

SPECIAL ADVERTISING SECTION

presenting

HOME beautiful

These local vendors can help you
make (and maintain) your beautiful home.

BY *Carmen Sterling*

PHOTOGRAPHY BY *Shannon Zahnle*

This special Home Beautiful Guide will be featured on the *Bloom Magazine* website, magbloom.com, for a full year.



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Artfully presented wares at Relish.

Or maybe a bit like visiting a gallery. The merchandise in the loft-like space, located just off the downtown Square, is artfully presented, visually elevated, and often unexpected. Visitors are treated to a mix of materials—glass, metal, and stone, as well as fabrics, both smooth and textured. Eyes are drawn to the largely masculine color palette, as well as to the strong lines of the upholstered sofas and chairs, distinctive casegoods, unusual lighting, and interesting art objects. Sharon says this isn't an accident; it's by design.

"There's something special about every piece, whether it's a detail or a texture," she says. "Everything has been carefully selected. We're the editors and everything here has made the cut."

All of this emphasis on artistry and quality may have those who haven't visited Relish wondering if the merchandise sold there is out of their price range. Sharon quickly dispels that idea.

"We have a variety of price points at Relish," she says. "We like to market a sense of longevity with our products, making them a great value. These are items that will last because of their quality and endure because of their aesthetic."

The same clean lines, great designs, textures, and eye to quality you find in home furnishings can be found in the line of select women's apparel offered at Relish.

"There really is a similar sensibility in our women's apparel," Sharon says. "It's all very archival, not at all trendy, and made to last. These are clothes for the woman who doesn't want to dress like every other woman."

But as beautiful as the clothes are, Sharon points out that they are also comfortable and travel very well. "There's a practicality in the beauty," she says.

Artfully Distinctive, Unexpectedly Practical, Uniquely Beautiful



Shoppers and design enthusiasts looking for harder-to-find, one-of-a-kind items need look no further than Bloomington's own Relish, an urban-modern store featuring contemporary home furnishings and a singular selection of women's apparel. Since 2004, owners Sharon and Brad Fugate have made Relish a destination for customers seeking a distinctive shopping experience.

"Our clientele is local, regional, national, and even international. The chemistry that happens between our customers and our staff is wonderful to watch," says Sharon. "At Relish, you can come in and have a very personal shopping experience. It's an intimate environment much like being in someone's home."

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STUNNING BRICK HOME ON 9 ACRES
2551 S. Smith Road \$1,350,000

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WATERFRONT HOME-LAKE MONROE
2593 Pedigo Bay \$624,900

Features: all brick exterior, lake and wooded views, Brazilian hardwood floors, granite countertops, volume ceilings w/tray & turret detailing, 2 fireplaces, a 2 story bank of windows, 4 bedrooms, 2 full and 2 half baths, large private deck, kitchen island w/built-in cook-top, stainless steel refrigerator, wall oven & microwave, full butler's pantry, walk-in tile shower, extra deep spa tub.



ROSEWOOD @ HYDE PARK
3157 E. Wyndam Court \$599,900

Features: 4,500 square foot, 4 bedroom, 4 1/2 bath, 2 gas fireplaces, Jacuzzi tub, 10' ceilings, coffered & tray ceilings, plantation shutters, 3 bay windows, crown molding, 5 inch real wood baseboards, custom window treatments, spectacular cherry stained oak hardwood floors, breakfast bar, custom cherry cabinets, built-in bookshelves and entertainment center. Maintenance-free living at its finest.



BEAUTIFUL OPEN FLOOR PLAN
3413 N. Brookstone Court \$494,900

Features: hardwood floors, Anderson windows & 8 panel wood doors, a hot tub, crown molding, a finished oversized 3-car garage, fenced side yard & covered front porch, marble & tile shower w/ glass block surround, a jetted tub, oversized double vanity w/2 sinks and a walk-in closet, granite countertops, custom Amish cabinetry, a center island, breakfast bar.



GORGEOUS PARK-LIKE SETTING
708 S. Christopher Drive \$449,900

Features: a beautiful water feature, nearly 5,500 finished square feet, wood burning fireplace, breakfast bar/island, walk-in pantry, oversized office/library with built-in bookshelves, spacious master suite with 2 walk-in closets, 4 upstairs bedrooms w/2 full baths, rec/exercise room, oversized 2 car garage, hardwood floors in the kitchen, dining room & 1/2 bath, Corian countertops.



