



**Brick Industry Association (BIA)**  
**Installed Cost of Residential Siding**  
**Comparative Study - October 2020**  
**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 23% cheaper than stone and 6% cheaper than stucco; and only slightly more (2%) than wood and fiber cement (3%).

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	\$ 26.09	\$ 8.84	\$ 8.15	\$ 6.80	\$ 6.13	\$ 2.97
Total Cost of Exterior Wall Cladding (all four sides)	\$ 70,438	\$ 23,875	\$ 22,000	\$ 18,369	\$ 16,541	\$ 8,022
Total Cost of Home Construction per Square Foot	\$ 130.04	\$ 105.55	\$ 112.31	\$ 103.17	\$ 102.38	\$ 98.68
Total Home Construction Cost	\$ 351,109	\$ 284,995	\$ 303,229	\$ 278,553	\$ 276,415	\$ 266,446
Cost is <b>Higher</b> or <b>(Lower)</b> than Clay Brick	↑ 23.2%	N/A	↑ 6.4%	↓ -2.3%	↓ -3.0%	↓ -6.5%

Source: RSMMeans | The Gordian Group, Installed Cost of Residential Siding, Comparative Study: October 2020



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

2,700 Square Foot Two-Story Home	Stone	Clay Brick	Stucco	Wood Siding	Fiber Cement	Vinyl
Cost per Square Foot of Living Area	\$ 21.75	\$ 7.39	\$ 6.46	\$ 6.12	\$ 5.21	\$ 2.47
Total Cost of Exterior Wall Cladding (all four sides)	\$ 58,720	\$ 19,949	\$ 17,434	\$ 16,524	\$ 14,063	\$ 6,682
Total Cost of Home Construction per Square Foot	\$ 108.41	\$ 88.20	\$ 89.00	\$ 92.81	\$ 87.04	\$ 82.21
Total Home Construction Cost	\$ 292,702	\$ 238,130	\$ 240,297	\$ 250,578	\$ 235,005	\$ 221,964
Cost is <b>Higher</b> or <b>(Lower)</b> than Clay Brick	↑ 22.9%	N/A	↑ 0.9%	↑ 5.2%	↓ -1.3%	↓ -6.8%

Source: RSMMeans | The Gordian Group, Installed Cost of Residential Siding, Comparative Study: October 2020



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

2,700 Square Foot Two-Story Home	Stone	Clay Brick	Stucco	Wood Siding	Fiber Cement	Vinyl
Cost per Square Foot of Living Area	\$ 19.39	\$ 6.60	\$ 5.56	\$ 5.75	\$ 4.71	\$ 2.20
Total Cost of Exterior Wall Cladding (all four sides)	\$ 52,362	\$ 17,811	\$ 15,007	\$ 15,518	\$ 12,714	\$ 5,953
Total Cost of Home Construction per Square Foot	\$ 96.67	\$ 78.75	\$ 76.61	\$ 87.16	\$ 78.69	\$ 73.24
Total Home Construction Cost	\$ 261,007	\$ 212,613	\$ 206,847	\$ 235,322	\$ 212,453	\$ 197,746
Cost is <b>Higher</b> or <b>(Lower)</b> than Clay Brick	↑ 22.8%	N/A	↓ -2.7%	↑ 10.7%	↓ -0.1%	↓ -7.0%

Source: RSMMeans | The Gordian Group, Installed Cost of Residential Siding, Comparative Study: October 2020



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

2,700 Square Foot Two-Story Home	Stone	Clay Brick	Stucco	Wood Siding	Fiber Cement	Vinyl
Cost per Square Foot of Living Area	\$ 20.45	\$ 6.95	\$ 5.99	\$ 5.91	\$ 4.93	\$ 2.33
Total Cost of Exterior Wall Cladding (all four sides)	\$ 55,218	\$ 18,763	\$ 16,165	\$ 15,946	\$ 13,311	\$ 6,278
Total Cost of Home Construction per Square Foot	\$ 101.94	\$ 82.95	\$ 82.52	\$ 89.56	\$ 82.38	\$ 77.24
Total Home Construction Cost	\$ 275,245	\$ 223,977	\$ 222,806	\$ 241,817	\$ 222,429	\$ 208,542
Cost is <b>Higher</b> or <b>(Lower)</b> than Clay Brick	↑ 22.9%	N/A	↓ -0.5%	↑ 8.0%	↓ -0.7%	↓ -6.9%

