

Your Home

Smart Remodeling Is A Good Investment Even In A Bad Housing Market

(NAPSA)—During the mid-2000s, inflated real estate values and low-interest loans often contributed to homeowners “supersizing” new homes with numerous upgrades and leveraging generous lines of equity credit. Those days are distant memories as home sales continue to decline and foreclosures continue to rise. Today, remodeled kitchens, new pools and elaborate landscapes serve as devalued reminders of how far the market has fallen.

Some remodeling projects, however, perform very well in good and bad times. The “2009-10 Cost vs. Value® Report” from Remodeling magazine, in cooperation with the National Association of Realtors®, makes a strong case for “smart” projects that deliver cosmetic and utilitarian value. In addition to holding their value, these projects increase a home’s curb appeal, giving the seller a significant edge in a buyer’s market.

Fiber cement siding—designed to closely resemble wood but being fire, moisture and impact resistant—may be the best example of smart remodeling. Since first being included as part of the



Fiber cement siding is an example of a “smart” remodeling project. It increases curb appeal and protects the home.

report in 2005, fiber cement siding has held its position as the top-ranked return on investment for projects costing over \$1,200, demonstrating consistent value even when the housing market has not. In fact, its 83.6 percent return for 2009-10 beats out foam-backed vinyl siding, kitchen and bath remodels, decks and even window and roof replacements. The average cost of a fiber cement siding project is approximately \$13,300, according to the report.

“The economy always impacts the kinds of remodeling projects homeowners undertake,” said Paul

Gentzel, repair and remodel business manager for James Hardie Building Products, the No.1 provider of fiber cement siding in the United States. “The ‘Cost vs. Value Report’ clearly shows ‘replacement’ projects or practical improvements that extend the life of a home and add to its exterior appearance are even more valuable when home sales are down.

“For example, James Hardie fiber cement siding products are ‘engineered for climate,’ meaning they are specially formulated to provide maximum protection against climate and the elements, based on where they are installed,” said Gentzel. “On top of that, the products dramatically upgrade a home’s exterior appearance. That kind of remodel is valuable to both the seller and the buyer.”

To learn more about James Hardie fiber cement siding, visit www.jameshardie.com/value and the James Hardie pages on Facebook or follow James Hardie on Twitter. To read the entire “2009-10 Cost vs. Value Report” from Remodeling magazine, visit www.remodeling.hw.net/2009/costvsvalue/national.aspx.