ROSEWOOD II @ HYDE PARK
3106 E. Wyndam Court \$424,900

Features: 2 granite breakfast bars, stainless steel Kitchen-aid appliances and generous pantry storage, vaulted ceilings, gas log fireplace, separate laundry room with sink, a two-car garage, Indiana limestone, brick and solid core insulated siding, modern lighting, tile showers, hardwood floors, office/flex space on each level. Maintenance-free living at its finest.

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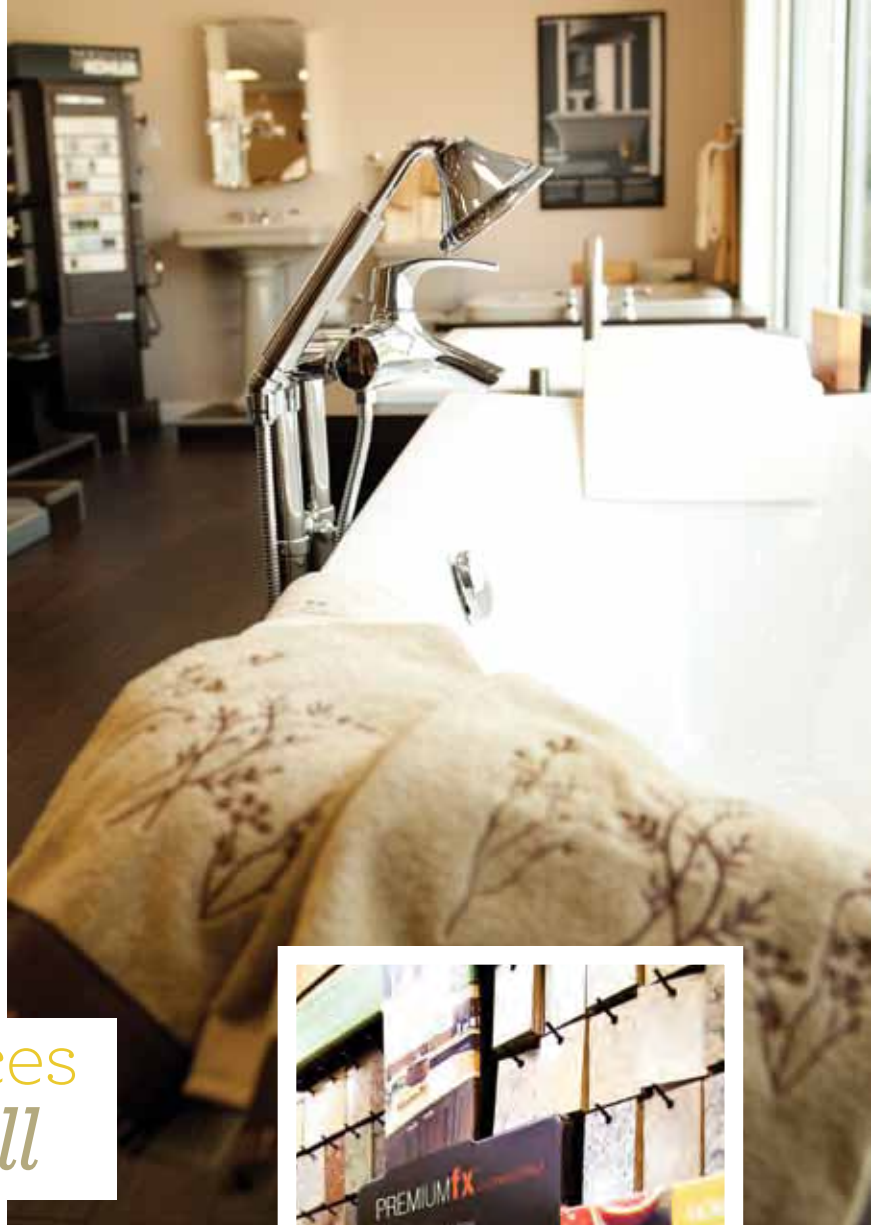


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Quality, Variety, and Competitive Prices —Lee Supply Has It All

WHO DOESN'T LOVE A BARGAIN?

