



**Brick Industry Association (BIA)**  
**Installed Cost of Residential Siding**  
**Comparative Study - November 2017**  
**Final Report v1.2**

## Summary

Brick is a lot more cost competitive than you may realize, especially when considering all the many benefits a brick home provides. A brick home requires no or little exterior maintenance, its color will never fade, brick homes have higher resale values and lower insurance premiums, brick homes save energy, brick will last hundreds of years and brick is the safest wall cladding for home and family.

RSMeans estimates the national average total construction cost of a clay brick sided home (all four sides) is 10% cheaper than stone and 3% cheaper than stucco; and only slightly more (2%) than wood and fiber cement.

There is a reason why other products try to imitate the look of, and claim to be just as good as, brick even going so far as to call their products a “brick”. It’s because no other wall cladding can offer all the advantages of genuine clay brick.

Unlike the competition, brick is an investment that will virtually last forever with no maintenance and will pay for itself overtime through energy savings, higher resale values and lower insurance premiums. If that is not enough, brick is the safest exterior wall cladding for home and family. Brick does not burn, period! Brick is not damaged by hail and can withstand windblown debris impacts exceeding 80 mph. That is more than three times the protection provided by fiber cement or vinyl!

The choice is clear; don’t settle for other inferior wall cladding, that is easily damage, requires much more maintenance and will probably require at least one replacement. Choose the best, genuine clay brick!

Please explore other areas of the website to learn more about why your next home should be a clay brick home.



## National Average

2,700 Square Foot Two-Story Home	Stone	Clay Brick	Stucco	Wood Siding	Fiber Cement	Vinyl
Cost per Square Foot of Living Area	\$ 17.00	\$ 8.31	\$ 7.88	\$ 6.69	\$ 5.48	\$ 2.85
Total Cost of Exterior Wall Cladding (all four sides)	\$ 45,898	\$ 22,427	\$ 21,264	\$ 18,060	\$ 14,809	\$ 7,689
Total Cost of Home Construction per Square Foot	\$ 111.36	\$ 101.40	\$ 104.47	\$ 99.25	\$ 99.81	\$ 94.81
Total Home Construction Cost	\$ 300,673	\$ 273,792	\$ 282,059	\$ 267,985	\$ 269,496	\$ 255,976

Source: RSMMeans | The Gordian Group, Installed Cost of Residential Siding, Comparative Study: November 2017



**Atlanta, Georgia**  
**ZIP Code: 30301**

<b>2,700 Square Foot Two-Story Home</b>	<b>Stone</b>	<b>Clay Brick</b>	<b>Stucco</b>	<b>Wood Siding</b>	<b>Fiber Cement</b>	<b>Vinyl</b>
<b>Cost per Square Foot of Living Area</b>	\$ 14.08	\$ 6.94	\$ 6.35	\$ 6.06	\$ 4.64	\$ 2.38
<b>Total Cost of Exterior Wall Cladding (all four sides)</b>	\$ 38,016	\$ 18,738	\$ 17,145	\$ 16,362	\$ 12,528	\$ 6,426
<b>Total Cost of Home Construction per Square Foot</b>	\$ 92.23	\$ 84.69	\$ 84.18	\$ 89.91	\$ 84.51	\$ 79.17
<b>Total Home Construction Cost</b>	\$ 249,028	\$ 228,654	\$ 227,294	\$ 242,748	\$ 228,186	\$ 213,763

**Source:** RSMMeans | The Gordian Group, Installed Cost of Residential Siding, Comparative Study: November 2017



**Charlotte, North Carolina**  
**ZIP Code: 28201**

<b>2,700 Square Foot Two-Story Home</b>	<b>Stone</b>	<b>Clay Brick</b>	<b>Stucco</b>	<b>Wood Siding</b>	<b>Fiber Cement</b>	<b>Vinyl</b>
<b>Cost per Square Foot of Living Area</b>	\$ 13.40	\$ 6.62	\$ 6.01	\$ 5.90	\$ 4.43	\$ 2.27
<b>Total Cost of Exterior Wall Cladding (all four sides)</b>	\$ 36,180	\$ 17,874	\$ 16,227	\$ 15,930	\$ 11,961	\$ 6,129
<b>Total Cost of Home Construction per Square Foot</b>	\$ 87.78	\$ 80.78	\$ 79.68	\$ 87.53	\$ 80.69	\$ 75.51
<b>Total Home Construction Cost</b>	\$ 237,001	\$ 218,111	\$ 215,124	\$ 236,339	\$ 217,859	\$ 203,883

