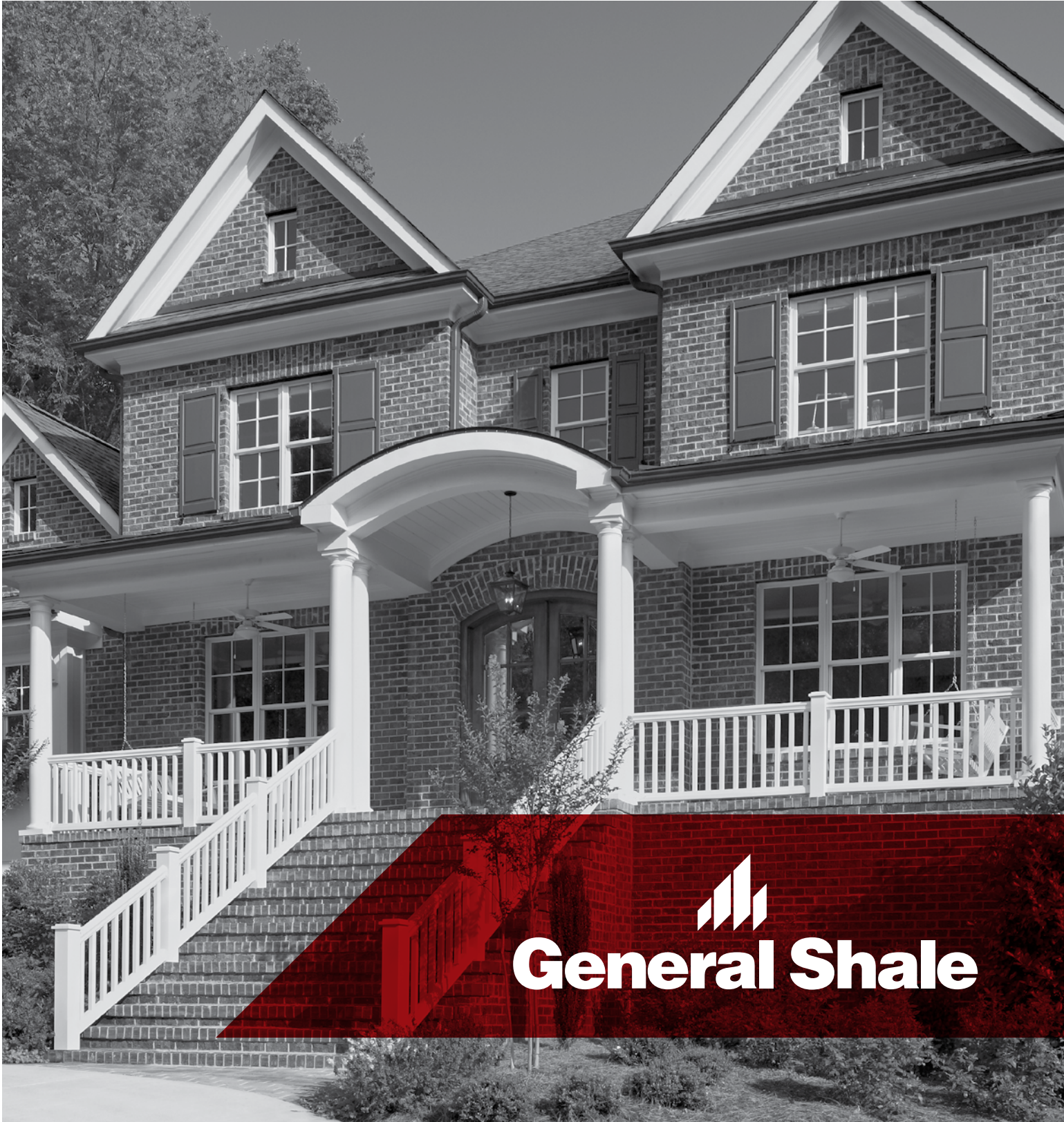


WHY BRICK IS AFFORDABLE

FEATURES & BENEFITS + SQ.FT. COST + CONFIGURATION



General Shale

BENEFITS OR BUST

COMPARING PROS & CONS OF EXTERIOR CLADDING MATERIALS

It's important to consider the **short term and long term benefits of exterior claddings** before deciding which is best for your new home. For example, while one material may be more expensive initially, others may accrue extra costs in the long-term due to poor performance or continual maintenance.



