

WHY BRICK IS THE SMART CHOICE



\$5.35/sq.ft.*

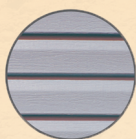
*Pricing is based on data collected by the Brick Industry Association- Southeast Region 2013.

** Pricing differs per region.
***Listed Prices are for product and typical installation and can increase when additional resources are included.



- Natural Clay
- Wide Color Selection
- Energy Efficiency
- Higher Resell Value
- Zero Maintenance
- Lower Insurance Costs
- Sustainable Process
- Lasts a Lifetime

THE SHOWDOWN OF EXTERIOR CLADDINGS



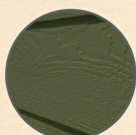
VINYL SIDING \$2.55 / sq. ft.

Benefits: Low cost, easy installation
Disadvantages: Poor aesthetics; poor resistance to fire, poor energy and sound insulation value; dents/dings/misalignment/warping; moisture damage over time



SYNTHETIC STONE \$9.95 / sq. ft.

Benefits: Natural material appearance; high resell value; zero maintenance; resistance to moisture and wind; sustainability
Disadvantages: Requires precision construction practices; possible moisture damage; color could change over time



FIBER SIDING \$4.15 / sq. ft.

Benefits: Better aesthetics than vinyl; no special foundation support needed
Disadvantages: Seams can be visible; contains wood pulp - susceptible to wind, fire, moisture, chips/dents; may show waves when attached to imperfect sub-frame



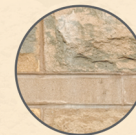
THIN BRICK \$9.85 / sq. ft.

Benefits: Natural materials; aesthetics; less weight and wall loading; design flexibility (exterior and interior walls); good energy efficiency; moisture resistance
Disadvantages: Provides less structural strength than brick or real stone



SYNTHETIC STUCCO \$6.45 / sq. ft.

Benefits: Various colors, better energy efficiency and sound insulation
Disadvantages: Susceptible to dents, tears, holes (re-patching can be problematic); poor moisture resistance; poor fire resistance; insect infestation; cracks easily, may require higher insurance premiums



REAL STONE \$16.00 / sq. ft.

Benefits: Natural materials; super aesthetics, various types/colors; high energy efficiency and sound insulation; superior home resell value, sustainability; zero maintenance
Disadvantages: Requires special trade skills