Michele Kelley, showroom manager at Lee Supply, understands that homeowners looking at major, or even minor, home remodeling want to keep costs down. But as she points out, there is a big difference between keeping an eye on your budget and cutting corners.

"Buying something of good quality once, even if it costs a little bit more, makes more sense than buying something cheap that you will have to replace again and again," Kelley says.

The lure of a bargain often drives those working on home remodeling projects to big box stores, but Kelley believes that once customers walk into Lee Supply's 3500-square-foot showroom and meet with a consultant, they will find that buying quality products doesn't have to break the bank.

"People might assume we have higher

prices, but that isn't necessarily true," Kelley says. "We understand everyone has a budget, and we can work with you to help you stay within it."

Do-it-yourselfers and contractors shopping at Lee Supply can rely on Kelley's twelve years of plumbing experience and the nearly four decades of experience from cabinet expert Steve Berg to help them find just the right products for home remodeling projects.

Both Kelley and Berg are longtime employees of Lee Supply. That continuity allows for great customer service, Kelley points out.

"We work with our customers year after year, and we want to have repeat customers," she says. "Doing a good job, having that reputation of being a good supplier, is important to us."



Sinks, faucets, tiles, and more can be found at Lee Supply.

CONTINUED ON PAGE 56



Lee Supply's Kitchen and Bath Store

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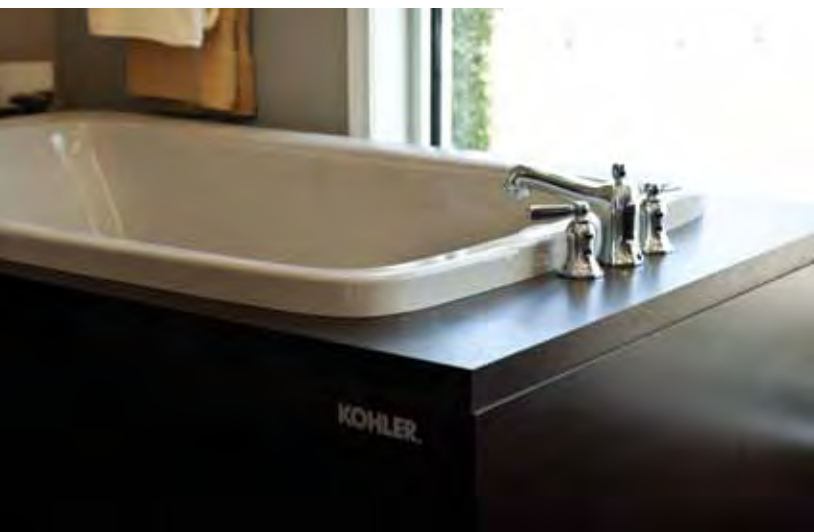
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Or learn more about VibrAcoustic technology, available on the full line of Underscore baths, by visiting kohler.com/vibracoustic.

THE BOLD LOOK
OF **KOHLER.**



CONTINUED FROM PAGE 54

A Hands-On Showroom

Visiting Lee Supply also allows customers to see working displays, something big box stores don't offer.

"You can actually turn on that faucet, shower, or whirlpool bath and see what it's like before you make your purchase," Kelley says.

The showroom features brands found in big box stores, like Delta, Kohler, and Moen, but they also carry higher-end products from companies that won't sell to the big box stores—Rohl, Newport Brass, Hans Grohe, and Brizo, for example.

"We offer better quality, a range of price points, and a lot more variety than the big box stores," Kelley says. "Plus, we offer custom products."

For example, shower doors.

Basic shower doors are often too tall or too short for the space, Kelley says. It doesn't have to be that way.

"My favorite shower door is a frameless Cardinal in heavy glass," Kelley says. "If you install a new custom shower, why wouldn't you get a new custom shower door that shows off your tile?"

Kelley's passion for plumbing is equaled only by Berg's passion for cabinets. He knows his product lines, and he makes customer service a priority.