Source: RSMMeans | The Gordian Group, Installed Cost of Residential Siding, Comparative Study: October 2020



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

2,700 Square Foot Two-Story Home	Stone	Clay Brick	Stucco	Wood Siding	Fiber Cement	Vinyl
Cost per Square Foot of Living Area	\$ 33.05	\$ 11.18	\$ 10.89	\$ 7.77	\$ 7.57	\$ 3.77
Total Cost of Exterior Wall Cladding (all four sides)	\$ 89,241	\$ 30,190	\$ 29,402	\$ 20,967	\$ 20,452	\$ 10,182
Total Cost of Home Construction per Square Foot	\$ 164.75	\$ 133.47	\$ 150.09	\$ 117.76	\$ 126.58	\$ 125.26
Total Home Construction Cost	\$ 444,838	\$ 360,382	\$ 405,254	\$ 317,957	\$ 341,758	\$ 338,210
Cost is <b>Higher</b> or <b>(Lower)</b> than Clay Brick	↑ 23.4%	N/A	↑ 12.5%	↓ -11.8%	↓ -5.2%	↓ -6.2%

Source: RSMMeans | The Gordian Group, Installed Cost of Residential Siding, Comparative Study: October 2020



**Dallas, Texas**  
**ZIP Code: 75069**

2,700 Square Foot Two-Story Home	Stone	Clay Brick	Stucco	Wood Siding	Fiber Cement	Vinyl
Cost per Square Foot of Living Area	\$ 19.74	\$ 6.71	\$ 5.70	\$ 5.80	\$ 4.78	\$ 2.24
Total Cost of Exterior Wall Cladding (all four sides)	\$ 53,311	\$ 18,128	\$ 15,393	\$ 15,655	\$ 12,911	\$ 6,061
Total Cost of Home Construction per Square Foot	\$ 98.42	\$ 80.14	\$ 78.58	\$ 87.93	\$ 79.91	\$ 74.57
Total Home Construction Cost	\$ 265,738	\$ 216,391	\$ 212,171	\$ 237,401	\$ 215,751	\$ 201,338
Cost is <b>Higher</b> or <b>(Lower)</b> than Clay Brick	↑ 22.8%	N/A	↓ -2.0%	↑ 9.7%	↓ -0.3%	↓ -7.0%

Source: RSMMeans | The Gordian Group, Installed Cost of Residential Siding, Comparative Study: October 2020





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

2,700 Square Foot Two-Story Home	Stone	Clay Brick	Stucco	Wood Siding	Fiber Cement	Vinyl
Cost per Square Foot of Living Area	\$ 22.26	\$ 7.57	\$ 6.54	\$ 6.34	\$ 5.35	\$ 2.53
Total Cost of Exterior Wall Cladding (all four sides)	\$ 60,109	\$ 20,432	\$ 17,671	\$ 17,119	\$ 14,444	\$ 6,841
Total Cost of Home Construction per Square Foot	\$ 110.97	\$ 90.33	\$ 90.21	\$ 96.15	\$ 89.39	\$ 84.16
Total Home Construction Cost	\$ 299,626	\$ 243,894	\$ 243,564	\$ 259,594	\$ 241,363	\$ 227,227
Cost is <b>Higher</b> or <b>(Lower)</b> than Clay Brick	↑ 22.9%	N/A	↓ -0.1%	↑ 6.4%	↓ -1.0%	↓ -6.8%

Source: RSMMeans | The Gordian Group, Installed Cost of Residential Siding, Comparative Study: October 2020



