Copywriting Clips by Alan McNairn

Yellow Pages Editorial Copy





How-to: Prevent a leal

- ial roof inspection, the fall is usually a good time to do
- ur energy bills: are they higher than the previous ng or cooling could be escaping.



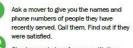
If you do have a leak: Make sure you schedule a repair immediately to avoid unnecessary diately to avoid uni age costs. Delaying or ignoring roof leak repair can have serious cons

Don't Get Scammed!

Tips on Finding a Good Mover

Local movers vary widely in quality of service. You should check your choice out carefully before entrusting your precious possessions to a moving company.





Check your choice of movers with the Better Business Bureau

Pay your mover only a portion of the cost

Be clear from the outset what you want moved and don't suddenly add things to the load.

When your possessions are delivered to your new home, check your inventory and do a thorough inspection before paying the final installment.



Tips on Hiring a Contractor

Do your research in advance and be very clear what you need from a contractor - details are important

Call a number of contractors and get at least three estimates of the cost of the work you want done.

Check out the brands of the materials listed on a contractor's

Ensure that your chosen contractor has an excellent reputation and a history of satisfied customers. A reputable contractor will be able to show you pictures of work that they have done, but remember anyone can take take pics off the Internet and call them their own, so ask lots of questions, ask for references that you can call and also ask if you can visit a home or two where he has done work.

Check with the Better Business Bureau to see if your choice of contractor is accredited for your kind of job.

Hold a contractor to the agreed-on terms for your work and make a final payment only when you are satisfied that everything is completed.

Saving the environment actually saves you money.



Most home wiring is hidden from view. It takes an expert to determine if it's up to code.

Warning signs that something is not right with home wiring include; warm or hot sockets, frequent flipping of circuit breakers and any kind of sparking, smoking or odd electrical smells.

What met code years ago might fail to meet it today.

If in doubt about wiring, hire a certified building inspector or a qualified electrician to write a report on the electrical services in your home.

In many cases what you can easily see in your electrical system will have been upgraded to code while what you can't

A qualified expert's report will include a complete analysis of your wiring and recommendations for upgrading if ecessary to meet the current code.





Eco-Friendly Plumbing

The latest plumbing fixtures reduce water consumption. Your monthly bill will go down Regular toilets consume 30 to 40 percent of domestic water. Modern low-flow models cut this in half.

With low-flow showerheads water consumption is reduced by as much as half, The energy to heat water is reduced by around 10%.

Proper insulation of hot water pipes can further cut home energy use.



Denise's Jewellery is a fresh boutique concept specializing in freshwater cultured pearls and chic contemporary jewellery designs.

Once a symbol of wealth and power, pearls are now an essential accessory for the well dressed woman. Denise's Jewellery has a wide range of unique and spectacular pearl designs to suit every taste. Genuine pearls are an inexpensive luxury that transform the simplest outfit into a classic statement.

Recent developments in pearl farming technology in China have changed the world of jewellery. Freshwater cultured pearls, magically created by the triangle mussel, are of high quality and are affordable. Denise's Jewellery has selected excellent suppliers in China that produce outstanding, affordable freshwater cultured pearls.

Freshwater pearls have strong, translucent surfaces which, when polished, have a brilliant sheen. Individual pearls in a string will catch the light and shimmer, each in a different way. That's the natural property of pearls which makes them so desirable to give to someone special, or to personalize your style.

As well as pearls, Denise's Jewellery offers Chinese designs in other materials such as ceramic and enamelwork set in an attractive metal alloy. These brilliant pieces are designed by skilled craftsmen experienced in the most sophisticated contemporary fashion.