With custom cabinets, Berg can order pieces that work in any space. Add to that the ability to pick from a variety of door styles, different woods, and multiple stain options, and a truly custom kitchen is within

reach of nearly any budget.

Consulting with clients to customize the look of their new kitchen is Berg's specialty, and he's very hands-on when it comes to kitchen design.

"I go to the home, take measurements, and then come back here to design the space," Berg says. "I'll work with the homeowner through every step of the process, from selecting the doors and the wood, to choosing the right stain."

He adds that he is available to consult with whoever is installing the cabinets, whether that's the homeowner on a DIY project, or a contractor.

"I'm happy to work with them and answer any questions, at any time," he says.

Berg says he is seeing more kitchen designs that incorporate taller wall cabinets to take advantage of higher ceilings. Glass doors are also popular, as are staggered-height cabinets, different depths, and crown molding.

"It's not just boxes on the wall anymore," Berg says.

Lee Supply is the budget-friendly kitchen and bath source for everyone, from the homeowner looking at a small home repair to those hiring a contractor for a major remodel. Visit their showroom for a consultation and see how they can help you create a more beautiful home.

Lee Supply is at 1821 W. 3rd St., or call 812-333-4343. Showroom hours are Monday through Friday, 10 am to 5 pm.



Lee Supply's working displays, such as tubs and sinks, allow customers to see how features function.



Lee Supply's Bloomington Kitchen and Bath Store

www.gotolee.com

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Most real estate agents dutifully represent you in the home buying or selling process and nothing more. Trish Sterling, owner of Sterling Real Estate, says it shouldn't work that way.

"In today's complex real estate market you need a trusted advisor you can talk to—much like you do with your financial planner or accountant," Sterling says.

A topnotch real estate professional can provide real-time market intelligence and sound advice in a variety of situations, from dealing with lenders when you're thinking about refinancing your mortgage to helping you verify the accuracy of your property taxes.

"We love nothing more than to get a phone call from a client about a real estate question or favor," Sterling says. "A lot of my clients have wondered how the economic downturn may have affected the equity in their real estate investments. You may think you're wasting our time, but a quality real estate professional thrives on that."

Beyond serving as a sounding board, your lifetime real estate advisor can be a knowledgeable resource when you're thinking about income property or updating your property.

"We help clients make smart decisions that will add future value to their property years down the road," Sterling says. "We also offer tried-and-true referrals for an array of professional services—from local contractors and landscape designers to painters, tile specialists, and carpet cleaners," she adds.

If you're not getting the results you need from your real estate agent, don't be afraid to move on, Sterling suggests. Fostering a relationship with a trusted real estate agent can pay off in big ways for you in the future; your lifetime real estate advisor will be with you every step of the way.

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Hardware with a *Soft Touch*

Ever been to cavernous, concrete big-box spaces that typify the modern hardware store? Where you hunt for somebody in a bright vest to ask for help and get directed 20 aisles away and still can't find what you were looking for? That's not Bloomington Hardware.

A Bloomington fixture since the 1880s, it's been owned by the Temple family since 1928, and passed down from one generation to the next. Customers still stop in and tell the store's current owner, Victoria Temple Davison, about their memories of Great-Grandpa Temple or Pop Temple climbing a ladder and digging in boxes to find just the right gadget or gizmo.

"It was nice back then to be known for solving problems," says Vickie. "It's even better to have that same reputation in this day and age. Some traditions never fade."

Vickie and her staff love hearing about their clients' and friends' woes—drippy faucets, leaky toilets, bug invasions. Seriously. "We genuinely love solving problems," she says. "The very nature of a hardware store is to help people—whether novices or professionals—be successful on their projects. Bloomington Hardware has always listened to the people it serves."

Her personal favorite part of the store is the paint department, where everyone from art students to DIY rehabbers come in for exactly the right shade. "Color is powerful!" says Vickie. "Whether an apartment, a mobile home, a bungalow restoration, or new construction, people want their personality to shine through. Your home is



Vickie Davison in the Bloomington Hardware paint department.

where you want to feel safe, comfortable, and special. Paint colors, inside or outside, can do just that: Show off 'you.' Paint is a cheap way to get a really big change." At the bloomingtonhardware.com website, you can click "PAINT" and have fun testing paint shades and colors in the store's virtual "paint and play" area.