**Source:** RSMMeans | The Gordian Group, Installed Cost of Residential Siding, Comparative Study: November 2017



**Austin, Texas**  
**ZIP Code: 78705**

<b>2,700 Square Foot Two-Story Home</b>	<b>Stone</b>	<b>Clay Brick</b>	<b>Stucco</b>	<b>Wood Siding</b>	<b>Fiber Cement</b>	<b>Vinyl</b>
<b>Cost per Square Foot of Living Area</b>	\$ 12.58	\$ 6.24	\$ 5.56	\$ 5.72	\$ 4.20	\$ 2.14
<b>Total Cost of Exterior Wall Cladding (all four sides)</b>	\$ 33,966	\$ 16,848	\$ 15,012	\$ 15,444	\$ 11,340	\$ 5,778
<b>Total Cost of Home Construction per Square Foot</b>	\$ 82.41	\$ 76.14	\$ 73.71	\$ 84.86	\$ 76.50	\$ 71.19
<b>Total Home Construction Cost</b>	\$ 222,498	\$ 205,591	\$ 199,016	\$ 229,129	\$ 206,548	\$ 192,207

Source: RSMMeans | The Gordian Group, Installed Cost of Residential Siding, Comparative Study: November 2017



**Chicago, Illinois (Northern Suburbs)  
ZIP Code: 60290**

<b>2,700 Square Foot Two-Story Home</b>	<b>Stone</b>	<b>Clay Brick</b>	<b>Stucco</b>	<b>Wood Siding</b>	<b>Fiber Cement</b>	<b>Vinyl</b>
<b>Cost per Square Foot of Living Area</b>	\$ 22.06	\$ 10.67	\$ 10.56	\$ 7.67	\$ 6.94	\$ 3.65
<b>Total Cost of Exterior Wall Cladding (all four sides)</b>	\$ 59,562	\$ 28,809	\$ 28,512	\$ 20,709	\$ 18,738	\$ 9,855
<b>Total Cost of Home Construction per Square Foot</b>	\$ 144.51	\$ 130.20	\$ 140.00	\$ 113.79	\$ 126.41	\$ 121.42
<b>Total Home Construction Cost</b>	\$ 390,168	\$ 351,548	\$ 377,988	\$ 307,241	\$ 341,296	\$ 327,829

**Source:** RSMMeans | The Gordian Group, Installed Cost of Residential Siding, Comparative Study: November 2017



**Dallas, Texas (McKinney)**  
**ZIP Code: 75069**

<b>2,700 Square Foot Two-Story Home</b>	<b>Stone</b>	<b>Clay Brick</b>	<b>Stucco</b>	<b>Wood Siding</b>	<b>Fiber Cement</b>	<b>Vinyl</b>
<b>Cost per Square Foot of Living Area</b>	\$ 12.93	\$ 6.40	\$ 5.75	\$ 5.86	\$ 4.31	\$ 2.20
<b>Total Cost of Exterior Wall Cladding (all four sides)</b>	\$ 34,911	\$ 17,280	\$ 15,525	\$ 15,822	\$ 11,637	\$ 5,940
<b>Total Cost of Home Construction per Square Foot</b>	\$ 84.70	\$ 78.10	\$ 76.23	\$ 86.94	\$ 78.50	\$ 73.18
<b>Total Home Construction Cost</b>	\$ 228,688	\$ 210,863	\$ 205,817	\$ 234,737	\$ 211,957	\$ 197,596

Source: RSMMeans | The Gordian Group, Installed Cost of Residential Siding, Comparative Study: November 2017





