

## Lights, Camera, Home Automation

*Integration provides convenience, comfort and safety*

It wasn't long ago that a state-of-the-art home meant having a central vacuum system, a home alarm and surround sound on the family television. As electronic technologies converge, prices decrease and consumers further embrace technology, the possibilities with respect to automating the home are practically limitless.

In recent years, home automation has evolved to include the integration of a home's communications, entertainment, lighting, security, safety, comfort and information systems. Home automation entails connecting these systems with wireless units or structured wiring, a bundle of high-speed wires that carry electronic information, to provide useful services through central monitoring and control devices.

Evolving technology and rising consumer demand are driving exponential growth in the field of home automation. Related revenue is projected to hit \$5.3 billion by 2007, up from \$1.8 billion in 2002, according to the research firm In-Stat/MDR.



*Theater-quality entertainment systems provide the convenience of integrated audio-visual, lighting and temperature controls.*

BOWA Builders is seeing its clients adopt such technologies at an even higher rate than that of the impressive industry average. Rich Cassagnol, Division Manager for Arlington, Alexandria and Washington, DC, estimates nearly 100 percent of BOWA's new-home construction and 50 percent of renovation projects include a degree of home automation.

"A home automation project can run the gamut from simple integrated lighting controls to fully automated entire-house systems, which provide the owner complete control of the home even while out of town," says Cassagnol. "Today's systems are so powerful that clients are able to activate security systems, control temperature gauges, power appliances, program home entertainment systems and even receive critical alerts from a remote phone or Internet connection."


While some advanced features may seem a bit excessive, many home automation applications provide basic convenience, savings, comfort and security. Among the practical benefits are:

- Heating, venting and air conditioning systems adjust depending on the time of day and whether anyone is currently in a portion of the home.
- A home computer sends a text message if a home emergency is detected.



*This media room houses a 63" plasma television and a six-zone, state-of-the-art audio visual distribution system with color touchpads throughout the home for optimal control.*

- A voice-controlled home stereo system plays a favorite collection of music piped to several areas of the home from a shared server.
- A call from a cell phone in the car can turn on garage and kitchen lights for a comfortable arrival.
- Automated security, medical assistance and remote-access communication can provide comfort to the elderly or infirm.
- Graphical keypads and phones provide control of temperature, lighting scenarios, security systems and more.

As technology continues to become even simpler and more cost effective, consumers are likely to race to the benefits of home automation. Even those with concerns about retrofitting an existing home with structured wiring may well change their minds as less-intrusive wireless systems continue to advance. 

### INSIDE THIS ISSUE:

- Spring/Summer Checklist* ..... 2
- News from an Insider* ..... 2
- BOWA Announcements* ..... 3

### Time to Begin Thinking about Summer Again

With summer just around the corner, it's time to follow our spring/summer checklist to help protect your home and family.

#### Interior

- Check smoke detector batteries.
- Check security system batteries.
- Check carbon monoxide detector batteries.

#### Exterior

- Clean debris from gutters and downspouts.
- Ensure positive drainage away from house.
- Caulk and re-touch exterior paint.
- Power wash outdoor deck or patio surface.

#### HVAC

- Clean and/or replace filters.
- Turn humidifiers off (turn water off at valve and adjust humidistat to "off").
- Clean and check condensate pipes and/or pumps.
- Get a full system check by a specialist.
- Adjust dampers to correct position for cooling season.



### We're Headin' Out West

*Commentary contributed by*  
**JOE BURKE,**  
DIVISION MANAGER




In the three years since I joined BOWA Builders, the company has undergone a tremendous evolution – all with the intention of better serving our clients. Among the most significant developments are BOWA's recent expansion westward to serve clients in Loudoun and Fauquier Counties in Virginia and several new product lines.

Over the past 17 years, BOWA has developed a strong and loyal (thank you) client base in the immediate Washington metropolitan area. While our work in these communities is certainly expected to continue, BOWA is in the process of establishing a second office in the western portion of Northern Virginia, perhaps in Loudoun County. This strategic move will enable us to effectively deliver our hallmark level of service and quality craftsmanship to clients in Loudoun and Fauquier Counties.