Whether it's spicing up a kitchen nook with exactly the right shade of paprika on the walls or a more mundane job like stopping a bug infestation or killing garden weeds, Vickie says that what makes her job really fun is "being a part of someone making their home better."

"I love that people have returned to the old-fashioned values of remodeling, refinishing, and fixing up their homes themselves. Repair, reuse, repurpose, reduce, and recycle!" says Vickie. "It's fun and saves money." —Anne Kendall

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Jeff Gilmer, AVP, Retail Lending (left), and Shelley Baumgartner, Lending Center Supervisor.

Community Lenders, Flexible Loans—A Match That’s Hard to Beat

WHO hasn’t wanted to modernize an outdated kitchen, add on a deck, or just spruce up the house? Often it’s the worry of how they will pay for remodeling that keeps homeowners from moving forward. David Sipes, vice president of marketing and business development at IU Credit Union, says letting the house pay for its own repairs might be an option.

“A home equity loan is a very flexible line of credit that allows you to access the equity you’ve built up in your home,” Sipes says. “With interest rates at all-time lows, home equity loans are hard to beat right now.”

What many people don’t realize is that while home equity loans are secured with the home, the funds don’t have to be used for home repairs or remodeling.

“Members can secure a loan for any good reason they might have—an upcoming wedding, college expenses, maybe a family vacation,” Sipes says. “The loan can even be set up as a line of credit to have on hand as a rainy-day fund, for those miscellaneous expenses that just crop up.”

While some members may worry that getting a home equity loan is difficult, Sipes says the process is relatively simple.

“We’re headquartered in Bloomington and our loan officers are part of the community,” he says. “It’s important to us that we see our community grow, and part of that is lending money to our members.”

Recognizing that every credit union member has a unique financial situation that is only partially reflected in the paperwork that comes across their desks, IU Credit Union loan officers go that extra mile to help deserving members with their credit needs.

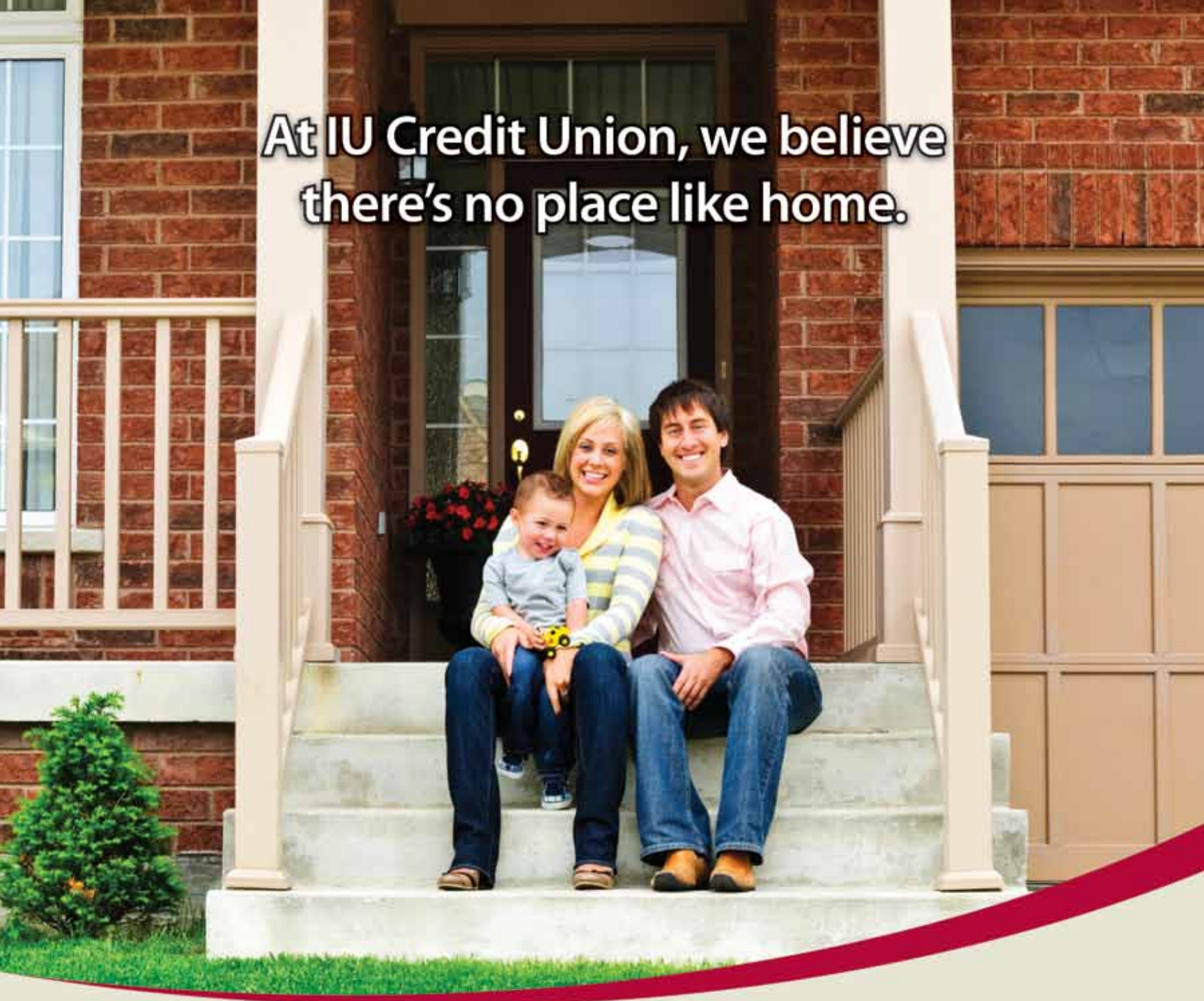
“Bruce was magnificent,” says member Phil S. about his recent experience securing a loan at IU Credit Union. “He took the time to understand my financial position and my ability to make timely payments. I was more than just a credit score to him.”

