The Truth About
Vinyl Siding and Brick
Vinyl siding is the number one choice of remodelers, builders and homeowners. Used alone or in combination with other exterior cladding, vinyl and other polymeric siding deliver undeniable curb appeal at the most affordable price. An impressive list of benefits includes lasting beauty, durability, extremely low maintenance, sustainability and great value.

Some competitors continue to make claims that simply are not true. However, the Vinyl Siding Institute, Inc. (VSI) is dedicated to presenting the facts. On the pages that follow, we present the facts about vinyl siding and important things to consider about brick.

Important facts about vinyl and other polymeric siding

- Vinyl siding is the number one choice of exterior cladding across the United States and Canada, with demand nearly seven times greater than brick.¹
- Vinyl siding has the lowest total installed cost² (including materials and labor) and the lowest long-term maintenance needs of any exterior cladding.
- Vinyl siding is the only exterior cladding with both third-party product certification and certified installer programs, both of which are administered by an accredited, independent, quality control agency.
- The VSI Product Certification Program verifies that manufacturers’ products – both vinyl and polypropylene siding – meet or exceed globally recognized ASTM standards in many critical areas, including windload, impact resistance and appearance.
- The VSI Product Certification Program also includes certification based on the industry standards for color retention.
- There are currently nearly 950 products and almost 350 vinyl siding colors in VSI’s Official List of Certified Products.
- The VSI Certified Installer Program trains and tests experienced vinyl siding installers on their knowledge of proper vinyl siding installation techniques based on the industry standard, ASTM D4756.
- Vinyl siding outperforms brick in almost all performance measures when analyzed using Building for Environmental and Economic Sustainability (BEES) software, a life cycle analysis tool developed by the National Institute of Standards and Technology. For additional information on vinyl siding’s environmental performance, go to www.vinylsiding.org/greenpaper.
- Vinyl siding contributes to achieving points for certification in the U.S. Green Building Council (USGBC) LEED® for New Construction and LEED for Homes Rating Systems as well as the ICC 700 National Green Building Standard™.
Why America sides with vinyl

**Beauty**

<table>
<thead>
<tr>
<th>Vinyl Siding</th>
<th>Brick</th>
</tr>
</thead>
<tbody>
<tr>
<td>An impressive variety of profiles and shapes, with ideal choices to suit virtually any architectural style</td>
<td>While recognized for its attractive appearance, brick’s limited variations and color options are not suited for popular architectural styles, including Queen Anne and Craftsman</td>
</tr>
<tr>
<td>An ever-increasing spectrum of colors, including darker options and period colors</td>
<td>Because accessories are not available in brick, many brick homes rely on high-maintenance trim (e.g., wood) to complete the look</td>
</tr>
<tr>
<td>Comprehensive architectural trim options and accessories in matching and complementary colors</td>
<td></td>
</tr>
</tbody>
</table>
Property value

The Brick Industry Association website cites a study of masonry ordinances and property values conducted by the University of Michigan\(^1\) that makes inaccurate claims about masonry and its effect on property value. The study contains numerous caveats and exceptions that undermine the underlying claims that the use of brick on a home’s exterior improves property values.

- “The strong economic performance observed in (neighborhoods with masonry ordinances) may not be entirely attributed to the adoption of a masonry ordinance. We cannot deny the possibility that these positive outcomes may well reflect the confluence of many factors, with a masonry ordinance being one of them.”
- “The study shows two conflicting patterns. The price level comparison shows that property values are higher in Orland Park and Tinley Park, but the appreciation rate analysis shows that housing price appreciates faster in (areas without masonry ordinances) during the study period.”

Siding with quality

Before you let someone else tell you what today’s vinyl and other polymeric siding are all about, we recommend discovering for yourself. Visit [www.vinylsiding.org](http://www.vinylsiding.org) to learn more about the nearly 950 certified products and almost 350 certified vinyl siding colors listed in VSI’s Official List of Certified Products. All verified by an accredited, independent, quality control agency to meet or exceed industry standards for quality.

Through links to manufacturer websites, you will see the vast selection of colors and styles now available, even warranties that can last the lifetime of a home and transfer to the next owner.

The more you learn, the more you’ll appreciate why America sides with vinyl.