



## Comfortable and Cost Effective.

A solid concrete basement provides you with a more comfortable, stronger, and drier basement. In a single story home, a lower level living space can double your square footage. In a two-story home, it can add 50% more usable space.

A lower level living space can offer you all the advantages of an upstairs space — at a fraction of the cost.

## Storage and Utilities.

With a concrete basement, you can free up your upstairs space by providing a warm, dry place for storage below. With a full basement, your heating, plumbing, electrical, gas and other services are also easily accessible. You'll even have a place for the washer and dryer where you won't have to hear them vibrating on a wood supported floor.



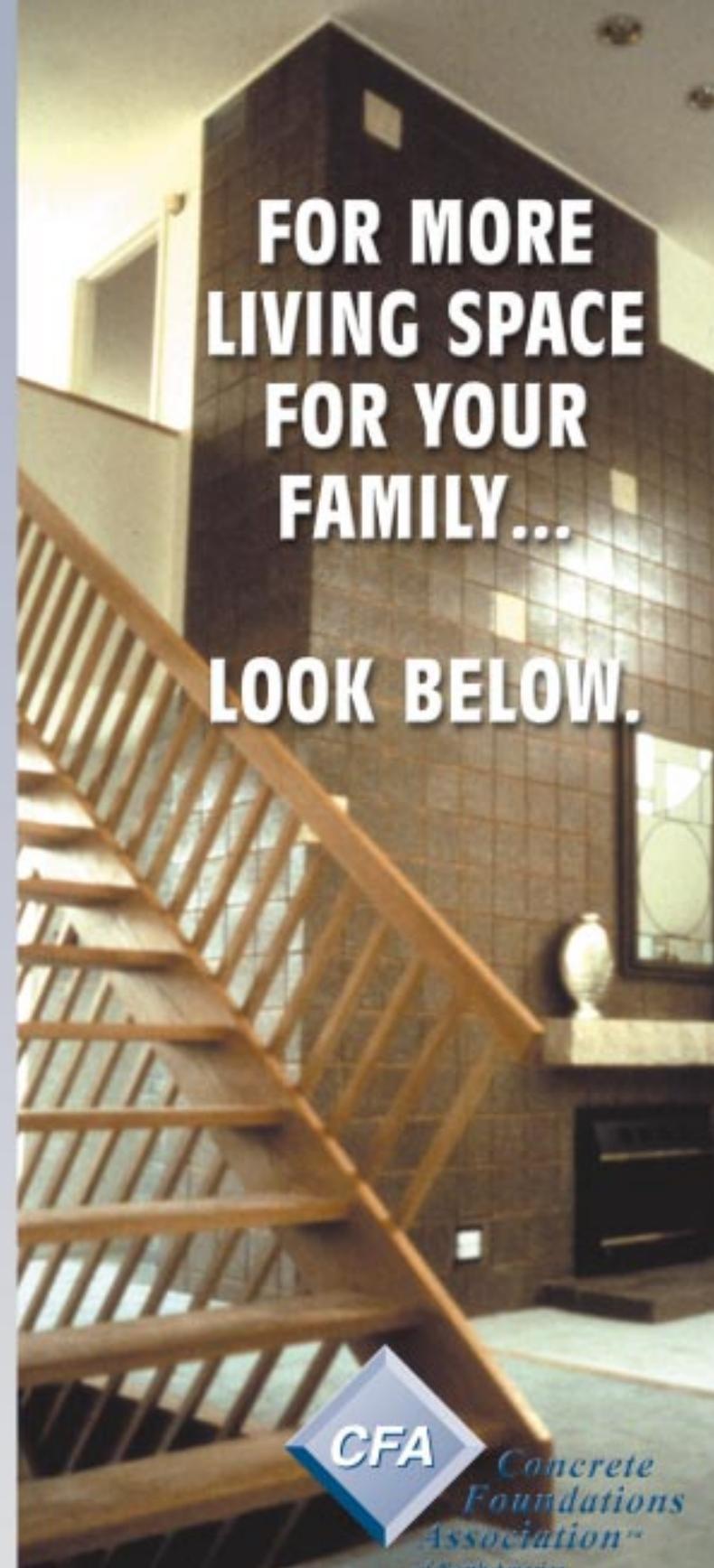
## TODAY'S FAMILIES ARE CHANGING THE WAY WE BUILD HOMES.

### Find out More.

To learn more about the cost effective advantages of lower level living for your new home, call your local concrete foundation contractor listed below.



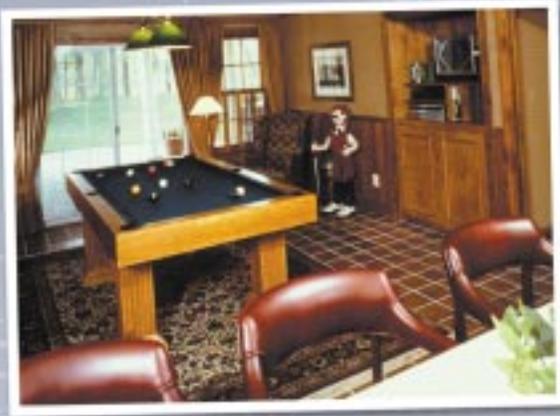
CFA and Grace Construction Products. Working together to provide value-added concrete and excellent service for members of the Concrete Foundations Association.



# FOR MORE LIVING SPACE FOR YOUR FAMILY...

# LOOK BELOW.





## Room to Play. Room to Grow.

With simple interior finishes, and floor and window treatments, you can make your lower level as livable as the rest of your home. Deep well windows that let in plenty of light, high ceilings and open finished stairways and walkouts also give that above ground feeling. You can create the space as a home theatre, a playroom, an office, or a living room. You'll even have the confidence to put elegant furnishings in your lower level space.



## A Short Commute to the Office.

With more people working out of their homes or telecommuting, the lower level is an ideal spot for a home office. It's a great, quiet place to get work done in privacy, separated from the distractions in the rest of the home. You'll especially enjoy the commute — leaving you more time for other things.

## A Space of their Own.



You may have teenagers who want a space of their own, elderly parents you care for, or just want quality living space for occasional guests. A concrete basement lower level living space is your most cost-effective option to realize those goals. You can even create an apartment complete with a kitchen and bath.

## A Better Foundation For a Better Family Life.

Today's active families need all the living space they can get. With a solid concrete basement, you can have a lower level living space that's as comfortable and livable as the upper level. You'll dramatically increase the usable space in your home, at a cost-effective price that also increases your home's resale value. And with today's proven waterproofing and insulation treatments, you can enjoy a lower level living space that's dry and comfortable. Just imagine the possibilities.