Sipes says the credit union philosophy—that it is owned by its members and its purpose is to serve those members—is what guides everyone at IU Credit Union.

“We were founded in 1956 as a cooperative to loan money to our members at reasonable rates, and we’ve remained true to that core principle,” says Sipes. “It’s our goal to offer you a fair deal, every day.”

With no closing costs, extremely competitive rates, and a simple application process, a home equity loan from IU Credit Union may be the answer to your lending needs.

**At IU Credit Union, we believe
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preparing your home for sale

When it's time to sell your home, making it "home beautiful" is vital. Here are some tips on how you can prepare your home to sell faster and for more money:

MAKE IT A BLANK CANVAS

The goal when you're showing your house to prospective buyers is for them to picture themselves living there. Consider repainting the interior more neutral colors. Remove some of the personal touches including family photos, etc. to allow potential buyers to picture themselves in the house.

DE-CLUTTER

We all have them—rooms that seem to accumulate all the unwanted stuff we have no place for. Consider a yard sale, donation or a storage unit to clear out these rooms. The goal when showing a house is to make it look as spacious as possible. Less is more, but don't leave the rooms empty.

KEEP IT CLEAN

A full top-to-bottom cleaning of your house, including carpets, windows, window treatments, etc., will make a great first impression on buyers.

WHAT IS THE ROOM MEANT TO BE USED FOR?

If you have a bedroom you're currently using as storage space or an office, consider turning it back into a bedroom. Put appropriate furniture in the rooms and you'll help prospective buyers understand clearly how they can use each room.

IF IT'S BROKEN, FIX IT

Every home has those few little glitches you learn to live with. Most of the time, the repairs are not cost prohibitive and can make the difference between a sale and your house staying on the market. Leaks, squeaks and missing pieces are the best places to start—the fewer objections you can give a buyer, the easier it will be to get them to make an offer.

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Bella Bella Goes Worldwide with New Website



Bella Bella's Lara Moore uses a combination of paper, glue, and glossy resin finish to create her designs. *Courtesy photos*

BEAUTIFUL, DURABLE, AND—ONLINE. Bella Bella Arts, artist Lara Moore's signature furniture, wall art, countertops, backsplashes, and custom home furnishings, has had a special place in the hearts of Bloomington residents and a growing reputation across the country for more than 15 years. Now, with the debut of bellabella.com, Bella Bella's new e-commerce website, the rich designs and luminescent surfaces of her artwork will soon grace homes in more far-flung places than ever before.