**Denver, Colorado**  
**ZIP Code: 80123**

<b>2,700 Square Foot Two-Story Home</b>	<b>Stone</b>	<b>Clay Brick</b>	<b>Stucco</b>	<b>Wood Siding</b>	<b>Fiber Cement</b>	<b>Vinyl</b>
<b>Cost per Square Foot of Living Area</b>	\$ 14.08	\$ 6.95	\$ 6.30	\$ 6.18	\$ 4.66	\$ 2.39
<b>Total Cost of Exterior Wall Cladding (all four sides)</b>	\$ 38,016	\$ 18,765	\$ 17,010	\$ 16,686	\$ 12,582	\$ 6,453
<b>Total Cost of Home Construction per Square Foot</b>	\$ 92.23	\$ 84.81	\$ 83.52	\$ 91.69	\$ 84.88	\$ 79.50
<b>Total Home Construction Cost</b>	\$ 249,028	\$ 228,984	\$ 225,504	\$ 247,555	\$ 229,170	\$ 214,661

**Source:** RSMMeans | The Gordian Group, Installed Cost of Residential Siding, Comparative Study: November 2017



**Detroit, Michigan**  
**ZIP Code: 48201**

<b>2,700 Square Foot Two-Story Home</b>	<b>Stone</b>	<b>Clay Brick</b>	<b>Stucco</b>	<b>Wood Siding</b>	<b>Fiber Cement</b>	<b>Vinyl</b>
<b>Cost per Square Foot of Living Area</b>	\$ 17.30	\$ 8.45	\$ 8.03	\$ 6.73	\$ 5.57	\$ 2.90
<b>Total Cost of Exterior Wall Cladding (all four sides)</b>	\$ 46,710	\$ 22,815	\$ 21,681	\$ 18,171	\$ 15,039	\$ 7,830
<b>Total Cost of Home Construction per Square Foot</b>	\$ 113.33	\$ 103.11	\$ 106.45	\$ 99.85	\$ 101.45	\$ 96.47
<b>Total Home Construction Cost</b>	\$ 305,979	\$ 278,405	\$ 287,428	\$ 269,587	\$ 273,922	\$ 260,467

**Source:** RSMMeans | The Gordian Group, Installed Cost of Residential Siding, Comparative Study: November 2017



**Houston, Texas**  
**ZIP Code: 77001**

<b>2,700 Square Foot Two-Story Home</b>	<b>Stone</b>	<b>Clay Brick</b>	<b>Stucco</b>	<b>Wood Siding</b>	<b>Fiber Cement</b>	<b>Vinyl</b>
<b>Cost per Square Foot of Living Area</b>	\$ 13.14	\$ 6.50	\$ 5.86	\$ 5.89	\$ 4.37	\$ 2.24
<b>Total Cost of Exterior Wall Cladding (all four sides)</b>	\$ 35,478	\$ 17,550	\$ 15,822	\$ 15,903	\$ 11,799	\$ 6,048
<b>Total Cost of Home Construction per Square Foot</b>	\$ 86.08	\$ 79.32	\$ 77.69	\$ 87.38	\$ 79.60	\$ 74.51
<b>Total Home Construction Cost</b>	\$ 232,403	\$ 214,157	\$ 209,755	\$ 235,939	\$ 214,908	\$ 201,188

Source: RSMMeans | The Gordian Group, Installed Cost of Residential Siding, Comparative Study: November 2017



**Indianapolis, Indiana**  
**ZIP Code: 46201**

<b>2,700 Square Foot Two-Story Home</b>	<b>Stone</b>	<b>Clay Brick</b>	<b>Stucco</b>	<b>Wood Siding</b>	<b>Fiber Cement</b>	<b>Vinyl</b>
<b>Cost per Square Foot of Living Area</b>	\$ 14.93	\$ 7.34	\$ 6.77	\$ 6.22	\$ 4.88	\$ 2.52
<b>Total Cost of Exterior Wall Cladding (all four sides)</b>	\$ 40,311	\$ 19,818	\$ 18,279	\$ 16,794	\$ 13,176	\$ 6,804
<b>Total Cost of Home Construction per Square Foot</b>	\$ 97.80	\$ 89.57	\$ 89.75	\$ 92.28	\$ 88.88	\$ 83.83
<b>Total Home Construction Cost</b>	\$ 264,062	\$ 241,833	\$ 242,327	\$ 249,157	\$ 239,989	\$ 226,337

