

FOCUS ON LIMERICK & ROYERSFORD

Limerick Township — A Business-Friendly Municipality

Limerick Township is a business-friendly municipality centrally located between Reading and Philadelphia on the Route 422 corridor. Limerick Township was the recipient of the 2018 Economic Development “Legislative Award” from the TriCounty Area Chamber of Commerce, recognized for its efforts in maintaining below average real estate taxes while maintaining a high level of services to its community. The township dedicated its new municipal building October 27, 2018.

Before acquiring land, closing a deal, or commencement with the engineering of a plan, a business contemplating a development project in Limerick can meet with Township staff and consultants at their regularly scheduled meeting to discuss project scope and receive recommendation on how to navigate the Land Development process and potential permitting obstacles. Upon direction from staff, and if desired, a business owner can schedule a confirmed appointment to appear in front of Board of Supervisors at a regularly scheduled public meeting to present their project to the Supervisors and receive preliminary feedback. For more information on Township approvals required for locating your business to Limerick Township, contact Greta Martin Washington, Director of Community Planning at 610.495.6432 ext. 127 or zoning@limerickpa.org.

The **Linfield Corporate Center**, conveniently located at the Limerick/Linfield interchange of the 422 expressway, is firmly anchored in the heart of Limerick Township’s business community. Established in 1989 by Hough/Loew Associates, this attractive, 230+ - acre planned corporate center (see map) is home to Rothman Institute, Proconex, 3-M Corporation,

Aluminum Athletics, Iron Mountain, Yarde Metals, and more. The park is zoned O/LI Office/Limited Industrial permitting manufacturing, research, storage, distribution, office, healthcare uses and more. At fifty percent occupancy and actively growing, recently approved land developments projects under construction include Rothman Institute’s third facility, JACQUET Metals, Piazza Subaru and FORCE America. Vacant lands available for businesses who wish to call the Linfield Corporate Center home range from two acres to 45 acres. Contact Bill Straub at Gambone Management Company at 610.539.4700 or the exclusive marketing agent, Larry Bergen, of Colliers International, at 215.928.7528.

The following development projects are currently approved and under construction within the Linfield Corporate Center:

Rothman Orthopaedic Institute, part of the Jefferson Health System, headquartered in Philadelphia, is internationally recognized for the treatment of musculoskeletal issues that prevent you from living your life. To accompany the existing specialty hospital and medical office buildings, Rothman is constructing a third facility, a two-story 37,900 SF surgery center and medical office building on 4.63 Acres on Enterprise Drive.

JACQUET, a French based company with four locations strategically placed in the USA is a service oriented stainless and nickel alloy processing and distribution company. They are constructing a 105,082 SF processing, distribution & office building on Keystone Drive on 8.99 acres. JACQUET had previously leased space at another facility in Montgomery County, and have chosen to purchase and build in the Linfield Corporate Center.



Piazza Subaru is proposing to construct a two-story automobile sales and service building totaling 33,618 GSF along with 121 customer/employee parking spaces and 346 vehicle inventory spaces on 7.7 Acres on Autopark Boulevard. Subaru is relocating from another facility in Limerick Township due to the desirable proximity to the 422 expressway. For more information on this project, contact Richard D. Orlow, Esq. at 610.630.7911 or ro@piazamgmt.com.

FORCE America, Inc., headquartered in Minnesota, is one of the leading suppli-

ers of motion and control systems in North America. They are proposing to construct a 20,412 SF warehouse/office on 2.97 Acres on Enterprise Drive, with room for expansion to a total of approximately 32,500 SF. FORCE America most recently leased space at another facility in Limerick Township and have chosen purchase and build in the Linfield Corporate Center. For more information on FORCE America contact Bill Guggemos, Vice President of Technology & Capital at 952.252.3754 or BGuggemos@forceamerica.com.



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Royersford — Taking Bold Steps to Become a Popular and Bustling Borough



By Anil Dahm, Royersford Borough Council President

Royersford has and continues to make a remarkable transformation from a bedroom community that five years ago sat quietly on the 422-corridor with a few places to visit, but not thriving. Today, Royersford is taking many bold steps in becoming a popular and bustling borough.

Collectively with existing businesses, new investors, and a Borough Council focused on revitalization, we have worked together to change the dynamics in this rapidly growing borough. Just five years ago, 13 vacant storefronts sat empty, and today, each one of those storefront buildings have been sold and are in various phases of renovation.