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

2,700 Square Foot Two-Story Home	Stone	Clay Brick	Stucco	Wood Siding	Fiber Cement	Vinyl
Cost per Square Foot of Living Area	\$ 26.47	\$ 8.98	\$ 8.25	\$ 6.88	\$ 6.21	\$ 3.02
Total Cost of Exterior Wall Cladding (all four sides)	\$ 71,476	\$ 24,238	\$ 22,277	\$ 18,582	\$ 16,779	\$ 8,145
Total Cost of Home Construction per Square Foot	\$ 131.96	\$ 107.16	\$ 113.72	\$ 104.37	\$ 103.85	\$ 100.20
Total Home Construction Cost	\$ 356,286	\$ 289,328	\$ 307,053	\$ 281,789	\$ 280,391	\$ 270,535
Cost is <b>Higher</b> or <b>(Lower)</b> than Clay Brick	↑ 23.1%	N/A	↑ 6.1%	↓ -2.6%	↓ -3.1%	↓ -6.5%

Source: RSMMeans | The Gordian Group, Installed Cost of Residential Siding, Comparative Study: October 2020



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

2,700 Square Foot Two-Story Home	Stone	Clay Brick	Stucco	Wood Siding	Fiber Cement	Vinyl
Cost per Square Foot of Living Area	\$ 20.82	\$ 7.08	\$ 6.04	\$ 6.05	\$ 5.03	\$ 2.37
Total Cost of Exterior Wall Cladding (all four sides)	\$ 56,217	\$ 19,118	\$ 16,301	\$ 16,341	\$ 13,581	\$ 6,395
Total Cost of Home Construction per Square Foot	\$ 103.79	\$ 84.52	\$ 83.21	\$ 91.78	\$ 84.06	\$ 78.68
Total Home Construction Cost	\$ 280,221	\$ 228,209	\$ 224,676	\$ 247,799	\$ 226,952	\$ 212,430
Cost is <b>Higher</b> or <b>(Lower)</b> than Clay Brick	↑ 22.8%	N/A	↓ -1.5%	↑ 8.6%	↓ -0.6%	↓ -6.9%

Source: RSMMeans | The Gordian Group, Installed Cost of Residential Siding, Comparative Study: October 2020



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

2,700 Square Foot Two-Story Home	Stone	Clay Brick	Stucco	Wood Siding	Fiber Cement	Vinyl
Cost per Square Foot of Living Area	\$ 23.15	\$ 7.86	\$ 6.98	\$ 6.34	\$ 5.51	\$ 2.64
Total Cost of Exterior Wall Cladding (all four sides)	\$ 62,508	\$ 21,229	\$ 18,838	\$ 17,118	\$ 14,870	\$ 7,119
Total Cost of Home Construction per Square Foot	\$ 115.40	\$ 93.85	\$ 96.16	\$ 96.14	\$ 92.03	\$ 87.58
Total Home Construction Cost	\$ 311,581	\$ 253,406	\$ 259,643	\$ 259,591	\$ 248,479	\$ 236,468
Cost is <b>Higher</b> or ( <b>Lower</b> ) than Clay Brick	↑ 23.0%	N/A	↑ 2.5%	↑ 2.4%	↓ -1.9%	↓ -6.7%

Source: RSMMeans | The Gordian Group, Installed Cost of Residential Siding, Comparative Study: October 2020



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

2,700 Square Foot Two-Story Home	Stone	Clay Brick	Stucco	Wood Siding	Fiber Cement	Vinyl
Cost per Square Foot of Living Area	\$ 20.24	\$ 6.88	\$ 5.91	\$ 5.86	\$ 4.88	\$ 2.30
Total Cost of Exterior Wall Cladding (all four sides)	\$ 54,642	\$ 18,568	\$ 15,969	\$ 15,822	\$ 13,181	\$ 6,212
Total Cost of Home Construction per Square Foot	\$ 100.88	\$ 82.09	\$ 81.52	\$ 88.86	\$ 81.58	\$ 76.43
Total Home Construction Cost	\$ 272,374	\$ 221,652	\$ 220,107	\$ 239,930	\$ 220,261	\$ 206,355
Cost is <b>Higher</b> or <b>(Lower)</b> than Clay Brick	↑ 22.9%	N/A	↓ -0.7%	↑ 8.2%	↓ -0.6%	↓ -6.9%

