

WHAT EVERY
HOMEOWNER
MUST KNOW

BEFORE THEY
RE-SIDE
THEIR HOME



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Every home has exterior siding. Siding plays two key roles for your home:

- It protects the structure from the elements.
- It highlights the architectural style.

Most American homes use these siding materials:

Fiber Cement—Offers all the beauty and character of natural wood without the maintenance and is a highly durable alternative to vinyl siding

Masonry—The most common are brick, stone and stucco

Wood—Cedar and pine and treated wood products are the most frequently used

Wood Composite – Includes a variety of engineered and treated products that usually include a mixture of wood fibers, wax and other resins

Vinyl—A low-cost option, manufactured primarily with polyvinyl chloride (PVC), fashioned to look like traditional wood siding.

Siding typically attaches directly to the wooden frame. On most homes, a thin weather-resistant barrier between the frame and the siding provides an extra layer of moisture and wind protection.

Siding materials have substantially different life spans and maintenance requirements. Wood siding, for example, must be cleaned regularly and painted or stained every few years or so. Conversely, pre-finished fiber cement siding can be maintenance-free for 15 years or more.

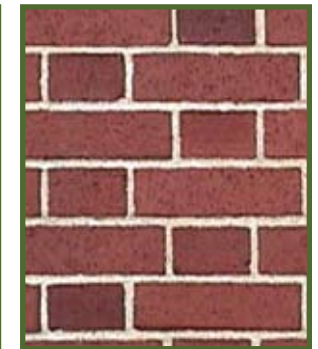
When your siding wears out, investing the time into researching your re-siding options can provide big returns in the beauty, maintenance and resale value of your home.



Fiber Cement



Stucco



Brick

IS IT TIME TO RE-SIDE ?

How do you know if it's time to re-side your home? Consider these:

Siding Condition: Evidence of deterioration, such as sagging, cracking, buckling, blistering or discoloration. As vinyl siding ages, pieces may become loose or even fall off. Individual vinyl siding pieces are difficult to replace and cannot be color-matched.

Moisture or water stains may hint at problems underneath your siding. Water infiltration behind your siding can cause mold and rot on your home's structure and is a breeding ground for termites and other pests.

Maintenance Schedule: As siding wears out, the maintenance cycle shortens. The effort and cost of maintaining tired siding can exceed that of installing new siding.

Curb Appeal: If your home looks faded or is lagging behind your neighbors, re-siding can be the quickest and most cost-effective solution to update and beautify.

“Throughout 2010, if you install ½“ foam board insulation behind James Hardie® siding, homeowners can receive a federal energy efficiency tax credit of up to \$1,500.”

Jon Hickox
Colonial Remodeling
Arlington, VA



Wood Trim



Flaking Paint



Wood Composite Siding

THE BENEFITS OF RE-SIDING YOUR HOME

Curb Appeal.

Depending on the siding material, you will have an array of choices to update, improve, or even change the look of your home. Upgrading from vinyl siding to fiber cement siding, for example, opens up your possibilities. James Hardie Building Products, Inc. offers a wide variety of fiber-cement sidings, from boards that resemble wood to panels that look like stucco—and all are available with factory-applied paint in a broad range of designer colors.

Maintenance.

Re-siding decreases or even eliminates maintenance of your siding. With vinyl, regular cleaning and washing is necessary to keep the vinyl siding looking crisp. With wood siding, you will still need to re-paint every few years. Fiber cement siding, on the other hand, can be virtually maintenance-free for decades.

Resale Value.

Re-siding can be a good investment. According to the 2009 'Cost vs. Value Report', conducted by *Remodeling* magazine, re-siding with fiber cement siding, for example, has the highest return-on-investment (ROI) for remodeling projects costing more than \$1,200. In fact, fiber cement siding has had the highest ROI for each of the past five years.

Energy Savings.

New siding materials, methods and technologies can substantially lower your utility bills. For example, installing insulation under new siding can dramatically decrease your heating and cooling costs and make your home more comfortable.

Environmental Impact.