Just last year alone, Royersford Borough welcomed in new businesses such as the restaurant, The Big Easy; All that Jazz dancewear; Center Massage; Home Instead Senior Care; and the Factory Hardcore gym. The influx of new businesses that have opened up in the past few years include: The Pink Moose Ice Cream & Café; Velvet Luxe Salon; Brewed Awakening Coffee shop; Dunkin Donuts; The Muscle Therapy & Massage Center; Complete Game Baseball; Winding River Tattoo Shop; Rust & Sparkle clothing & gift store; and Royersford Nail Spa. This resurgent business community has led to the reinstatement of the Royersford Business Association, which was brought back together in partnership with a new mayor, and several business leaders.



A focus on the business community by itself does not make a town thrive. In addition to making Royersford a welcome place to do business, Borough Council has made it one of the most popular places to

live. In 2017, Royersford was named the Nation's Most Affordable town with the best school district by Realtor.com. At the time, Royersford was 21 percent more affordable than the rest of the Philadelphia metro area, and 32 percent more

affordable than metro areas across the United States. Livable and affordable, rare words in today's challenging housing environment.



(Continued on page 14)



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Perkiomenville, Pottstown, Skippack, Lower Frederick, Royersford, Norristown and Lansdale, and the delivery charge for the first 20 miles from the sales lot are on us! Several finance options, including 15 months same as cash, are also available.

Stop in to see the wide selection of in stock inventory or let us help custom design your structure to fit YOUR specific needs; the possibilities are endless! Can't make it in during office hours? Our After Hours Shed is always open and stocked with brochures and information. Contact Chuck at 484.961.8822 to schedule an after-hours consultation!



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(Continued from page 13)

How did we accomplish the livability aspect? Borough Council and our Borough Manager Mike Leonard have made steady infrastructure investments. Just in 2018, we upgraded several traffic lights to smart lights, added a brand new 19 car parking lot, focused on Main Street safety with a new pedestrian friendly crosswalk, and focused on the repaving of roads in need of repair. Royersford Borough in 2018 were awarded nearly \$646,000 in grant money towards upgrading our town, which equates to just under 25 percent of our budget.

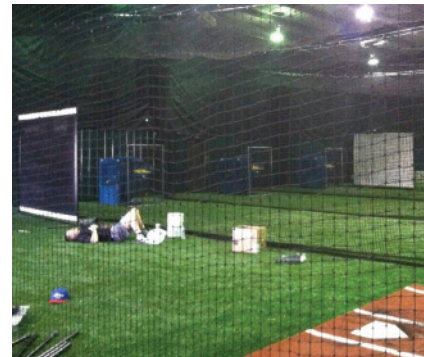
Roads and infrastructure are visible investments that people see every day. But our residents want to have fun as well! In 2017 and 2018, we focused on enhancing quality of life by partnering with the Hill School on the installation of a new boat and kayak dock on 1st Avenue, near a new trail that we will be expanding this year. Having the dock led to the 1st Sustainability Fair in partnership with the Schuylkill River Greenways in 2018. We envision future regatta style races taking place in conjunction with the Hill School and Owen J. Roberts, who use our dock for their crew teams. The outdoor recreation options also now include



an ice rink that we bring out in the cold months of the year at our Victory Park.

Our home prices have continued to rise, and in 2016, outpacing the rest of Montgomery County by nearly 2 times the year over year price change. As of this writing, there are only seven homes for sale in Royersford. Just three and four years ago, the winter months often had upwards of 17-25 homes to choose from.

The word has gotten out, and there is much more to come! Besides our usual well attended Community Day events, we are looking to add more to do in our borough. The big things to look towards in 2019 for Royersford are completion of renovation of the old LeBow Furniture store building, which has secured its first of several



commercial tenants, this being an office space to the newly elected State Senator for much of the 422 area, Katie Muth. The old McKissic hardware store is becoming a mixed-use building, with a restaurant tenant to be hopefully be announced soon! The previous Humane Fire station is transforming into a Brew Pub, and a complete teardown and rebuild of Phoenixville Federal Bank is nearly completed.

Our signature piece to the revitalization in town besides having a thriving Main Street will be to transform Royersford into a "Riverfront town." An old trestle bridge

that we hope to renovate and connect Royersford to the Schuylkill river trail has completed feasibility studies and is awaiting funding. We expect this to complete the transformation in town with several mixed-use buildings near the waterfront and bring additional employment and amenities to the wonderful folks in our town.

