

## fiber cement siding

**The arrival of  
spring always  
brings with it  
a fresh start.**

The cold of winter leaves and, according to lore, the young turn their fantasies towards romance. For others though, it's the excitement of flowers and trees budding, the grass turning green, etc. etc. Some people are just happy to be able to come out and enjoy the warm sunshine, while others are thinking baseball.

Yet for most homeowners, the vernal equinox, around March 20 or 21, means it's time to get busy. It's time to clean, scrape, paint, plant, mulch, trim...wait a minute—did I say scrape and paint?

No thank you!

Yet, if your home is sided with wood or wood products, you will be scraping and painting—or worse—replacing the siding on your home. If not this spring, a spring in the not too distant future. Unfortunately, homes that have traditional wood or hardboard siding too often need to be repainted, and/or replaced. Way too often in fact. Wood and wood products expand and shrink due to ever-fluctuating moisture levels and are fairly easily penetrated by insects or birds. This constant movement and compromising of inferior siding products ultimately causes the paint to peel and the wood to rot.

Moisture-related issues are not exclusive to just older homes, either. Nationally, experts estimate that nearly 50 percent of homes built in the past 15-years experience problems from simple window leaks to major decay caused by the home's siding that can threaten the integrity of the structure.

An exterior remodeling project such as replacing the siding, will not only improve your home's cosmetic image and value, but will also ensure that your home is energy efficient

and protected from any potential moisture-related problems for years to come.

Remodeling Magazine's 2007 (20th annual) "Cost vs. Value Report", done in cooperation with REALTOR® Magazine, determined: Of projects that saw national cost recovery rates of more than 80 percent in 2007, only one—a minor kitchen remodel, with 83 percent of cost recovered—was a strictly interior job. The others were an upscale siding replacement using fiber cement materials (88.1 percent), a wood deck addition (85.4 percent), midrange vinyl siding replacement (83.2 percent), and upscale vinyl and ► *pg. 29*



midrange wood window replacements (81 percent and 81.2 percent, respectively).

This report indicates that not only will the appearance, overall structural integrity, longevity and energy efficiency of your home be improved by installing fiber cement siding, but the return on your investment is substantial as well. While prices vary from market to market, this is how fiber cement siding compares in installed price with its competitors:

- ✧ More expensive than Vinyl in some instances
- ✧ Less expensive than Brick
- ✧ Equal or less than Hardboard Siding
- ✧ Less expensive than Synthetic Stucco

#### Why choose fiber cement siding?

Other than the previously illustrated cost vs. value advantages, there are countless physical & design advantages as well.

- ✧ 50-year transferrable warranty.
- ✧ It provides a traditional wood grain appearance without the drawbacks associated with wood.
- ✧ Fiber cement siding is available in various textures, profiles to blend with any design requirements.
- ✧ Leading manufacturers, such as James Hardie®, offer complete systems for not only basic siding, but also for soffit and trim applications.
- ✧ Fiber cement siding is manufactured under rigorous factory specifications and guidelines, providing consistent quality and excellent dimensional stability.
- ✧ Dimensionally stable—It won't warp, buckle, or fade like vinyl siding products—and holds a Class 1 (A) Non-Combustible Fire Rating.
- ✧ Fiber cement siding will not rot, and it is capable of withstanding damaging effects of ultraviolet rays.
- ✧ It cannot be penetrated by birds or insects.
- ✧ Once installed, fiber cement siding will stand up to bumps and direct impacts, unlike aluminum siding and it doesn't become brittle in freezing conditions or melt in the presence of heat sources, such as barbecue grills, as vinyl siding can.
- ✧ Fiber cement siding holds paint well, in fact, James Hardie® says paint will last three times as long. Quite an impressive resume, wouldn't you say?

James Hardie® is the leading manufacturer of fiber cement siding. They have created a range of innovative products resistant to flame, impact, moisture and more. Their products are technologically superior, and they back it up with an extensive 50-year transferable warranty.

When it's time to take on a major remodeling project

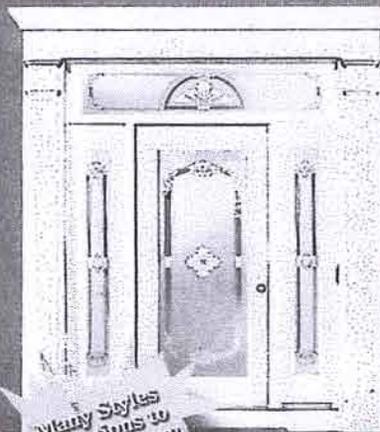
such as residing your home, you'll live with the decision for a long time. Be certain the remodeling contractor you hire uses only the highest-quality materials such as James Hardie®, is well versed in the latest innovations and techniques, has a reputation for quality work and employs a well-trained, experienced staff.

In the Metro area, AAA Lifetime Exterior Remodeling is the oldest and largest "Preferred Installer" of James Hardie® products, as well as other siding products and a full range of quality replacement windows. Since 1991, AAA Lifetime Exterior Remodeling has been providing products that are second to none, and quality, guaranteed craftsmanship for Kansas City area homeowners.

AAA Lifetime Exterior Remodeling is a local, family owned and operated company with a proven track record of staying ahead of the competition in technology and innovative products. They are a Class A Johnson County contractor and each member of the AAA team is experienced, well-trained and professional.

For more information regarding James Hardie® Fiber Cement Siding or any other exterior home improvement project, call AAA Lifetime Exteriors & Remodeling at 816-421-LIFE (5433) or visit [www.aalifetimeexterior.com](http://www.aalifetimeexterior.com).

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