

# Build it with **BRICK**

## **B**RICK. IT'S WHAT GIVES YOUR HOME TIMELESS GOOD LOOKS.

Clay brick will give your new home authentic, timeless beauty from the moment the brick is laid. Everyone who's ever pulled up to a stately brick home understands its immediate curb appeal. It's little wonder, then, that brick homes sell for a premium. On average nationally, homes made of brick typically sell for more than similar homes built with other materials. That's why people say that you don't buy a brick home, you invest in it. But even still, that investment may be less than you think, and offers many additional benefits for the homeowner.



### 1. Fight fire with natural clay brick.

Your home isn't just an investment. It's what keeps your family safe. And a house made of brick offers superior fire resistance. How? During manufacturing, each clay brick is fired—to around 2000°F—to fight fire. The result is a non-flammable, non-combustible material. As such, clay brick makes for an excellent cladding choice to resist or confine fires.

### 2. Its high wind protection blows away the competition.

In Georgia, wind protection is serious business. You want your home safe from hurricanes and windstorms. Studies have shown that homes built with brick offer dramatically more protection than those built with most other materials. A study found that brick homes exceed impact resistance requirements for hurricane zone building codes. In fact, brick is such a strong and durable building material that your insurance company may even offer you a discount on your home insurance costs.

## Brick costs less than you think, and adds more value to your home.

2,700-Square-Foot, Two-Story Home Atlanta, GA 30301	Stone Veneer	Wood Siding	Brick	Fiber Cement	Vinyl Siding
Total Cost of Installed Exterior Cladding Material, All Four Sides	\$41,702	\$14,600	\$17,281	\$8,812	\$5,699
Total Cost of Home Construction Per Square Foot	\$89.80	\$83.19	\$79.02	\$75.90	\$72.78
Total Cost of Home Construction	\$242,458	\$224,612	\$213,350	\$204,937	\$196,511

RSMeans | The Gordian Group, Installed Cost of Residential Siding, Comparative Study; October 2015

**HOW MUCH DOES BRICK COST?** A lot less than you think. In fact, compared to other building materials, brick stands right in the middle of the pack. Stone costs 13.6% more than brick; wood siding costs 5.3% more than brick. Priced against vinyl siding and fiber cement, brick costs just 7.9% more and 3.9% more, respectively. Yet, brick's low maintenance, energy efficiency, and re-sale value more than outweigh the cost difference. In the final analysis, the price difference between brick and cheaper materials is insignificant.

### 3. Build a wall against water, mold, and insects.

The last thing you want is water seeping into your home. We've all read the horror stories about mold. But water can also rot wood and corrode fasteners. And if water's coming in, so too might insects. Here's the good news. According to a nationally renowned, independent building products research laboratory, brick veneer wall assemblies control moisture better than wall systems clad with other exterior materials. In other words, if you hate mold and termites, you'll love clay brick.

### 4. Brick. It's what legacies are built upon.

Clay brick is what the smart little piggy chose. And so will you. Because when you build a new home, you are really building a legacy for your family. Research confirms that clay brick's renowned longevity isn't just a fairy tale. The National Institute for Standards and Technology (NIST) gives brick masonry a 100-year life. What other material ages so gracefully?

### 5. Get on the 100-year maintenance program.

People who own brick homes often report that their brick needs no maintenance whatsoever. Ever. While other building materials require repeated work—costing thousands of dollars each time they paint or replace—the brick in your home simply will not. Brick may cost just slightly more to install, but you will more than make up for that investment with very little maintenance over the next 100 years.

### 6. Save money on your energy bills, naturally.

What if you could lower your energy bills? With brick you can. Brick is a natural insulator. It's slow to lose or absorb heat, which means your air conditioner or heater don't have to work as hard to keep the inside of your home cool or warm. In fact, brick homes are among the most energy efficient. Typical savings on your energy bill with brick are 2% to 7% compared to fiber cement. And you can take that to the bank.

### 7. It keeps outside noise ... outside.

Cars whooshing by. Leaf blowers blaring. Or neighbors with their volume way up. Don't worry about any of it. Brick absorbs noise, giving it an acoustic advantage over other materials—especially helpful in densely populated areas. Only brick construction uses the same kind of sound control found in recording studios: a pocket of air, which, when combined with brick's dense mass, insulates your home from outside noise. In fact, a lawn mower at 90 decibels (considered very loud) right outside the wall, for example, would be approximately 37 decibels (considered faint) on the inside.

The little secret  
in the trade is  
that a house  
built with brick  
costs a whole  
lot less than  
you might  
think.



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