Anil Dham is the Borough Council President in Royersford and has served on council since 2014. He would like to thank his colleagues on Council, Matt Stehman (VP), Alex Metricarti, Tom Weikel, Joe Moskal, Tiffany Moyer, and Amy Demchik along with Mayor Jenna Antoniewicz and Borough Manager Mike Leonard.



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Magic Memories' method of learning is through socialization and play. "We strongly believe that learning through play and socialization is so important to supporting child development," said Mrs. Zambrano. "We have a strong focus on the kids as

individuals and developing their life-long love for learning." As part of their commitment to quality services, Magic Memories participates in Pennsylvania's continuous quality rating and improvement system, Keystone STARS.

"We are incredibly happy to be in Royersford and be an active participant of this thriving community!" said Mrs. Zambrano said. "We are honored to have the opportunity to care for children in Royersford, and to partner with families during this pivotal stage in their children's growth and development."

For further information about Magic Memories and their high-quality program, please visit their website at www.magicmemories.org or call 484.938.5990.

Keller Williams Realty Group: Limerick's Quiet Giant gives nearly \$1.5 Million in Profit to their Realtors

Terese Brittingham and Thomas McCouch established the Keller Williams Realty Group franchise with 25 Realtors in 2002. By January 2019, they grew their Market Center to over 250 Realtors and closed more than \$400M in total volume in 2018. From the beginning their vision was to build a business for the Realtors, a place where they would have a voice in the Company, feel empowered to grow and connect as a community. Terese and Tom embraced the education, culture and technology offered by Keller Williams Realty International, and went about helping Realtors find their unique paths. Connecting and giving back to the community at large was always part of the overall vision, resulting in a broad variety of annual, ongoing events such as the 14th KW Realty Group golf outing benefiting Alex's Lemonade Stand Foundation for Childhood Cancer, Operation Backpack, Keller Williams R.E.D. Day. In previous years, time and resources were devoted to the Women's Center in Pottstown, and the Veterans Center in Spring City. The Realtors in the office embrace the KW Culture with ongoing food collections for the Daily Bread Food Pantry and other great charities. At the corporate level the Keller Williams Cares program supports Realtors from disaster relief throughout the Country and on a more individual level by serving the community. Terese personally served 2 years as Chairman of the Board Tri-County Chamber of Commerce and currently serves on the Board at Pope John Paul (PJP) High School.

Today's markets, as it relates to, Real Estate Brokerages are driving growth to a new level. Internet Brokerages are the newest attention getter. Despite this new wave of how real estate can be done, there has been a caravan of Realtors leaving every known real estate brokerage in the region, and signing on to Keller Williams Realty Group Collegeville/Limerick. Even some of the largest production teams from Berkshire Hathaway Home Services (BHHS) and Long & Foster (LF) are realizing the opportunities that come with joining Keller Williams. Reasons for the mass exodus, are in part, influenced by a paradigm shift of industry forces and the word is spreading that Keller Williams Realty is where you need to go to grow your business. Realtors are relearning the Industry from a digital marketing and technology driven perspective, far from the traditional and often, outdated manual business processes. Realtors and Agent Teams seeking stability and growth are finding the Keller Williams Business Model very appealing during this time when the very foundations of the real estate industry are being challenged, torn down, modified and fortified with new, technological forces. Realtors are embracing the education, technology, culture, and business models that Keller Williams is known for and as a result, have become more attractive than ever, and perhaps the greatest overall influencer of "moving to a new house" both literally and figuratively.

The Keller Williams Business Model is so unique it's generally misunderstood by many outsiders. Keller Williams believes in providing the Realtors opportunities for multiple income streams and to grow exponentially to allow Realtors to think, act and operate as Business Partners. The KW Culture is best exemplified by having an Agent Leadership Council (ALC), which is made up of Agents inside the Market Center, who are encouraged to think "outside the box" and think like Partners. The Realtors are supported by a Team Leader and the leadership team entrusted: to help Realtors grow their business, in their own vision of success, increase Profit Share, and guard the Culture. Over the past 16 years, despite economic growth spurts and housing markets rising and collapsing. The Keller Williams Realty International model has sustained itself and reinforced the Culture helping Realtors succeed in their businesses. Through all of it, Terese and Tom built one of the largest and most successful Real Estate Brokerages in the region. They have expanded from Residential and added other divisions: Luxury, Commercial, Farm & Ranch and Investment Real Estate.