Source: RSMMeans | The Gordian Group, Installed Cost of Residential Siding, Comparative Study: October 2020



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

2,700 Square Foot Two-Story Home	Stone	Clay Brick	Stucco	Wood Siding	Fiber Cement	Vinyl
Cost per Square Foot of Living Area	\$ 25.58	\$ 8.68	\$ 7.96	\$ 6.65	\$ 6.01	\$ 2.92
Total Cost of Exterior Wall Cladding (all four sides)	\$ 69,068	\$ 23,426	\$ 21,493	\$ 17,958	\$ 16,217	\$ 7,872
Total Cost of Home Construction per Square Foot	\$ 127.51	\$ 103.57	\$ 109.72	\$ 100.86	\$ 100.37	\$ 96.84
Total Home Construction Cost	\$ 344,282	\$ 279,638	\$ 296,237	\$ 272,318	\$ 270,993	\$ 261,476
Cost is <b>Higher</b> or <b>(Lower)</b> than Clay Brick	↑ 23.1%	N/A	↑ 5.9%	↓ -2.6%	↓ -3.1%	↓ -6.5%

Source: RSMMeans | The Gordian Group, Installed Cost of Residential Siding, Comparative Study: October 2020



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

2,700 Square Foot Two-Story Home	Stone	Clay Brick	Stucco	Wood Siding	Fiber Cement	Vinyl
Cost per Square Foot of Living Area	\$ 22.11	\$ 7.50	\$ 6.70	\$ 6.04	\$ 5.26	\$ 2.52
Total Cost of Exterior Wall Cladding (all four sides)	\$ 59,700	\$ 20,263	\$ 18,086	\$ 16,315	\$ 14,189	\$ 6,796
Total Cost of Home Construction per Square Foot	\$ 110.22	\$ 89.59	\$ 92.33	\$ 91.63	\$ 87.81	\$ 83.60
Total Home Construction Cost	\$ 297,583	\$ 241,885	\$ 249,282	\$ 247,408	\$ 237,096	\$ 225,731
Cost is <b>Higher</b> or <b>(Lower)</b> than Clay Brick	↑ 23.0%	N/A	↑ 3.1%	↑ 2.3%	↓ -2.0%	↓ -6.7%

Source: RSMMeans | The Gordian Group, Installed Cost of Residential Siding, Comparative Study: October 2020



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

2,700 Square Foot Two-Story Home	Stone	Clay Brick	Stucco	Wood Siding	Fiber Cement	Vinyl
Cost per Square Foot of Living Area	\$ 28.50	\$ 9.65	\$ 9.08	\$ 7.17	\$ 6.64	\$ 3.25
Total Cost of Exterior Wall Cladding (all four sides)	\$ 76,945	\$ 26,061	\$ 24,504	\$ 19,372	\$ 17,917	\$ 8,768
Total Cost of Home Construction per Square Foot	\$ 142.05	\$ 115.22	\$ 125.09	\$ 108.80	\$ 110.89	\$ 107.86
Total Home Construction Cost	\$ 383,547	\$ 311,095	\$ 337,749	\$ 293,764	\$ 299,394	\$ 291,233
Cost is Higher or (Lower) than Clay Brick	↑ 23.3%	N/A	↑ 8.6%	↓ -5.6%	↓ -3.8%	↓ -6.4%

Source: RSMMeans | The Gordian Group, Installed Cost of Residential Siding, Comparative Study: October 2020





**Nashville, Tennessee**  
**ZIP Code: 37213**

2,700 Square Foot Two-Story Home	Stone	Clay Brick	Stucco	Wood Siding	Fiber Cement	Vinyl
Cost per Square Foot of Living Area	\$ 21.21	\$ 7.20	\$ 6.27	\$ 6.03	\$ 5.09	\$ 2.41
Total Cost of Exterior Wall Cladding (all four sides)	\$ 57,260	\$ 19,449	\$ 16,937	\$ 16,292	\$ 13,748	\$ 6,512
Total Cost of Home Construction per Square Foot	\$ 105.71	\$ 85.99	\$ 86.46	\$ 91.50	\$ 85.09	\$ 80.11
Total Home Construction Cost	\$ 285,421	\$ 232,163	\$ 233,448	\$ 247,052	\$ 229,741	\$ 216,299
Cost is <b>Higher</b> or ( <b>Lower</b> ) than Clay Brick	↑ 22.9%	N/A	↑ 0.6%	↑ 6.4%	↓ -1.0%	↓ -6.8%

