

YOUR BUSINESS

YOUR CLIENTS

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Getting into Groupon

Relationship-based
selling

Billing by skill

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YOUR TOOLBOX FOR SUCCESS

Energy Stars

Doug Selby's Meadowlark Builders is flourishing despite the demise of Home Star – and he's not alone



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PRODUCTS

SIDING + WINDOWS

Mix & Match

Stylish design ideas sure to boost curb appeal

WE'VE SAID IT BEFORE, and we'll say it again: Homeowners are increasingly investing in ways to make their existing home designs work better for them since many owners are deciding to stay put rather than move.

But good design doesn't stop at the kitchen, the bathroom, the clever under-stairs storage, or the creative shifting of room functions. Exteriors must also work hard. More than offering safety from the elements, siding boosts curb appeal and, when done well, wraps the house like a gift that homeowners get to open every time they pull into the driveway.

Siding programs such as **Ply Gem's Designed Exterior** (designedexterior.com) and **Exterior Portfolio by Crane** (exteriorportfolio.com) have had great success in giving contractors and remodelers easy access to siding design ideas and the products to bring those ideas to life.

Building on this mix-and-match concept, the collection of products on this page represents a range of products currently available. Choose one item from each row and you're on your way to a new stylish exterior design.

—Lauren Hunter



Find this article at <http://go.hw.net/r-products> to see a slide show with complete details for these and other siding products.



Structure EPS

Get an R-value boost from insulation behind 16 colors in standard or long lengths. Mastic by Ply Gem | 800.788.1964 | mastic.com



CraneBoard

A range of new darker colors makes for a bold design palette. Exterior Portfolio by Crane | 800.366.8472 | exteriorportfolio.com



HardieShingle

Available in three edge profiles and 27 colors to offer texture to designs. James Hardie | 888.542.7343 | jameshardie.com



Laurel Cavern Ledge

Accent an array of siding with four region-inspired color blends. StoneCraft | 888.580.6448 | stonecraft.com



LedgeCut33

Three color options let users lend a dry-stacked linearity to any project. Eldorado Stone | 800.925.1491 | eldoradostone.com



SureTouch

A unique backing system helps stones install like color-by-number. Simply stack and grout. Oldcastle | 877.506.2745 | suretouchusa.com



VersaWrap

A weighty 8x8-inch column size was introduced to meet customer demands. Versatex | 724.857.1111 | versatex.com



Kleer

Choose from 18 profiles of PVC molding for that finishing touch. Kleer Lumber | 866.553.3770 | kleerlumber.com



IQm Trim

An integrated fin and J-channel help boards work hard in all 17 colors. IQM | 888.289.1169 | iqmtrimboard.com

Testing Vinyl

After the Vinyl Siding Institute (VSI) defined insulated vinyl siding to mean "siding with rigid foam insulation integral (attached) to the panel," more verification steps followed. "We knew we needed to look into testing to determine the R-value of insulated vinyl siding," says VSI president and CEO Jerry Huntley. "Being internationally accepted,

ASTM C1363

is the standardized testing method for "Thermal Performance of Building Materials and Envelope Assemblies," including insulated vinyl siding

we knew we could ask our members to test to ASTM C1363 and the results would be reliable."

Huntley says that all 12 VSI manufacturer members in the U.S. and Canada are making insulated vinyl siding, and all are testing to ASTM C1363 to determine their products' R-values.

The organization next wants to develop a program that would certify insulated siding to validate a minimum R-value. "We've seen so much greenwashing in the building industry," Huntley says. "But by adhering to these testing standards, we know our members are laying a good, honest foundation to help consumers meet their energy-efficiency goals." —*Lauren Hunter*



Reclaimed Rustic

Part of the Custom Wood Line, reclaimed wood windows and doors are made from Douglas fir originally used for fencing, barns, houses, and factories. Some of the material is sourced from snow fences previously used to prevent snowdrifts on highways, which speaks to the material's durability. Exterior cladding is available for added protection, or users can mix-and-match planed finishes on windows with weathered, skip-planed, or planed finishes on doors. **Jeld-Wen | 800.877.9482 | jeld-wen.com**

Composite Introduction

The Aeris Collection of windows and patio doors includes the CX900 composite series in double-hung, casement, awning, slider, bay, bow, and architectural styles. The window is designed to offer the aesthetics of wood without the maintenance. Features include:

- A pine wood interior and co-extruded exterior
- Solid-core frames and sashes
- Exterior capstock available in six colors
- Interior finishes: choice of 16 paint colors or 16 hand-applied stains
- Available options include simulated divided lites

ProVia | 877.389.0834 | aeriscollection.com



Safely Shuttered

Deployed electronically using a computer or Android smartphone, Home Manager ST users can schedule and program their storm protection shades individually or in groups and can also control compatible lights, sensors, and thermostats. Though ideal for use in second homes where deployment can occur from thousands of miles away, all Wisp storm shades can also be operated manually. The high-impact shades are made from a tightly woven synthetic fiber and weather-resistant, pliable coating for strength and flexibility in the face of 200 mph winds.

Wisp Windows & Doors | 877.939.9283 | wispwindow.com

