



**Enhance Your Home  
Inside and Out With  
New Siding**

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HOME IMPROVEMENTS  
*Bring Our Experience Home*  
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# Enhance Your Home Inside and Out With New Siding

Siding is your home's outermost shell and the first aspect people see when they park in your driveway. Make sure it gives the right impression of you and your home by having the right siding.

If your house is looking drab or letting air leak out of your home, it may be time to upgrade your siding. New siding can enhance the look of your home, its value and its protective capabilities.

Here's some information that can help you make an informed decision about new siding.

## EXPLORE THE BENEFITS

When you add new or replace existing siding on your home, you're doing a lot more than simply changing the color of your home's exterior. New siding can increase the visual appeal of your home, protect you against storm damage, improve your energy efficiency and boost your curb appeal when it's time to put your house on the market.

Most people don't add siding to their homes to increase its value, but according to CNBC, replacing your siding can do just that. They report it increases your home's value, giving you a staggering 89 percent return on investment.

Updating your siding can also provide your home better protection from air getting out or water getting in. New siding ensures that there are no cracks or gaps in your home's exterior prohibiting leaks and costly water damage that can come from rain and snow. Additionally, new siding offers insulation opportunities that keep the air that you have paid to heat or cool comfortably inside.

Of course, the most obvious benefit of new siding is that it lets you customize your home's aesthetics, creating the curb appeal that you want. Giving your home a newly constructed look lets you choose colors,

textures and styles that best express your design theme.

## PICK YOUR SIDING MATERIAL

Deciding to install new siding is the first step. Next you should engage the assistance of a designer who can help you understand exactly what material is best for your house and your taste. You are likely to explore the following options:

**Vinyl:** Vinyl siding has evolved since it first came onto the market and is now one of the most popular siding options. This lightweight material comes in nearly every color and carries a manufacturer's warranty against fading. You have a wide range of choices; traditional horizontal clapboard or dutchlap siding, cedar shake that mimics the look of real cedar or even a decorative scalloped design. These come in a variety of sizes and styles to fit the specific look you envision. However, the most appealing thing about vinyl for most homeowners is how little maintenance it requires. Hose it down once or twice a year to keep it looking spotless for years.

**Stone veneer:** Stone veneers, such as Versetta Stone, can give your home the look and color of stone without any

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of the hassle or price of the real thing. Applied to your home much the same as vinyl siding, Stone veneers, require no painting or sealing and can be used along with other siding options for a great-looking stone facade.

**Fiberglass:** Fiberglass is especially lightweight. This more recently introduced siding option differs from vinyl because it doesn't expand or contract seasonally making for a tight fit that many people are turning to. It's best known for protecting homes by keeping moisture out. Often selected for protection in extreme environments it is a durable siding option that doesn't fade and comes in an array of colors.

**Composite siding:** Composite siding options, such as Exteria, can provide the look of stone siding without the associated installation or maintenance headaches. These vinyl composite options are durable, easy to install and more affordable than stone, which can break down and require maintenance over time.

**Other options:** If none of these choices suit your tastes, don't worry. There are a variety of other siding choices including fiber cement and wood. Talk to your designer about what will work for you and look best on your home.

### INSTALL YOURS TODAY

Once you decide on new siding for your home, it's time to find the right company to install it and help you make the right decisions. As you conduct your research into finding the best company, keep these questions in mind:

**How long has this company been in business?** A company's track record can tell you a lot about what they'll be like to work with.

**What does their previous work look like?** Ask to see portfolios and examples of previous siding jobs.

**Will the company give you a free consultation?** Find a company that will come out to your home, take actual measurements and give you an accurate quote.

**Find the right company to install it and help you make the right decisions.**



**Do they help with the design?** Don't just look for someone who can install the siding, find a company that can help you get the right look for your home.

## WHAT TO KEEP IN MIND WHEN INSTALLING SIDING

Often, installing new siding can lead to other exterior design upgrades as well. The replacement siding makes your home look better with other improvements and additions that can also boost the function of your home. You may want to consider these exterior upgrades when looking at siding as well.

**Windows:** Whether you're focused on making your home look better or using energy more efficiently, a set of replacement windows makes perfect sense to go along with your new siding. Replacement windows are available in a wide variety and can provide you with new ideas for siding options as well as a product that functions differently, is easier to clean and can reduce the amount of UV light coming into your home.

**Roof:** When your exterior designer comes by to evaluate your siding project, you might also let him or her take a peek at the roof. If your roof is on the older side or has multiple layers, it might be a good time to have it checked out. The best time to replace a roof is before there is a problem. A new roof can make your home look better, also add to your curb appeal and prevent costly repairs down the road.

**Gutters:** Leaf-clogged or ice-broken gutters are a common problem in the Northeast. Consider finding gutters and leaders that match your new siding. Now your home will be ready to take on everything that the region has to throw at it without the risk of damage.

**Porches, porticos and decks:** If you love spending time outdoors with your family when the weather is nice, consider upgrading your exterior with some extra space that adds curb appeal and function to your yard. Talk to your designer about how quickly you can have a durable deck, porch or portico installed at your home.

*Replacement siding makes your home look better with other improvements and additions that can also boost the function of your home.*



## TALK TO AN EXPERT TODAY

You'll feel good about installing new siding on your home. Twenty years later when it's still going strong, it will still look as good as the day after it was completed. Talk to an exterior designer to see the value, aesthetic appeal and function new siding can add to your home.



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