

Do-It-Yourself Is In Style

Unlocking The Personality Profiles of Home Improvement

(NAPSA)—Americans spend \$200 billion each year on home improvement projects and that number is steadily increasing. With the softening economy, more people are making home improvements on their own rather than hiring a professional. Skil Power Tools estimates that a \$500 home improvement investment can raise the value of a home up to \$5,000.

Fall is the perfect time to finish old Do-It-Yourself projects and begin getting your home ready for the holidays. The Skil Web site (www.skil.com) was built to walk people through the most common DIY projects with animated, step-by-step directions.

While there are different levels of Do-It-Yourself experience, everyone has their own style and personality when it comes to home improvement. See if you, or someone you know, fits the profile:

Wish List Wally—Makes extensive lists of home improvement projects but never actually gets around to doing any of them. Wally is a dreamer who would like to make his home a better place to live but may lack the know-how and tools to make it happen.

Pauly Procrastinator—Pauly has big plans for projects all around the house. At times he starts several projects but when he isn't sure of the next step the procrastination creeps in and he doesn't finish the job. Anyone who has ever done a home improvement project understands the way Pauly feels.

Bob Bitoffmore-Thanhecan-chew—Bob ripped out his kitchen cabinets before he figured out what the next step should be. Then he bought a truckload of lumber to build a deck but doesn't have the first clue what to do with it.

Rex Retirement—Has lots of time on his hands to take on new projects but isn't necessarily interested in building the biggest and



“Bob Bitoffmore-Thanhecan-chew” represents Do-It-Yourselfers who take on large projects without planning or purchasing the proper tools.

the best. Over the years, he had a respectable workshop but is probably downsizing now as an empty nester.

Carl the Craft Man—On a Saturday, this guy takes apart his lawnmower for fun. Carl is also known as “Mr. Ambitious,” he loves to fix anything around the house and is confident enough to take on most any home improvement project.

Gadget Gary—Gary loves tools, needs a fully equipped workshop and is always looking for the biggest, best, latest and coolest tool on the market. While Gadget Gary has every tool under the sun, he doesn't necessarily know how to use each tool to its full potential.

Family Man Frank—The Family Man knows new additions to the family means constant changes and updates to the home. He is always using his tools for assembling new toys, building furniture and closet organizers, and installing shelves.

Joe College—His place is his castle but it is small and doesn't need major renovations. He is interested in making what he has look its best, even if it is just for a year or two. Joe builds shelves, hangs pictures, assembles simple furniture etc.

For more information, visit www.skil.com.