Plastic Vinyl

PROS: Very low initial cost; easy to install.

CONS: Fades, dents, tears and rots from poor weathering; prone to wind, fire, and moisture damage; poor energy efficiency, noise retention; requires continual maintenance; low sustainability; lower resale values.



Fiber Cement

PROS: Low initial cost; no special support needed for installation.

CONS: Unsightly seams may be visible; prone to wind, fire and moisture damage; likely to fade over time due to weathering; requires regular maintenance; low sustainability.



Stucco

PROS: Offers a variety of color options; improved energy efficiency and noise retention.

CONS: Prone to cracks, holes and even insect infestation; may have higher insurance premiums; requires continual maintenance; average sustainability.



Clay Brick

PROS: Naturally made; offers a wide range of color and texture options; high energy efficiency and noise retention; may have lower insurance premiums; no maintenance; high sustainability.

CONS: Average initial cost.



Genuine Stone

PROS: Naturally made; offers various design options; high energy efficiency; low maintenance; high sustainability.

CONS: High initial cost; requires special trade skill to install.

SQ.FT. SHOWDOWN

COMPARING THE SQ.FT. COST OF EXTERIOR CLADDING MATERIALS

Virtually every building material — whether it's roofing, siding, or flooring — is priced by a sq.ft. value. But for decades brick has been priced by the thousand sold, which can be very confusing and ultimately perceived as too expensive. Therefore, **it's important to understand how the cost of brick per sq.ft. compares** to other common exterior cladding materials.

COMMON EXTERIOR CLADDING MATERIALS



VS

As shown, the price of brick per sq.ft. is competitive when compared to other exterior cladding materials. While slightly higher, brick is the only cladding material outside of genuine stone that is naturally produced. Also, **the increase in cost by the sq.ft. is saved throughout the life of the home** thanks to inherent features and benefits, lower insurance premiums, virtually no maintenance costs, and higher resale values.



Clay Brick

\$9.25* / SQ.FT.

*Listed price is a national average for 2,266 sq.ft. of exterior wall space for a 2-story home with 2,700 sq.ft. of living space, for product and typical installation and is based on data by RSMMeans | The Gordian Group, Installed Cost of Residential Siding, Comparative Study; October 2015

THAT CONFIGURES

CONFIGURATION DETERMINES A FINAL COST OF CONSTRUCTION

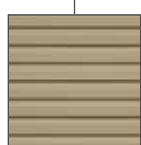
The configuration of a home will determine the total cost of construction. For example, while brick is higher in sq.ft. cost of wall area (save for genuine stone), **the total cost of construction of a brick home costs less than 5.6%*** more than a home built with plastic vinyl, fiber cement or stucco.

CONFIGURATION A

EXTERIOR CLADDING MATERIALS | Total % of Construction Cost*



1-Story | 1,369 SQ.FT. of wall area



Plastic Vinyl



Fiber Cement



Stucco



Clay Brick



Genuine Stone

Installed Cost of Cladding for Wall Area / SQ.FT.

\$3.05

\$4.60

\$7.32

\$9.25

\$22.33

Total Cost of Installed Cladding Material

\$4,177.47

\$6,294.36

\$9,993.71

\$12,662.22

\$30,567.29

Total Cost of House Construction

\$219,867.07

\$221,989.02

\$225,712.70

\$228,354.87

\$246,261.39

Total Cost Difference (%)

3.7%
BRICK > VINYL

2.8%
BRICK > FIBER

1.2%
BRICK > STUCCO



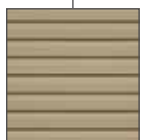
7.3%
STONE > BRICK

CONFIGURATION B

EXTERIOR CLADDING MATERIALS | Total % of Construction Cost*



2-Story | 2,266 SQ.FT. of wall area



Plastic Vinyl



Fiber Cement



Stucco



Clay Brick



Genuine Stone

Installed Cost of Cladding for Wall Area / SQ.FT.

