



## Why Choose Brick For Your New Home?

### Authentic, Timeless Beauty

In almost any style and application, there are countless buildings using real, fired clay brick. Brick's incredible longevity, flexibility and permanent color look just as great on the landmark structures designed by Thomas Jefferson and Frank Lloyd Wright as they do on the latest home designs created by today's cutting-edge architects. And it doesn't need to be manipulated to pretend to be something it's not. With inherent beauty recognized for centuries, genuine clay brick evokes a sense of stature and place that the latest synthetic cladding materials will never match.

### Durability to Stand Up to Fire & the Elements

Beyond curb appeal, the whole point of a cladding material is to protect your home and its contents from the elements. Otherwise, why bother with cladding at all? Other exterior materials, such as fiber cement and vinyl siding, can try to make various claims about their products. But make no mistake – nobody beats brick on durability.

**Fire Protection.** In the aftermath of devastating fires, many American cities, such as Baltimore, Chicago, Denver and St. Louis, widely adopted brick and often mandated it in local building codes. Brick exceeds one-hour fire ratings on its own. Other cladding materials, including vinyl siding and fiber cement, rely on other components in a wall system to reach claimed fire ratings.

**Hurricanes, High Wind Events and Hail Damage.** When hail hits, news outlets frequently report the damage inflicted on vinyl siding homes. Fiber cement may be a bit better, but pales in comparison to brick. In fact, Texas Tech University found that a 2x4 would need to hit a brick wall at over 80 mph in order to penetrate it – three times greater than fiber cement or vinyl siding.



## Maintains Its Beauty & Saves Energy... Saving You Money

**Color Permanence and Durability.** Brick doesn't need paint or sealant to retain its look and prevent fading. Many people believe brick's patina becomes even richer over time. Because brick's color is literally fired through the entire unit, the color is permanent and never needs paint, replacement or a "color guarantee" to convince owners that their cladding will maintain its look. But if you want to paint brick, go ahead!

**Energy Efficiency.** Brick is much more energy efficient than many people think. While R-value ratings are helpful in measuring insulation attributes of a cladding material at a specific point in time, they do not account for thermal mass or the overall efficiency of the entire wall system. With a more dynamic and real-world approach, recent research of common residential wall assemblies shows that clay brick veneer on a wood stud wall reduces heat transfer up to 50% better than fiber cement, vinyl or even EIFS.

## The Best Exterior Investment You Can Make

According to RSMMeans®, houses clad in brick cost less than you might think. Despite being the part of the house you see first, exterior cladding represents a small portion of a building's total construction costs. In addition, brick's total installed costs are not much more expensive than other inferior cladding materials – and in some cases, brick is less expensive. For example, the cost of installing brick on a new house is not just less than half of the cost of comparable manufactured stone, but it is also about 1/3 of an upscale bathroom remodeling job.

When looking at an average house's total construction costs, the news is even better. RSMMeans estimates the national average for a clay brick-sided home (all four sides) is 10% cheaper than manufactured stone and 3% cheaper than stucco; and only slightly more (2%) than homes clad in wood and fiber cement. That price difference can easily be recouped just in reduced homeowners insurance and higher resale value. Being sustainable, 100% recyclable and often reusable, the cost of brick to the environment is also low. And since brick homes do not need the time and expense of painting, sealing, power washing, caulking, etc., brick cladding is truly the best investment you can make in an exterior material.