



Shavings

A NEWSLETTER PUBLISHED BY R. CRAIG LORD CONSTRUCTION COMPANY

VOLUME 11, ISSUE 1

WINTER 2012

Come Fly With Me *by Craig Lord*

I am always cognizant of analogies between other aspects of my life and my profession. Just the other day, I found a good one. Like just about everything else these days, air travel has seen some major increases in costs. Faced with a trip in February, I was shocked with some of the prices for flights from Philadelphia to Florida. “Why not take the company jet?” you might ask. Alas, Anthony had already booked it for a trip to Wilkes Barre, but that is another story. Determined to find a deal, I set out to find the cheapest flight.



The first step was a search of all major airlines serving my destination. As expected, the costs were all very similar and in my mind, still too high. I learned from a friend that I might save some money if I flew out of Atlantic City. “This is great”, I thought, “I don’t mind driving an extra forty minutes if it means

saving big money”. My initial cost estimate from the airline reflected substantial savings compared to the other airlines. I was about to be rewarded for being a smart consumer, and I was excited at the prospect.

After filling in all the flight information and getting over the “Robert Lord” issue, (“How could there be two of them?” the computer wanted to know), I entered the payment phase of the booking process. The first ripple in the otherwise smooth process was when the pricing jumped by \$35.00 per seat. This was called a fuel surcharge. “Funny”, I thought, “shouldn’t the airline know how much fuel it will take to fly to Florida? I hope so. I wouldn’t want to run out somewhere over Georgia.” I rationalized that this charge was ok because I was still way under the other estimates. My first Change Order airline style.

The second charge, I was ready for; the baggage fee. Most airlines charge for bags, but one of the airlines I had looked at included bags with their pricing. In my case, the bag fees were the highest I had ever seen. My confidence was beginning to erode as I clicked on the select seats button. It seems at this airline if you want to sit next to the people with whom you are traveling, (and I did, at least on the way down), you have to pay a seat fee. Another twenty-five bucks per seat changed hands.

At this point I had spent exactly the same amount of money I had been quoted by the airline that flew from Philadelphia. On February 9th I will be driving an extra forty minutes wishing I had gone with the complete price instead of the price that only appeared to be a bargain. Sound familiar?

Remodeling Resolutions *by Anthony Provost*

The beginning of a new year is an opportunity for reflection, about goals for the future and what has come to pass. If you’re like me, a born procrastinator, your 2012 list may be carrying over some of the 2011 “to do” list as well. In the last week, I’ve found myself moving quickly to wrap up loose ends wherever they exist; addressing failing gutters, fixing the pesky roof leak that marked (literally, on the dining room ceiling) the worst of our Summer ‘11 rainstorms, and installing safety gates on the stairs (who knew 10 month olds were so mobile). Yeah, they were all long overdue, but better late than never, and now I can get on with the 2012 list in earnest...

So what’s on your list for 2012? Is it finally time to take on that Kitchen remodel you’ve been alternately planning and putting off

since 2008? How about the Master Suite you imagined would transform your daily routine? Or maybe it’s time to address those home comfort issues, and get a handle on mounting utility expenses with an energy audit and retrofit. Whatever the issue, be it routine maintenance or total redesign, R. Craig Lord Construction Company should be at the top of your list.





News in the Neighborhood

Happy New Year. The sawdust is flying and the streets are full of trucks in the neighborhood. Jean Gerhardt is getting a first floor Powder Room and Laundry Room. No more steps! Leslie and Steve Cohen are recreating the interior of their house and will soon be enjoying their increased storage and comfort. Paola and Bill Shore are just getting started expanding their first and second floors. We worked for them 11 years ago and we appreciate the chance to work for them again. Tim and Allison Carey will soon have a new bay window to go with their new front porch.



1237 North Church Street
vs, NJ 08057

Phone: (856) 235-4237
Visit us at: www.rcraiglord.com



R. Craig Lord is a 2011 GuildQuality Master with Highest Distinction award winner, dedicated to delivering an exceptional customer experience.

Printed on recycled paper.



Ask A Carpenter

What home maintenance item is most commonly overlooked by homeowners?

Answers:

Changing air filters regularly on the heating/cooling system. Depending on the system, filters should be replaced every 30-90 days. Dirty filters reduce airflow, and affect air quality. - Mike Payne

Gutter cleaning. If you're not cleaning them yourself, you should have a regular maintenance plan. Backed up and overflowing gutters can cause issues with everything from your roof to your foundation. - Gary Wuchter

Keeping up with exterior painting. If you have wood trims, regular painting can help prevent costly rotten wood repair. - Alberto Torres

Cleaning out behind the refrigerator. The debris that collects behind your appliances can actually affect their efficiency and lifespan. Cleaning behind the fridge helps keep the coils clean, which keeps the fridge working properly. - Dave Wills