Our decision to expand west comes in response to numerous requests from current and prospective clients for BOWA-quality service in these areas. Our research confirms there is a tremendous opportunity to deliver our complete range of services in these markets, including custom home and large-scale addition/renovation construction. In addition, given a substantial equestrian community, the recent launch of our equestrian product line provides an appropriate segue into these counties. Our experienced equestrian design-build team specializes in barns, indoor arenas and riding rings, and has completed numerous beautiful projects throughout the area.

Among the other products BOWA recently launched is a home projects service, an entire division focused exclusively on small- to mid-sized projects for new and existing clients. Also, in 2004, we introduced a pilot home management offering for current clients. Just as with our expansion, these new products come in response to our clients' growing needs. Rest assured, we've listened and evolved to continue to be of service to our most valuable asset - our clients.

We're all very excited about the expansion and other developments at BOWA Builders. Those interested in learning more about our work in Loudoun and Fauquier can contact me directly at [joeb@bowa.com](mailto:joeb@bowa.com) or (703) 734-9050 x310. 

### Home Advisor Features Valuable Tips for the Home

*Subscribe today to receive home maintenance advice*

For over 17 years, BOWA has been providing clients with sound professional advice on all facets of home construction and maintenance. Since early 2004, BOWA has been packaging this advice in the BOWA Home Advisor. A free monthly email, the BOWA Home Advisor provides important tips on how to improve and protect the home and family.

Drawing on the expertise of BOWA's seasoned construction professionals and careful industry research, the


emails deliver clear, concise overviews of relevant home topics. With tips on how to repair and maintain items in and around the house, as well as features and benefits of new products, each Home Advisor is a must read.

All focused on helping to maintain your home's value, recent BOWA Home Ad-



visor topics include:

- the latest in heating, ventilation and air conditioning components
- how to properly care for bathroom tiles
- the latest in back-up power systems
- how to ensure water is draining properly around the home's foundation.

Those who are interested can subscribe to the Home Advisor or view past issues by visiting the "About Us" section of BOWA's website, [www.bowa.com](http://www.bowa.com). If there are specific topics you would like to see covered in the BOWA Home Advisor, please contact Kathy Kelly, Director of Marketing, at [kathyk@bowa.com](mailto:kathyk@bowa.com) or (703) 734-9050 x325. 

## BOWA AWARDS



WHOLE-HOUSE RENOVATION  
*Potomac, Maryland*

#### 1st Place Winner

2004 FFL Monument Award, NVBIA  
Customized Residential Remodeling  
Above \$750,000

#### Grand Award Winner

2004 Contractor of the Year, NARI  
Entire House Remodeling Over  
\$1,000,000

WHOLE-HOUSE RENOVATION  
*Great Falls, Virginia*

#### Award of Merit

2004 FFL Monument Award, NVBIA  
Customized Residential Remodeling,  
\$250,000-\$400,000

#### Local Merit Award Winner

2004 Contractor of the Year, NARI  
Entire House Remodeling, \$500,000-  
\$1,000,000



#### RECOGNITION BY THE MEDIA

##### Top 25 Remodelers to Work For

- #1 in this national ranking  
*Professional Remodeler*, January 2005

##### Pacesetter Award - Production

- National best-practices review  
*Custom Home*, November 2004

##### Largest Home Builders

- #20 in this local ranking  
*Washington Bus. Jrnl.*, October 2004

##### Largest Whole-House Remodeler

- #1 in this national ranking  
*Qualified Remodeler*, September 2004

**We have plans  
of our own!**

**BOWA**  
Builders, Inc.

**For a new office, that is!**

In early July 2005, BOWA Builders will be moving to a new office location:

**7900 Westpark Drive, Suite A10  
McLean, VA 22102**

The main phone and fax numbers, direct dial numbers and all employee email addresses will stay the same.

Main: (703) 734-9050

Fax: (703) 734-0188

<http://www.bowa.com>

Same people, same personal service,  
less crowded!

**BOWA**  
Builders, Inc.

6623-A Old Dominion Dr.  
McLean, VA 22101  
Phone: (703) 734-9050  
[www.bowa.com](http://www.bowa.com)