10 REASONS TO MAINTAIN YOUR HOME

Protect the value of one of your largest, most important, investments.

Increase family health and safety

Improve your home's appearance and appeal.

Gain peace of mind knowing your home is in good working order.

Maximize your home's sales value

Gain more time to do the things you enjoy.

Save money and reduce the total cost of home ownership

Reduce energy consumption and utility bills

Extend the life of the components in your home.

Avoid high repair and replacement costs

# What are the Benefits of Home Pulse?



**Excellent workmanship** and unparalleled **customer service** delivered by **trustworthy employees**. With Improvement Zone you deal with one company you would have to call, schedule, and manage over 15 separate contractors to deliver the services provided by just one call to Improvement Zone.



A home that is **more efficient** to operate will lower your Total Cost of Home Ownership by reducing energy consumption and utility bills, maximizing the life of your home's components, and **eliminating preventable failures** and repairs. Proper home maintenance avoids damages from equipment or system failures and lowers overall repair costs.



Maximize your home's **resale value & market activity** and minimize home inspection issues when it is time to sell.

# INNOVATIVE AND TIME-SAVING PREVENTIVE HOME MAINTENANCE PROGRAM



**IMPROVEMENT ZONE HAS THE SOLUTION FOR BUSY PEOPLE.** *Our Home Pulse Preventive Maintenance Program* is designed to maintain your home in order to minimize or avoid costly repairs. When your home is in top condition, you have more time to enjoy other things in life - and less to worry about!

Improvement Zone's Home Pulse is a comprehensive maintenance plan for your home, encompassing all the elements of your home. You would have to call, schedule, and manage over 15 different contractors to deliver the services provided by just one call to Improvement Zone.

Call 877-EZ-IMPROVE for a free evaluation. Leave home maintenance to **Home Pulse by Improvement Zone.**

**Baltimore • Annapolis • Washington, DC**



**877-394-6776 TOLL FREE**

**443-221-4663 LOCAL**

**[www.improvement-zone.com](http://www.improvement-zone.com)**

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