

## Curb Appeal-Conscious Homeowners Side With Vinyl



(NAPSA)—Americans are spending more than \$200 billion on home remodeling projects each year, according to the National Association of Home Builders. This figure continues to climb as homeowners invest more in home improvements that increase curb appeal and boost real estate value.

Among the top priorities on homeowners' to-do lists is upgrading exterior cladding. In fact, siding replacement is an affordable project that comes with a high return. More popular than wood or aluminum, vinyl is the material of choice for re-siding projects, and many say for good reason. Vinyl is tough to beat for sheer endurance. It requires far less maintenance than more traditional materials and is now available in an unmatched variety of styles and colors. It can complement any style of house including Ranch, Victorian, Arts and Crafts or any other while maintaining the home's architectural integrity.

Nevertheless, the number one reason homeowners and homebuyers seek vinyl-clad homes is low maintenance. Painting and general upkeep of wood can be laborious and expensive. Vinyl siding retains its attractive appearance over the years with no need for

painting or refinishing. And the up-front costs of vinyl siding won't break the bank as traditional materials can.

When selecting vinyl siding, first ask building professionals which manufacturer they prefer. The best bet is to choose siding made by trusted companies that have a history of producing high-quality products. Next, choose a style and color that best suit your home and neighborhood.

Some of the newer offerings to be aware of include shake-style vinyl siding and insulated vinyl siding. Cedar Impressions® is a popular option by longtime manufacturer CertainTeed. Molded from real cedar shingles, it has a natural wood texture that lasts for years and a low-gloss finish that comes in a broad range of colors. Plus, it's virtually maintenance free and never needs painting.

Insulated vinyl siding is also peaking homeowners' interest. In addition to the easy-care vinyl construction, it provides a firm wall of protection against wind and weather. It also has added durability that guards against everyday mishaps.

For more information on vinyl siding, visit [www.certainteed.com](http://www.certainteed.com) or call 800-782-8777.