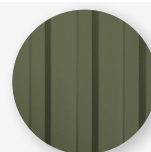


# Fall in love with your home again.

It's Possible™



**JamesHardie™**



# Invest in protection and long lasting beauty.

Your home is your most important investment. It demands the very best in quality, protection and design. So what makes Hardie® fiber cement siding the right choice?

## The #1 brand of siding in North America

Hardie® fiber cement products grace the sides of over 8 million homes\*. Re-siding your home with fiber cement siding provides a higher return on investment than re-siding with vinyl siding\*\*.

## Show-stopping curb appeal

Classic colonial. Rustic farmhouse. Cape Cod cottage. Minimalist and modern. Whatever style, color and look you want, Hardie® fiber cement products can help give your home a beautiful new beginning.

## Engineered for Climate®

No matter what climate you live in, Hardie® fiber cement products are designed to stand up to the changing of the seasons and the whims of Mother Nature. It resists wind, moisture, pests and even fire.

## Ready to take the first step toward a beautiful home transformation?

Find a local contractor at [contractors.jameshardie.com](https://contractors.jameshardie.com)

Request a quote at [jameshardie.com/quote](https://jameshardie.com/quote)

\*Estimate based on total James Hardie siding sales through 2016 and average housing unit size. \*\*Remodeling Magazine 2020 Cost vs. Value report national data. © 2020 Hanley Wood, LLC. Complete data from the Remodeling 2020 Cost vs. Value Report can be downloaded free at [www.costvsvalue.com](http://www.costvsvalue.com).

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# Understand the re-siding process.

When you know what to expect, it gives you confidence and peace of mind. Your contractor will also appreciate that you are well-informed, and the whole project will go a lot more smoothly.

- 1** Don't just cover an existing problem! The way to do it right is to remove the old siding entirely.
- 2** Have your home inspected for moisture damage, mold, termites or rot. If it's found, repair and/or treat to avoid future structural problems.
- 3** Your contractor should apply a weather-resistant barrier, such as Hardie® Wrap. In fact, most building codes now require it.
- 4** Be sure your new siding is installed according to the manufacturer's instructions.



Before

After



# Find a contractor you can trust.

There are several ways to ensure the contractor who does your re-siding will deliver a quality installation on time and on budget. Here are a few tips:

- ☐ Ask your neighbors, friends and co-workers for referrals.
- ☐ Be certain the contractor(s) you are considering are licensed and insured.
- ☐ Inquire about contractors with your local [Consumer Affairs Office](#) or [Better Business Bureau](#).
- ☐ Make sure your contractor is a member of the [National Association of the Remodeling Industry](#).
- ☐ Look for a contractor who specializes in siding.
- ☐ Contact and meet with at least three insured/licensed contractors to get written estimates.
- ☐ Prepare a complete description of the project and your expectations prior to the meeting.
- ☐ Share the same information with each contractor.
- ☐ Make sure that each proposal includes everything you requested and the price is based on the complete project.



**“Having something we knew would last and would still look good for a long time was a huge factor in our decision.”**

Chris and Minna Z. replaced fading and cracking cedar siding with Hardie® fiber cement siding with transformative results.





# Prepare for a positive change.

What should you expect with a well-done re-siding project? Here are some of the benefits:

## **Curb Appeal**

You will add character and architectural interest with the right siding choice. For instance, upgrading from vinyl to thicker, more substantial Hardie® fiber cement products create an upscale look that could help increase the resale value of your home.

## **Low Maintenance**

Wood may need repainting every few years. On the other hand, James Hardie's exclusive [ColorPlus® Technology finish](#) is lower maintenance and could potentially save you a lot on repairs later.

## **Energy Savings**

New siding materials, weather/moisture barriers and climate-appropriate insulation may offer energy savings and help lower your utility bills.

## **Environmental Impact**

Today's siding products are greener than ever. The U.S. Green Building Council recognizes fiber cement siding, in particular, for its durability and sustainability.







By doing a little research, you'll know which of the following five materials, used most on American homes, is right for yours:



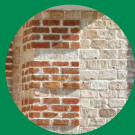
Cedar



Engineered Wood



Vinyl



Masonry



Fiber cement

Consider product performance.

There are many things to look for when deciding on siding. Here's an easy way to compare:

	Cedar	Engineered Wood	Vinyl	Masonry	Fiber Cement
Fire & Heat Resistance	Low	Low	Low	High	High
Moisture Resistance	Low	Low to Medium	High	High	High
Termite & Pest Resistance	Low	Medium	High	High	High
Weather Resistance	Medium	Medium	Low	High	High
Design Flexibility	Medium	Medium	Medium	Low	High
Result	★★	★★	★★★	★★★★	★★★★★



# Know your siding options.

Let's say the results of your siding evaluation have pushed you closer to a decision. If so, you'll want to determine the right siding material for your style of home. Here's how:



**Compare**  
your house to similar homes in the neighborhood.



**Browse**  
websites and magazines for inspiration.



**Consider**  
your climate. Is it usually hot? Cold? A combination of both?



**Consult**  
your insurance agent. Some offer discounts on masonry and fiber cement because both are durable and non-combustible.



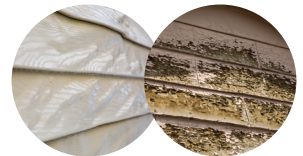


### **Consider your current maintenance needs.**

As siding wears out, the maintenance cycle shortens. The ongoing time and effort to repair and maintain old siding can make a re-side more attractive. Also, the tendency to skip maintenance and just “let it go” can cause water infiltration and lead to damage in the underlying wood structure. So, when maintenance (or lack of it) starts to be a factor, it’s another sign that re-siding is advisable.

### **Compare your house to others around it.**

Be honest. Is your home the one that stands out—and not for its beauty? Does it look tired and dated? If so, it’s probably time to re-side!





# Begin with an honest evaluation.

Look at your home from the curb to get an overall sense. Then, inspect it up close, looking at every side of the house from top to bottom.

What to look for:

- ☐ Sagging
- ☐ Cracking
- ☐ Blistering
- ☐ Buckling/dents
- ☐ Fading
- ☐ Missing pieces
- ☐ Evidence of insect damage/infestation
- ☐ Rot
- ☐ Water stains

The presence of two or more of the above would suggest it's time to re-side.





# This could be the start of something beautiful.

Deciding to re-side your home is not a small undertaking, and maybe you feel a little intimidated. You already realize your home would look refreshed and be better-protected. But what else do you need to know before you give the project a green light?

Take a few minutes to review the information in this guide. In it you'll find:

- How to determine if it's time to re-side
- Product options and performance
- Benefits of re-siding
- Guidelines for selecting a contractor
- Basics on what to expect during the project

These will help you make the best choice for your home.