\$3.05

\$4.60

\$7.32

\$9.25

\$22.33

Total Cost of Installed Cladding Material

\$6,914.90

\$10,418.95

\$16,542.41

\$20,959.55

\$50,597.48

Total Cost of House Construction

\$238,444.73

\$241,957.03

\$248,120.55

\$252,493.93

\$282,133.21

Total Cost Difference (%)

5.6%
BRICK > VINYL

4.2%
BRICK > FIBER

1.7%
BRICK > STUCCO



10.5%
STONE > BRICK

*Prices listed above are based on data by RSMeans | The Gordian Group, Installed Cost of Residential Siding, Comparative Study; October 2015.

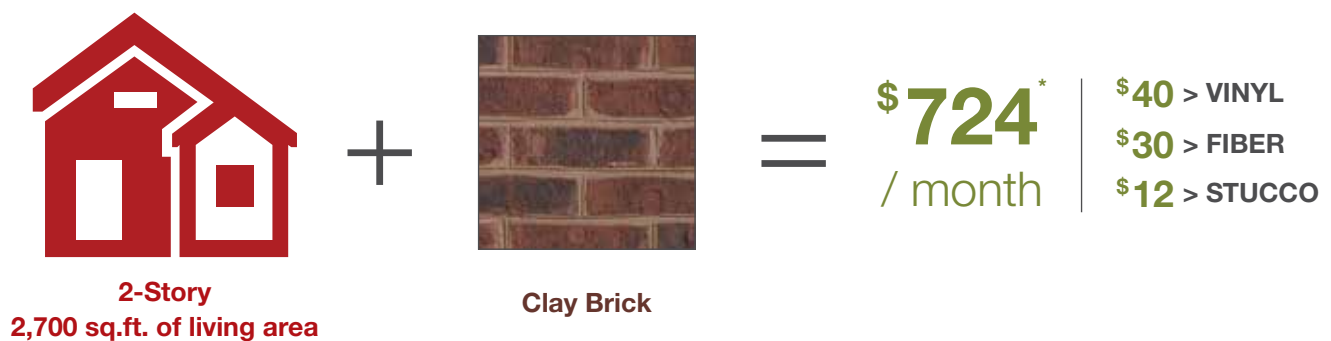
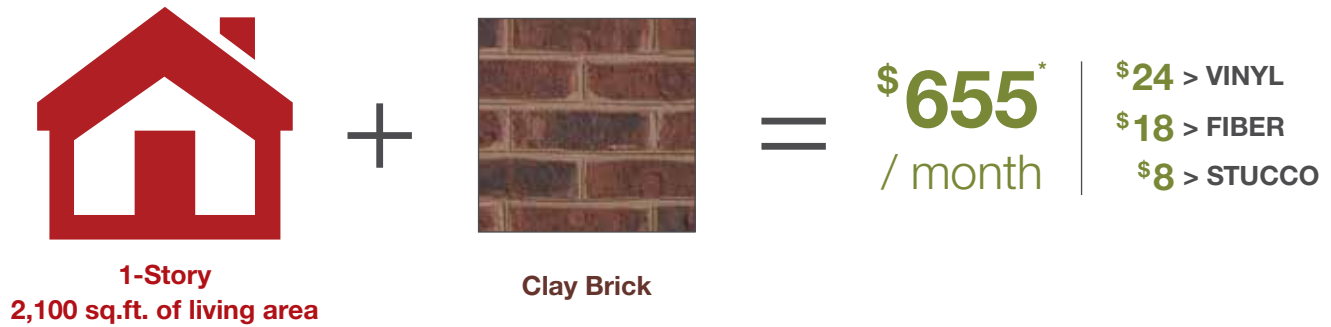
**Vinyl total construction cost is used as base house per RSMeans data for 2,100 sq.ft. of living space for configuration A and 2,700 sq.ft. of living space for configuration B.

