

# FOR IMMEDIATE RELEASE:

## CELEBRATE HOME AND NEIGHBORHOOD REVITALIZATION DAY!

**TOLEDO, OH, February 23** — Mayor Paula Hicks-Hudson along with Residential Renovations will launch the official “Home and Neighborhood Revitalization Day” at the Residential Renovations Showroom located at 235 First Street in Toledo Ohio on Saturday February 27, 2016 at 9 AM with an Official Proclamation Presentation.

In 2015, Toledoans saw a five percent increase in home sales with the average home price of \$97,500 reaching on average ninety-five percent of the asking price. According to the Lucas County Land Bank, too many homeowners and property owners cannot keep up with major exterior maintenance and show almost twenty percent of all residential homes in Toledo to have a serious maintenance issue, such as roof damage, foundation damage, or fire damage.

Scott Pratt, Sr., owner of Residential Renovations explained, “Owning a home is the American dream, however regular home maintenance can be both challenging and difficult to maintain. Often times, homeowners lack the knowledge of what home maintenance is essential, coupled with too few product choices and viable professional installation options, this can have a devastating impact on their home over time. As a home remodeler, I feel if I concentrate my efforts on educating the homeowner through free estimates, home analysis, attending local events and offering professional, cost-centric home remodeling options with a warranty, Residential Renovations can be the catalyst behind increasing the community’s overall home value, while empowering homeowners with choice and education.”

In honor of the “Home and Neighborhood Revitalization Day” Residential Renovations will host a special celebration following the Mayors Proclamation from 11 AM to 3 PM. The event will feature a spectacular ice carving by award winning local favorite ‘Ice Creations’ from Wauseon, Ohio, give aways, refreshments, showroom tours with top manufacturer reps, and a special appearance by Marty the Metal Roof. At 2 PM, one lucky family from thousands of entries in the Residential Renovations \$25,000 Ultimate Remodeling Makeover Contest will be presented with a \$25,000 check for remodeling their home with Residential Renovations!

Twenty-five lucky semi finalists have been selected in advance, with one additional semi finalist entry to be chosen live at the second chance drawing for those last minute homeowners with dreams of residential renovation.

Residential Renovations was formed in 2008 as an exterior home remodeling company focused on “from the roof down home solutions”. Scott Pratt’s vision was to offer the best solutions in price, choice and quality to meet all homeowners needs in the Greater Toledo area. Uniquely, Residential Renovations offers the largest selection of products with varying levels of features in metal roofs, siding, windows, sunrooms, pergolas and more. Scott Pratt elaborated, “Home remodeling should not be a one-size fits all business. Remodeling is a form of art, because each home and home owner has their own needs, obstacles, budget constraints, desired level of enjoyment and benefit requirements. Most home remodelers offer only one product solution and adjust the price to fit what they believe a home owner can pay. At Residential Renovations, ethics and professional standards are the keystone behind our vision, and home remodeling solutions.”

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**If you would like more information about this topic or a complete Semi Finalist list please contact:**

### **MEDIA CONTACT INFORMATION**

#### **REALITY MARKETING AND DESIGN**

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