

WHY BRICK is affordable



SQ.FT. COST + BENEFITS



SQ.FT. SHOWDOWN

COMPARING THE SQ.FT. COST & BENEFITS OF EXTERIOR CLADDINGS

Clay Brick

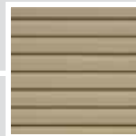
\$6.03* / SQ.FT



PROS: Naturally made; wide color & texture options; high energy efficiency & noise retention; lower insurance premiums; no maintenance; higher resale values

CONS: TBD

VS



Plastic Vinyl

\$1.99* / SQ.FT

PROS: Cheap; easy to install

CONS: Fades & dents; prone to moisture damage & fires. Poor energy and sound retention; high maintenance



Fiber Cement

\$3.00* / SQ.FT

PROS: Low cost; no special support needed

CONS: Unsightly seams; prone to wind, fire & moisture damage; requires continual maintenance



Stucco

\$4.76* / SQ.FT

PROS: Various colors; improved energy & sound retention

CONS: Prone to cracks, holes & insect infestation; higher insurance premiums possible; continual maintenance required



Genuine Stone

\$14.56* / SQ.FT

PROS: Natural materials; various design options; high resale value; low maintenance

CONS: Requires special trade skills to install; high cost

*Listed price is a national average for 1,800 - 2,400 exterior wall space for a 1-story home with 2,100 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