Source: RSMMeans | The Gordian Group, Installed Cost of Residential Siding, Comparative Study: October 2020



**New York City, Suburbs (Summit, NJ)**  
**ZIP Code: 07901**

2,700 Square Foot Two-Story Home	Stone	Clay Brick	Stucco	Wood Siding	Fiber Cement	Vinyl
Cost per Square Foot of Living Area	\$ 32.12	\$ 10.86	\$ 10.58	\$ 7.57	\$ 7.36	\$ 3.66
Total Cost of Exterior Wall Cladding (all four sides)	\$ 86,712	\$ 29,330	\$ 28,569	\$ 20,442	\$ 19,884	\$ 9,891
Total Cost of Home Construction per Square Foot	\$ 160.09	\$ 129.67	\$ 145.84	\$ 114.81	\$ 123.06	\$ 121.68
Total Home Construction Cost	\$ 432,232	\$ 350,110	\$ 393,775	\$ 309,993	\$ 332,266	\$ 328,529
Cost is <b>Higher</b> or <b>(Lower)</b> than Clay Brick	↑ 23.5%	N/A	↑ 12.5%	↓ -11.5%	↓ -5.1%	↓ -6.2%

Source: RSMMeans | The Gordian Group, Installed Cost of Residential Siding, Comparative Study: October 2020



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

2,700 Square Foot Two-Story Home	Stone	Clay Brick	Stucco	Wood Siding	Fiber Cement	Vinyl
Cost per Square Foot of Living Area	\$ 20.36	\$ 6.92	\$ 5.96	\$ 5.89	\$ 4.91	\$ 2.31
Total Cost of Exterior Wall Cladding (all four sides)	\$ 54,972	\$ 18,684	\$ 16,092	\$ 15,903	\$ 13,257	\$ 6,237
Total Cost of Home Construction per Square Foot	\$ 101.49	\$ 82.60	\$ 82.15	\$ 89.32	\$ 82.05	\$ 76.73
Total Home Construction Cost	\$ 274,018	\$ 223,032	\$ 221,799	\$ 241,159	\$ 221,530	\$ 207,170
Cost is <b>Higher</b> or <b>(Lower)</b> than Clay Brick	↑ 22.9%	N/A	↓ -0.6%	↑ 8.1%	↓ -0.7%	↓ -7.1%

Source: RSMMeans | The Gordian Group, Installed Cost of Residential Siding, Comparative Study: October 2020



**Washington, DC Suburbs (Reston, VA)**  
**ZIP Code: 20191**

2,700 Square Foot Two-Story Home	Stone	Clay Brick	Stucco	Wood Siding	Fiber Cement	Vinyl
Cost per Square Foot of Living Area	\$ 24.10	\$ 8.18	\$ 7.33	\$ 6.55	\$ 5.72	\$ 2.74
Total Cost of Exterior Wall Cladding (all four sides)	\$ 65,082	\$ 22,088	\$ 19,783	\$ 17,683	\$ 15,445	\$ 7,409
Total Cost of Home Construction per Square Foot	\$ 120.15	\$ 97.65	\$ 100.99	\$ 99.32	\$ 95.59	\$ 91.15
Total Home Construction Cost	\$ 324,411	\$ 263,664	\$ 272,673	\$ 268,157	\$ 258,097	\$ 246,113
Cost is <b>Higher</b> or <b>(Lower)</b> than Clay Brick	↑ 23.0%	N/A	↑ 3.4%	↑ 1.7%	↓ -2.1%	↓ -6.7%

Source: RSMMeans | The Gordian Group, Installed Cost of Residential Siding, Comparative Study: October 2020