

DETAIL DIFFERENCE = CURB APPEAL



PROJECT OVERVIEW

When contractor Steve Roth decided to build a spec house he counted on simple low-maintenance curb appeal upgrades to help sell the home.

He invested \$4,200 in Fypon® polyurethane and cellular PVC products and sold the house for \$20,000 more than a similar house right next door.

FYPON



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SOLD! Just eight weeks into construction and with the interior not yet complete, contractor Steve Roth sold his Wauseon, Ohio spec house.

In a new neighborhood of cookie-cutter homes, Roth achieved this fast sell by adding low maintenance extras to the exterior of his home.

PAYBACK WITH URETHANE AND PVC

"I invested \$4,200 in decorative urethane and cellular PVC pieces to enhance the exterior of the home and immediately found out that curb appeal sells," says Roth. "The home under construction right next door was of a similar size and design. My house sold faster because of the Fypon upgrades and it sold for about \$20,000 more!"

The buyers of Roth's home cited the decorative accent pieces around the windows, garage, porch and entry door of the starter home as the reason for purchase. The low maintenance architectural elements added by Roth included a combination of moulded urethane pieces, such as dormer trim, a louver and window crossheads, along with fabricated fascia board, frieze board and front porch headers all made from sheets of cellular PVC.

"I've used these products for years and they look as good today as they will decades from now," says Roth. "The homeowners will never have to worry about scraping or replacing rotting wood trim pieces. Urethane and PVC products are a great investment in low maintenance living.

"The PVC and urethane complement each other wonderfully on a home. The pieces are lightweight yet durable, look good together and perform similarly. The PVC is especially easy to use because it allows you to quickly fabricate parts. Selecting molded pieces that install 'as is' and PVC sheets and boards that can be fabricated into anything I wish allows me to have the best of both worlds."



(Above) Dormer windows receive special attention on this house with urethane pediments, side trim and returns. (Left) Front porch header wrap fabricated from cellular PVC adds a customized look to the exterior of the home. (Below) Low-maintenance Fypon urethane and cellular PVC products add curb appeal and selling power to this Ohio home.



PRODUCTS USED IN THIS PROJECT

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| 1. Urethane Dormer Side Trim | #DMST7X69 |
| 2. Urethane Square Columns | #COL11X96PSQ |
| 3. Urethane Dormer Pediments | #DMP44 |
| 4. Urethane Dormer Return | #DMR457-10 |
| 5. Urethane Decorative Vertical Louver | #LV12X24 |

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