



By LEONA PIRO  
owner of Act Two Home Staging,  
Accredited Staging Professional



## [ An Inviting Home ] staging a new build apartment in Victor

The Mead Square Commons project in Victor, NY was recently completed by developers Kevin and Anita Bruckner of KANDA Properties. It represents a new and exciting concept in the Rochester area. "To our knowledge, this is one of the first projects of its kind in the Rochester market, where loft-style apartments are located in a village setting," said Kevin Bruckner, who also owns The Place at Victor Village with Anita, his wife. "Usually, you see loft apartments in older renovated buildings in an urban environment." This new mixed-use development combines Main Street retail space with upscale loft-style living in a village setting. Trends across the nation and locally indicate that the percentage of rental households among young professionals and the Baby Boomers is increasing. Further, those shifting from home ownership to worry-free and lower cost apartment living are looking for unique living environments such as that offered by the loft-style units at Mead Square Commons.

Features such as the large great room, high ceilings, upscale kitchens and amenities such as master baths, hardwood floors and floor to ceiling fireplaces are must-haves for prospective residents. Residents are also seeking the convenience of village living where they can walk to the pharmacy, banks, library, restaurants, retail shops, cafés or just take the opportunity to stroll through the village streets. By combining appropriate ground floor retail users such as Yotality Frozen Yogurt, Zoom Tan and Allora Salon & Spa - which are the retail tenants at Mead Square, a synergy has been developed between the residential and retail uses.

Leona Piro of Act Two Home Staging was brought in during the final phase of construction just days before the unveiling on September 1, 2012 for "Hang Around Victor Day". Act Two Home Staging was able to furnish and accessorize the model from its extensive inventory of furniture, area rugs, accessories and artwork. "I can draw from inventory for about 75- 80 %

of what's needed for most vacant home stagings. The other 20-25% are pieces that Act Two purchases specifically for the project. My inventory grows with each staging project," says Piro. The initial rental period is a minimum of 30 days and may be extended at a reduced weekly rate afterwards.

The model at Mead Square included custom bedding and pillows designed by Leona. To play up the beautiful 12' ceilings, Act Two brought in oversized original artwork by local artist, Brian O'Neill. A metal tree sculpture, created by Mike Fitzsimmons of Fitz Art which was hung between the beautiful windows that are one of the architectural highlights throughout the building. Attention to detail is the hallmark of Act Two Home Staging's work. Leona says, "It's important to appeal to the emotions when staging a home".

Anita Bruckner was very pleased with how the staging of the condo turned out and resulted in a quick sale. "We hired Leona and her Act Two team to stage the model apartment unit at Mead Square Commons in the Village of Victor. She did an EXCELLENT job. The response was "WOW" from the general public when the model was open for the big village event. We will definitely use her staging services again!"

Kevin and Anita are actively seeking additional sites for re-development, with the goal to bring more residents and retail businesses into the villages. This will further enhance the sense of community which has been somewhat lacking by the outward expansion of the low density residential development and concentrated mega-retail development experienced over the past several decades.

**Act Two Home Staging**  
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By CARMEN SANTORA  
Executive Director, Better Contractors Bureau



## [ The Gutter Scam ] protect yourself

Recently Carmen Santora, Executive Director of the Better Contractors Bureau (BCB) said, "We have been made aware of a new scam based on the old bait & switch tactic and would like to warn people to watch out for it. It is the clean your gutter scam". The way it works is an unscrupulous contractor places an ad in one or more of the weekly shopper papers delivered to the various towns. The ad usually doesn't have the company name only a phone number.

The ad advertises gutter cleaning for as little as \$25. When the contractor comes to your home he immediately starts to clean your gutters but then notices (or so he says) that you have other major problems such as deteriorated fascia boards behind your gutters or your roof edges are damaged from prior ice back up or your gutters are too far gone to clean and need replacing.

He then proceeds to scare you into signing a contract for much more work than is needed and in almost every case is really unnecessary. Santora says we have documented cases of seniors paying over \$19,000 after calling for a simple \$39 gutter cleaning. Most contractors have been paid in cash or had checks made out personally to them.

Santora says, he advises anyone calling for a gutter cleaning should only have that done and if they are informed of any other problems to tell the contractor that you will have to get three estimates and will get back to them. Don't be pressured or scared into having the work done immediately, as

part of the scam is to remove what they say is damaged and then immediately take the materials from the premises so that no one can actually see that the work was not really needed.

We have no licensing or registration here to help find these scam artists and they know it so if you feel the gutter-cleaning gimmick has scammed you call the BCB at 585-338-3600 and report it along with notifying the Attorney General's office at 546-7430. Santora advises that if you are a senior and unsure of a situation that you have a neighbor, friend, or relative present when the contractor is giving you an estimate or call the BCB office for a FREE Consumer Guide or go to [www.The-bcb-net](http://www.The-bcb-net).

**Better Contractors Bureau**  
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