Source: RSMMeans | The Gordian Group, Installed Cost of Residential Siding, Comparative Study: November 2017



**Jacksonville, Florida**  
**ZIP Code: 32065**

<b>2,700 Square Foot Two-Story Home</b>	<b>Stone</b>	<b>Clay Brick</b>	<b>Stucco</b>	<b>Wood Siding</b>	<b>Fiber Cement</b>	<b>Vinyl</b>
<b>Cost per Square Foot of Living Area</b>	\$ 12.96	\$ 6.40	\$ 5.81	\$ 5.75	\$ 4.30	\$ 2.20
<b>Total Cost of Exterior Wall Cladding (all four sides)</b>	\$ 34,992	\$ 17,280	\$ 15,687	\$ 15,525	\$ 11,610	\$ 5,940
<b>Total Cost of Home Construction per Square Foot</b>	\$ 84.90	\$ 78.10	\$ 77.02	\$ 85.31	\$ 78.32	\$ 73.18
<b>Total Home Construction Cost</b>	\$ 229,219	\$ 210,863	\$ 207,965	\$ 230,330	\$ 211,466	\$ 197,596

Source: RSMMeans | The Gordian Group, Installed Cost of Residential Siding, Comparative Study: November 2017



**Louisville, Kentucky**  
**ZIP Code: 40201**

<b>2,700 Square Foot Two-Story Home</b>	<b>Stone</b>	<b>Clay Brick</b>	<b>Stucco</b>	<b>Wood Siding</b>	<b>Fiber Cement</b>	<b>Vinyl</b>
<b>Cost per Square Foot of Living Area</b>	\$ 14.40	\$ 7.08	\$ 6.55	\$ 6.02	\$ 4.71	\$ 2.43
<b>Total Cost of Exterior Wall Cladding (all four sides)</b>	\$ 38,880	\$ 19,116	\$ 17,685	\$ 16,254	\$ 12,717	\$ 6,561
<b>Total Cost of Home Construction per Square Foot</b>	\$ 94.33	\$ 86.40	\$ 86.83	\$ 89.31	\$ 85.79	\$ 80.83
<b>Total Home Construction Cost</b>	\$ 254,688	\$ 233,267	\$ 234,453	\$ 241,146	\$ 231,629	\$ 218,254

Source: RSMMeans | The Gordian Group, Installed Cost of Residential Siding, Comparative Study: November 2017



**Kansas City, Missouri-Kansas**  
**ZIP Code: 66204**

<b>2,700 Square Foot Two-Story Home</b>	<b>Stone</b>	<b>Clay Brick</b>	<b>Stucco</b>	<b>Wood Siding</b>	<b>Fiber Cement</b>	<b>Vinyl</b>
<b>Cost per Square Foot of Living Area</b>	\$ 16.81	\$ 8.21	\$ 7.81	\$ 6.62	\$ 5.42	\$ 2.82
<b>Total Cost of Exterior Wall Cladding (all four sides)</b>	\$ 45,387	\$ 22,167	\$ 21,087	\$ 17,874	\$ 14,634	\$ 7,614
<b>Total Cost of Home Construction per Square Foot</b>	\$ 110.12	\$ 100.18	\$ 103.54	\$ 98.21	\$ 98.72	\$ 93.81
<b>Total Home Construction Cost</b>	\$ 297,313	\$ 270,497	\$ 279,553	\$ 265,180	\$ 266,545	\$ 253,282

Source: RSMMeans | The Gordian Group, Installed Cost of Residential Siding, Comparative Study: November 2017