***Fiber Cement, Stucco, Clay Brick and Genuine Stone costs include base vinyl price plus added cost of wall cladding on 1,369 and 2,266 sq.ft. of wall area.

THE DIFFERENCE

COMPARING THE MONTHLY RATES OF EXTERIOR CLADDINGS

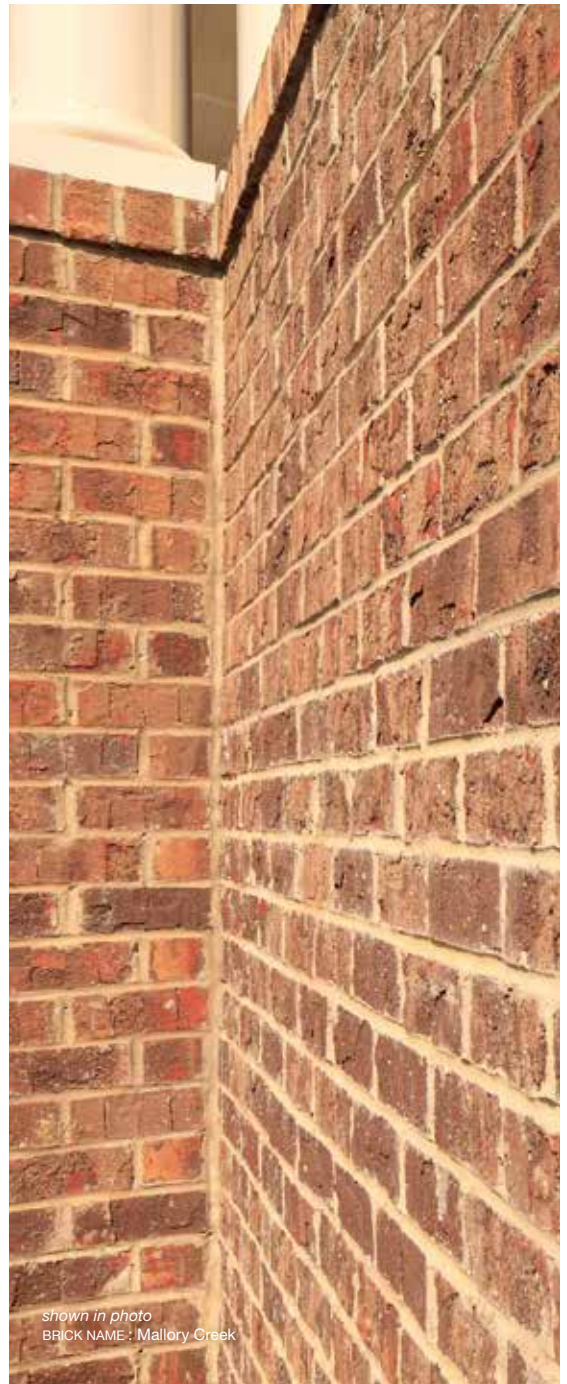
When comparing the features and benefits, sq.ft. value, home configuration, and total cost of construction for each exterior cladding material; **the comparative monthly cost of building a brick home can be very affordable.**



*All prices listed above are based on data by RSMeans | The Gordian Group, Installed Cost of Residential Siding, Comparative Study; October 2015 and a 30-year fixed rate of 3.24% as of August 2016.



shown in photo
BRICK NAME : Mallory Creek



shown in photo
BRICK NAME : Mallory Creek

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Our company has a long history of responsible stewardship of the environment and has received numerous awards for our conservationist accomplishments. We are proud of leading the masonry products industry with innovative processes while providing the world's best building materials for customers across North America.


Wienerberger

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