



A QUICK COMPARISON FOR THE LIFE OF YOUR HOME

BRICK — THE SMART CHOICE

When choosing the best building material for your home, several factors come into play. Considerations range from price per square foot to aesthetics and energy-efficiency to maintenance, durability and value.

Compared to other exterior choices, brick is perfect for most projects, and homeowners often find that the benefits of brick far outweigh the investment:

- Natural clay
- Wide color selection
- Energy efficiency
- Higher resell value
- Zero maintenance
- Lower insurance costs
- Sustainable process
- Lasts a lifetime



General Shale is focused on delivering high quality natural products that bring fashion and design in a multitude of options, a spectrum of colors, textures, sizes and shapes, for lasting value on residential or commercial new construction and remodeling projects.

Offering brick, stone, outdoor living, concrete and building materials products, General Shale has a product that is right for any application.

As one of the largest building materials companies in North America, General Shale manufactures more than one billion bricks per year at production facilities near large population centers. Through its network of General Shale Showrooms and affiliated distributors, our products are within easy reach of builders, architects, designers and consumers.

WEATHERING THE STORM

For all the benefits and reasons to consider brick vs. vinyl, initial price should not be the determining factor for purchase. Compare the cost over the life of your home.



VINYL SIDING

Vinyl siding is popular due to its low upfront cost — as low as around \$2.15 per square foot*. However, vinyl is easily dented or damaged by golf balls or hail, it can be scratched or cut by lawn tools or trees, and it can be melted or soiled by heat sources.



Even a fire nearby can cause vinyl siding to completely melt, even from across the street. Something as simple and seemingly harmless as sun reflection from a neighbor's windows can cause vinyl siding damage!

Vinyl requires cleaning once a year to reduce the risk of mold and mildew. Dirt, grime, spider webs, rust and stains should also be removed regularly.

Vinyl siding also has a much shorter lifespan than brick.

BRICK IS BETTER

In comparison, brick masonry homes, when built correctly, suffer much less damage from severe weather events. Brick also requires much less maintenance than vinyl siding, absorbs noise, and is available in a wide variety of special shapes.

At approximately \$5.35 per square foot*, Brick's value far outweighs the cost over the short-term and the long-term.

Because of brick's sustainability, energy-efficiency, longevity and beauty, a brick exterior can increase a home's value by 2.5% to 5%. Maintenance is practically non-existent, and regular cleanings are unnecessary.

For more information, visit www.GeneralShale.com or visit your local General Shale Showroom.

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