**Minneapolis, Minnesota**  
**ZIP Code: 55437**

<b>2,700 Square Foot Two-Story Home</b>	<b>Stone</b>	<b>Clay Brick</b>	<b>Stucco</b>	<b>Wood Siding</b>	<b>Fiber Cement</b>	<b>Vinyl</b>
<b>Cost per Square Foot of Living Area</b>	\$ 18.52	\$ 9.01	\$ 8.70	\$ 6.99	\$ 5.92	\$ 3.09
<b>Total Cost of Exterior Wall Cladding (all four sides)</b>	\$ 50,004	\$ 24,327	\$ 23,490	\$ 18,873	\$ 15,984	\$ 8,343
<b>Total Cost of Home Construction per Square Foot</b>	\$ 121.32	\$ 109.95	\$ 115.34	\$ 103.70	\$ 107.83	\$ 102.79
<b>Total Home Construction Cost</b>	\$ 327,557	\$ 296,855	\$ 311,410	\$ 280,002	\$ 291,134	\$ 277,532

**Source:** RSMMeans | The Gordian Group, Installed Cost of Residential Siding, Comparative Study: November 2017





**Nashville, Tennessee**  
**ZIP Code: 07940**

<b>2,700 Square Foot Two-Story Home</b>	<b>Stone</b>	<b>Clay Brick</b>	<b>Stucco</b>	<b>Wood Siding</b>	<b>Fiber Cement</b>	<b>Vinyl</b>
<b>Cost per Square Foot of Living Area</b>	\$ 13.82	\$ 6.81	\$ 6.23	\$ 6.00	\$ 4.56	\$ 2.34
<b>Total Cost of Exterior Wall Cladding (all four sides)</b>	\$ 37,314	\$ 18,387	\$ 16,821	\$ 16,200	\$ 12,312	\$ 6,318
<b>Total Cost of Home Construction per Square Foot</b>	\$ 90.53	\$ 83.10	\$ 82.59	\$ 89.02	\$ 83.06	\$ 77.84
<b>Total Home Construction Cost</b>	\$ 244,430	\$ 224,371	\$ 222,999	\$ 240,345	\$ 224,252	\$ 210,170

**Source:** RSMMeans | The Gordian Group, Installed Cost of Residential Siding, Comparative Study: November 2017



**New York City Suburbs (Summit, NJ)**  
**ZIP Code: 07940**

<b>2,700 Square Foot Two-Story Home</b>	<b>Stone</b>	<b>Clay Brick</b>	<b>Stucco</b>	<b>Wood Siding</b>	<b>Fiber Cement</b>	<b>Vinyl</b>
<b>Cost per Square Foot of Living Area</b>	\$ 21.30	\$ 10.29	\$ 10.20	\$ 7.40	\$ 6.70	\$ 3.52
<b>Total Cost of Exterior Wall Cladding (all four sides)</b>	\$ 57,510	\$ 27,783	\$ 27,540	\$ 19,980	\$ 18,090	\$ 9,504
<b>Total Cost of Home Construction per Square Foot</b>	\$ 139.53	\$ 125.57	\$ 135.22	\$ 109.79	\$ 122.03	\$ 117.09
<b>Total Home Construction Cost</b>	\$ 376,726	\$ 339,028	\$ 365,102	\$ 296,425	\$ 329,493	\$ 316,153

Source: RSMMeans | The Gordian Group, Installed Cost of Residential Siding, Comparative Study: November 2017



**Raleigh, North Carolina**  
**ZIP Code: 27601**

<b>2,700 Square Foot Two-Story Home</b>	<b>Stone</b>	<b>Clay Brick</b>	<b>Stucco</b>	<b>Wood Siding</b>	<b>Fiber Cement</b>	<b>Vinyl</b>
<b>Cost per Square Foot of Living Area</b>	\$ 13.03	\$ 6.43	\$ 5.85	\$ 5.78	\$ 4.32	\$ 2.21
<b>Total Cost of Exterior Wall Cladding (all four sides)</b>	\$ 35,181	\$ 17,361	\$ 15,795	\$ 15,606	\$ 11,664	\$ 5,967
<b>Total Cost of Home Construction per Square Foot</b>	\$ 85.35	\$ 78.46	\$ 77.55	\$ 85.75	\$ 78.68	\$ 73.52
<b>Total Home Construction Cost</b>	\$ 230,457	\$ 211,851	\$ 209,397	\$ 231,532	\$ 212,449	\$ 198,494

Source: RSMMeans | The Gordian Group, Installed Cost of Residential Siding, Comparative Study: November 2017