"Creating the website was a much more challenging process than I ever imagined it would be, and I was forced to think in new ways," says Lara. "But it was more than worth it. In just the first 30 minutes the site was live, 64 people requested things. The website has been bigger than having the shop."

Lara is proud of Bella Bella, and rightfully so. She started making her creations in 1989 while working at The Uptown Café, and her first art show was Bloomington's Fourth Street Festival. Since then she has worked to develop a national reputation.

"Bella Bella is nationally recognized, but it's locally grown," she says. "The community has supported me over the years. They're proud of me and I appreciate our little town so much."

Lara's work is painstakingly crafted. Starting with a locally milled wooden form, each piece is the result of a layered paper technique she created. The velvety rich texture indicative of her work is the combination of the paper, glue, and glossy resin finish that seals each piece.

Of her work, Lara says most people are intrigued, but

confounded.

"They think it's something that it's not," she says. "They wonder if it's tile or glass, or maybe fabric beneath varnish. And it really does delight people when they realize that it's paper and each element has been hand-cut with scissors to form my designs."

Regardless, most folks find Bella Bella work makes them smile. And making people smile is Lara's greatest inspiration.

Visit Lara's studio at 900 W. Allen St. from 8:30 am to 4:30 pm Monday-Friday, 10 am to 2 pm Saturday. For an appointment, call 323-1637. For more information, visit bellabella.com.


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B-Line Station on Track

Neighborhood Solutions is partnering with G&S Homes to bring a new mixed-use development, called B-Line Station, to Bloomington at the intersection of South Morton and West Dodds streets.

“B-Line Station is a true urban in-fill project,” says Neighborhood Solutions developer Matt Press. “We’re turning a former industrial site into a development that will be a vibrant community asset along the B-Line Trail.”

The development will include both residential and commercial space, including a two-story building resembling a 1900s-era railroad depot. With commercial space on the ground floor, the 78-foot-long, 12-foot-deep patio area will front the B-Line, making it an ideal spot for a restaurant.

G&S Homes will build twelve single-family homes—Artisan Row at B-Line Station—on the site. There are three historical home styles available: 1-story Bungalow, 1 1/2-story Bungalow, and 2-story American Four Square. Builder Mark Sovinski says the homes will be built to the National Green Building Standard Silver Level.

“Everything about this project is environmentally sound,” Sovinski says.

Stressing the importance of green building, Press notes that the Garden Green Townhomes will be constructed from recycled building materials and have photovoltaic panels, garden plots, rain barrels, composting bins, and covered bike parking. Three of the five condominiums will be a new concept in housing, the micro-condo: one-bedroom, 525-square-foot units.

“This is a test of the market to see what the interest is in small, high-quality, owner-occupied townhouses,” Press says. “It’s for people who want to have a small footprint on the planet—and I really think there’s a market for that in Bloomington.”

Construction on the development will begin in early fall. For more information, visit B-LineStation.com.



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The *Right Team* for Your Mortgage Needs

Whether you're buying your first home, looking at refinancing options, hoping to move into a larger home, or are ready to downsize, the market is great for homebuyers, says Nancy Eberle, sales manager at First Republic Mortgage Corporation.

"Rates are low, and there is plenty of money to lend," Eberle says. "People think the mortgage market has dried up, but that's a misconception."

Eberle says that for first-time buyers who are just entering the market, there are still options that offer low or no down payment, and they often find that their mortgage payments are lower than what they were paying to rent.

For those looking to refinance, Eberle says rates have been low and look to stay that way for a while.

"We're also seeing more 'move-up' buyers—homeowners who can now afford to get something bigger with more amenities," Eberle says.

First Republic was established in 1996, in Indianapolis, by three seasoned mortgage bankers in response to the increase in bank mergers and what they saw as the resulting decline in customer service. Now, with nine locations, First Republic is the largest independent mortgage banker in Indiana.

The Bloomington office opened in 2011, staffed with banking professionals with years of experience in mortgage lending.



