

#1 Return on Investment  
8 years in a row!



**For the 8th year in a row**, *Remodeling* magazine's Cost vs. Value Report states that re-siding your home with fiber-cement siding in the mid-range or larger categories provides the #1 return on your remodeling investment. Now that's *really* inspiring.



AFTER



BEFORE



# #1 Return on your investment, 8 years in a row

Project	2012 Rank	2011 Rank	2010 Rank	2009 Rank	2008 Rank	2007 Rank	2006 Rank	2005 Rank
Siding Replacement - Fiber Cement	1	1	1	1	1	1	1	1
Minor Kitchen remodel (replace wall oven and cook top with energy efficient models)	5	4	5	7	5	4	4	3
Siding Replacement - Foam Back Vinyl	10	8	9	6	4	7	9	3
Mid Range Bathroom Remodel (Update an existing 5' x 7' bathroom)	20	18	19	14	11	6	4	2
Mid Range Roof Replacement	24	22	24	18	22	22	18	17

Fiber cement siding replacement is the highest percentage of cost recouped for projects greater than \$1,200.

2013 Hanley Wood, LLC. Excerpted by permission. Complete data from the Remodeling 2012-2013 Cost vs. Value Report is available at [www.costsvalue.com](http://www.costsvalue.com)



More than 5.5 million homeowners have already chosen James Hardie® siding and are ecstatic about its beauty, durability and value. In fact, James Hardie siding products with ColorPlus® Technology outperform both vinyl and wood-based products reducing demanding and expensive maintenance cycles, generating free time for your family and cost savings for your pocket.



## #1 Spruce Up Your Siding

HGTV's "20 Ways to Add Value to Your Home" states "Here is your chance to make a great first impression in the real estate world." Replacing your siding is their number 1 pick for home improvements.

## Smart Fiscal Sense

Smart Money magazine has James Hardie featured in "Smart Fiscal Sense." Money magazine singles out HardiePlank® siding as a great value; a smart investment that delivers on durability

## ABC's Extreme Makeover Home Edition

James Hardie is featured in over 50 Extreme Makeover Home Edition shows, and used in over 20 Idea Homes from Coastal Living, Southern Living and Sunset magazine.



**JamesHardie**

1.866.442.7343 | [www.jameshardie.com](http://www.jameshardie.com)

**ColorPlus**® Technology