Today's siding products are greener than ever. Many include recycled materials. The U.S. Green Building Council, for example, recognizes fiber cement for its durability and sustainability.



*Before with
Traditional Cedar*



*After with
James Hardie® Siding
with ColorPlus®
Technology*

THE RE-SIDING PROCESS

STEP ONE



Covering up the old problem is rarely recommended. The way to do a job right is to remove the old siding entirely. This allows the new siding to be installed as if it were your original exterior.

STEP TWO



Before the new exterior is applied, the existing structure should be inspected for moisture damage, mold, termites or rot. Covering your old siding with vinyl siding can potentially prevent serious structural problems from being discovered.

STEP THREE



A weather resistant barrier, such as HardieWrap® weather barrier, should be applied to create an extra layer of moisture and wind protection. Most building codes today require it, in fact.

STEP FOUR



Your new siding should be installed according to the manufacturers guidelines. If installing James Hardie® siding, ask your contractor for a best practices installation guide.

STEP FIVE



Enjoy your new home. If you've selected James Hardie® siding, you'll feel proud knowing your decision has given you a beautiful, low maintenance exterior for decades to come.

FACTORS IN CHOOSING YOUR NEW SIDING

Architectural Style.

Some sidings don't lend themselves to certain designs.

Neighborhood.

Walk your surrounding streets to see what siding types are most prevalent. Homes that fit into a neighborhood tend to sell better.

Climate.

Some siding materials don't lend themselves to certain climates. Vinyl and wood siding, for example, don't fare as well in climates with high UV or dramatic temperature changes.

Insurance.

You may qualify for a discount on homeowners insurance when you reside with masonry or fiber cement, because they are both durable and non-combustible.



Maintenance.

If you don't like to work on your house, avoid wood and wood composite sidings, as these options require frequent upkeep and re-painting.

Cost.

The cost of re-siding varies by region, but typically vinyl and wood composite are on the low side, fiber cement is in the middle and cedar and masonry are at the upper end.

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**FINDING A
 TRUSTED
 CONTRACTOR**



Ask your neighbors, friends and co-workers if they know a trusted siding contractor.

Look for contractors that have a track record. You don't want your home to be their learning experience.

Check out each contractor with your local Consumer Affairs Office or Better Business Bureau. Contractors affiliated with the National Association of the Remodeling Industry (NARI) and the National Association of Home Builders (NAHB) tend to be more established.

“Select a contractor who specializes in replacing siding. Go with the contractor who has a long history of satisfied clients and is structured to professionally manage your project as well as provide service after the sale.”

*Scott Barr
 Southwest Exteriors of San Antonio
 San Antonio, TX*

Many siding manufacturers have “certified contractor” programs to assist homeowners in locating qualified contractors in their area. For example, at www.jameshardie.com, you can find a James Hardie Preferred Remodeler in your area.

Contact at least three contractors to get written estimates. Prior to requesting proposals, make sure that each contractor is fully insured and licensed (if your state requires licensing). Ask for recent homeowner references.

Prepare a complete description of the project and your expectations prior to meeting with the contractors. Give each contractor the same information so you will be able to properly compare their proposals.

Make sure that each proposal includes everything you requested and the price is based on the complete project.

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ABOUT JAMES HARDIE

James Hardie is the world leader in fiber cement technology. James Hardie pioneered the development of fiber cement siding in the 1980s and has since steadily expanded the product's durability, versatility and strength. Their products are currently protecting over four million homes across the U.S. James Hardie's latest advancement, siding that is engineered for your local climate, ensures that every home can have an exterior specifically designed for the climatic conditions of the region.


James Hardie siding products include HardiePlank® lap siding, HardiePanel® vertical siding, HardieShingle® siding, HardieTrim® boards, HardieSoffit® panels, Artisan® Exterior Design, Colorplus® Technology and HardieWrap® Weather Barrier.

All James Hardie siding comes with a 30-year nonprorated, limited transferable product warranty.

**To take the first step in re-siding your home, visit
www.jameshardie.com or call 866-4HARDIE to get a free siding
evaluation and quotation from a James Hardie Preferred Remodeler.**



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