True to their core values, since 2002, monthly, Keller Williams Realty Group has rewarded their Realtors with Profit Share Distributions, totaling nearly **\$1.5 Million dollars** to date. They continue to offer the best education to expand their Realtors businesses. Encourage their Realtors to be Community magnets, helping to make where they live great and to focus on having a rewarding business that's in balance with the Mission, Vision, Values, and Beliefs of the Company. Keller Williams Realty Group has 3 locations. In Limerick, the company headquarters located at 542 North Lewis Road just off the 422 bypass where their sign is visible to thousands daily and in Audubon and Quakertown. If you are thinking about exploring a career in Real Estate Keller Williams contact Terese Brittingham or Thomas McCouch at 610-792-5900. **Come join us.**



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FOCUS ON LIMERICK & ROYERSFORD

Diamond's New Royersford Branch Already an Asset for Local Businesses

Diamond Credit Union's Royersford branch may be new, but that has not prevented its team from becoming a valued partner to area small business owners since its doors opened in October 2018.

"After being with one of the United States' largest banks for 15 years, the fees on our business accounts grew out of control," said Alex Gingold, who along with his wife Amanda, own Pottstown based DonutNV and Royersford based Keystone Amusements and Food Truck Craze. "We became frustrated because no one could explain the increasing fees we were paying or offer better options to meet the needs of our growing businesses. Every interaction in the branch turned into a sales pitch to open a credit card or try a new point of sale system. We wanted a bank that focused on banking."

With their former bank unable to present any solutions for consideration, the Gingolds made a phone call to Diamond. Impressed

by Diamond's service and approach to business account fees, they visited the Royersford branch the same day. After meeting the team in person, they opened accounts for all three of their businesses.



DonutNV — Pottstown

"Why should you have to pay more to deposit more as your business grows?" Gingold wondered. "Huge shout out to Diamond. If you're tired of paying fees on your business accounts, check them out."

All business checking accounts feature the same benefits and money saving online tools as personal accounts. Business owners can access their accounts anytime through Diamond's NetBranch online banking.

One big difference for Diamond's Business Services is their "per transaction (multiple item)" processing versus "per item" processing found at other financial institutions. This can be a huge cost savings for small businesses who conduct multiple debit and credit transactions daily. Make



Diamond Credit Union - Royersford

accounting work easier with Quickbooks® Connection, a one-click button to download transactions, update records, and reconcile accounts. Instant Online Deposits allow businesses to deposit checks without visiting a branch, waiting for checks to clear, or additional fees. Bill Payer is a powerful tool that saves owners time and money. Pay one-time bills easily, recurring bills automatically, and spend less on checks and postage. Interest-bearing business checking accounts are also available and owners like that they keep their interest versus having it credited to cover fees.

The Gingold's move was made easy by Diamond's Business Services Checklist. Available at diamondcu.org/business-services or by calling 800.593.1000, the Checklist prepares business owners to make their move. It contains all the information owners need to begin taking advantage of Diamond's services right away. It eliminates the need to make two trips to a branch to join.

Diamond also offers business lending products with flexible terms, competitive rates, and award-winning service. Businesses count on Diamond for commercial real estate loans, lines-of-credit, vehicle loans, equipment loans, and working capital loans.

"Entrepreneurs from a wide range of businesses seek commercial real estate loans for both purchasing and refinancing," said Phil Fry, Business Lending Manager at

Diamond Credit Union. "This includes both owner-occupied and non-owner-occupied locations, including properties ranging from single family residences and multi-unit investment properties."

Non-real estate and non-vehicle loans of less than \$100,000 are easily applied for thanks to a new online loan application that makes getting started fast and easy.

Diamond Credit Union's Business Services extend beyond checking and lending. Investment accounts, business debit cards, and business Mastercards are also available to help businesses thrive.

Diamond Credit Union is the 16th largest credit union in Pennsylvania and serves Berks County and the Tri-County Region. Diamond's headquarters is in Pottstown, Pa. with four additional free-standing offices to serve area businesses in Royersford, Wyomissing, Exeter, Boyertown, and coming to Muhlenberg later in 2019. Diamond holds over \$613 million in assets with over 60,000 members, including 1,400 business members. Accounts are federally insured up to \$250,000 by the National Credit Union Administration. For more information about Diamond Credit Union, please visit diamondcu.org/business-services or call 800.593.1000.

To learn more about DonutNV, visit DonutNV.com or visit their newest location at 194 S Hanover Street Pottstown.

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