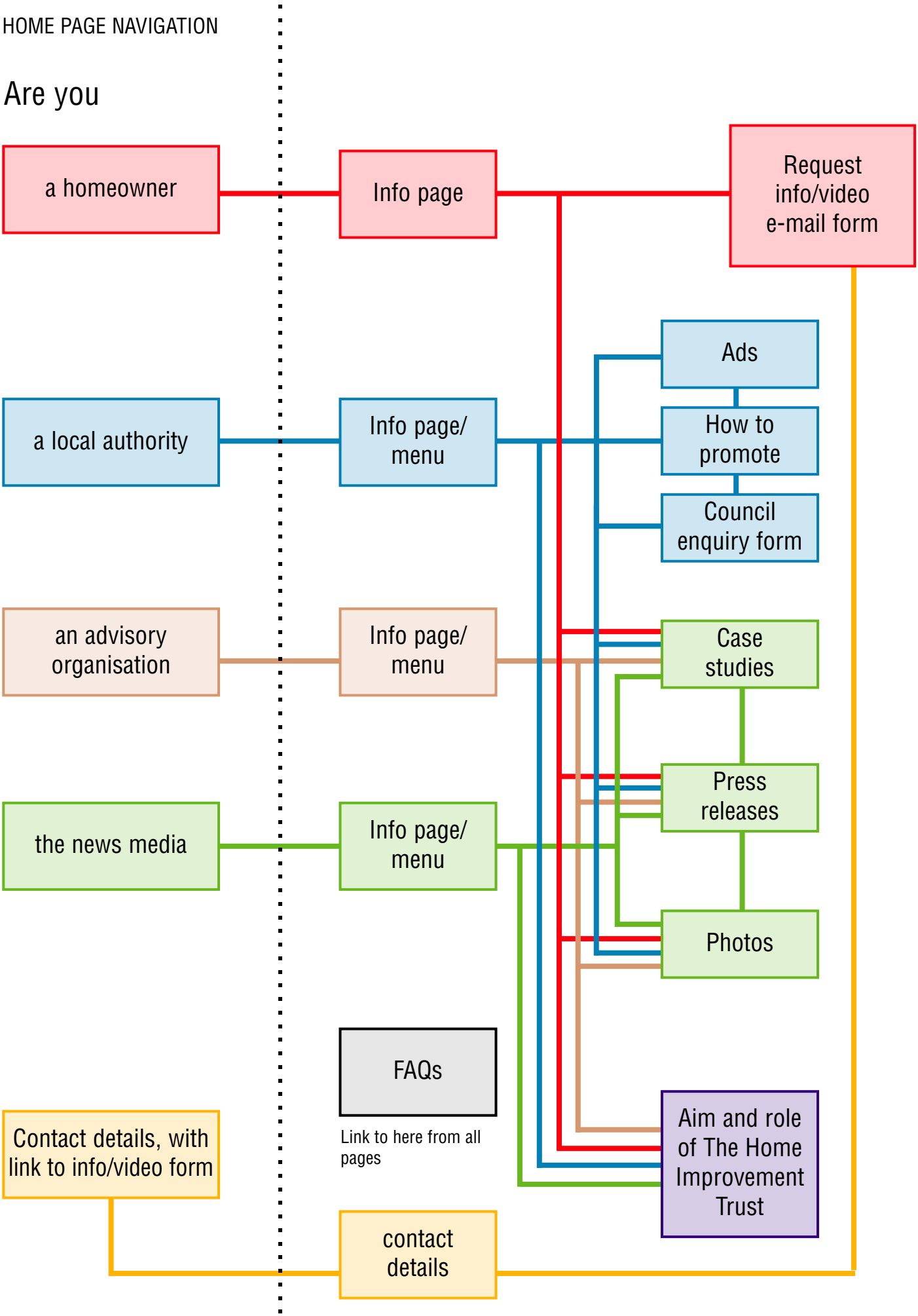The Home Improvement Trust/Houseproud website plan