(l-r) Mark Taylor, Mary Jo Ricks, Jill Seemeyer, Nancy Eberle, Susan King, Kathy Bowman, Crystal Bailey, and Bonnie Hamilton.

First Republic processes all its loans and uses a team approach during the mortgage process.

"A mortgage processor, underwriter, and closer are teamed with the mortgage loan officer from the beginning, allowing for continuity of the loan file and procedures," Eberle says. "This increases the level of customer service and the turnaround time of the loan process. We had all worked together as a team before we came to First Republic, so this is an approach that works well for us and for our customers."

Joining Eberle is a team of professionals with extensive backgrounds in banking and mortgage lending. The origination team includes Kathy Bowman, Mark Taylor, and Crystal Bailey. The processing and support staff includes Susan King, Jill Rogers, and Mary Jo Ricks. The company's compliance and quality-control administrator is Bonnie Hamilton.

Everyone at First Republic is committed to customer service and to making the mortgage process easy and stress-free.

"The bottom line is, we want to do what is right for our customers, and we want to place them in the right loan product," Eberle says.

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Green Sweep: A Healthy Clean

When Michael and Marcia Coulson purchased an existing cleaning company in 2008, they had a clear vision of where they wanted to take the company.

"At the time, no one was offering 'green cleaning'", says co-owner and CFO Marcia Coulson. "We knew that this was a niche that needed to be filled in the Bloomington community, so Green Sweep was created to fill this void."

"Green cleaning is the wave of the future," adds co-owner Michael Coulson. "People who have read the statistics understand the impact of traditional cleaning products on their family."

The U.S. Environmental Protection Agency released a finding that states: "Women who work in the home have a 54% higher death rate from cancer than women who work outside the home." (More startling statistics can be found on our website www.greensweepcleaningcompany.com)

"Our cleaning products have all natural, non-toxic, biodegradable ingredients that are either mixed in-house or ordered from one of several companies who meet the U.S. guidelines for being 'Green Certified'", explains Marcia.

If you would like to take a step towards making your family safer in the home - *right now* - call Green Sweep today for a free estimate. Customer satisfaction is our number one priority.

A Local Builder with a Solid History and a *Bright* Future

When considering a renovation, remodel, or new custom home, homeowners may wonder if the company they hire is truly local. They may be concerned about the company's longevity, or how it treats its customers and the community. If that company is Building Associates, those concerns can be put to rest. Established in Bloomington in 1983, Building Associates is a community-oriented company with a reputation for being customer-focused.

"We're a solid company that's been here a long time, and we plan to be here for a long time," says Vice President Matt Chitwood.

The company is active in several community organizations, including Habitat for Humanity, for which they recently participated in the 2012 Home Builders Blitz. Not only is the company a member of the Monroe County Builders Association, but Project Manager Martha Shedd is also that organization's president.

"We're proud to say that we are firmly rooted in the community," Shedd says.

The company does commercial work—including renovations for local medical-device manufacturers and pharmaceutical companies, pool renovations at the Monroe County YMCA, and a \$1 million roofing project at Crane Naval Surface Warfare Center, for which Building Associates received an outstanding performance evaluation—but they also do an equal amount of residential work.

Superintendent Tim Roberts says many residential customers are employees of companies where Building Associates has been renovating or remodeling.



(l-r) Matt Chitwood, Martha Shedd, Tim Roberts, Ross Chitwood, and Marte Van Deventer.

"After doing these commercial jobs, we get calls from employees and go on to do work in their homes," he says.

Roberts says he's worked on jobs as small as hanging a front door or remodeling a bathroom.

"It might sound like a cliché when you say 'No job is too big or too small,' but it's true," says Shedd. "It's the diversity that keeps our business strong."

Another thing that keeps the business strong is its solid reputation. Building Associates is known for its attention to detail, not only during construction but afterward, too.

"We've had many of the same clients for nearly 30 years, and that's because of our reputation for continued good service," says Chitwood.

With custom-built homes, renovations, and remodels in Bittner Woods, Sterling Woods, Renwick, and other locations around Monroe County, Building Associates has a reputation as a trusted home builder and member of the community.

"We have a solid history," says Chitwood. "But more importantly, we have a bright future."

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