

# Brick Smart: Do You Know The True Value Of Brick?

From the Earth  
Color Selection  
Never Fades  
Comfortably Efficient  
Appreciating Value  
Reduced Insurance  
Peace and Quiet  
Maintenance Free  
Unmatched Safety  
Design Opportunity  
Lifetime Durability

Acorn Street lies in Boston's Beacon Hill, one of the oldest and most picturesque neighborhoods in the United States, a thriving residential community begun in 1795 with the red brick State House. Brick then, brick today.

**ACME  
BRICK**  
brick.com

Make the Choice  
for a Lifetime:  
Pick Brick



# Why Pick Brick?



Si-o-seh Pol, "the bridge of thirty-three spans," was an achievement of the early 17th century Persian empire.

You have many choices in building today, some natural and many manmade replicas or variations. Sorting through costs and benefits can be complicated, so take a moment to quickly see how brick compares to competing materials.

## Clay Brick \$6.40/sq.ft.

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- ▲ Color Selection
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- ▲ Unmatched Safety
- ▲ Design Opportunity
- ▲ Lifetime Durability



Brick is today what it always has been, an authentic building material, made from the earth, for the earth. Although many have tried to duplicate some of its remarkable qualities in design and construction, no other material has equaled the unique blend of beauty and brawn in authentic fired clay brick. Rediscover how brick smartly improves your life:

**From the Earth.** Brick is formed from natural clays taken directly from the ground, molded, cut, and fired in energy-efficient clean-burning natural gas kilns.

**Color Selection.** You can pick just the right brick, or beautiful blend of complementary shades, in harmony with your region, because the clays are dug nearby.

## Choose Wisely for Uniquely Appealing Lifetime Value.

Cost of materials only; data 2013, 2015

### Vinyl Siding \$2.11/sq.ft.

- ▲ Low cost, easy installation
- ▼ Poor aesthetics
- ▼ Poor fire resistance
- ▼ Poor energy insulation value
- ▼ Poor sound performance
- ▼ Dents, dings, misalignment, warping
- ▼ Moisture damage over time

### Fiber Cement Siding \$3.26/sq.ft.

- ▲ Improved aesthetics versus vinyl
- ▲ No special foundation support
- ▼ Attempts to be "authentic" wood look
- ▼ Visible seams
- ▼ Wood pulp vulnerable to wind, fire, water
- ▼ Needs repaint, recaulk every 7-10 years
- ▼ Dents, chips
- ▼ Often wavy over imperfect framing

### Synthetic Stucco \$4.84/sq.ft.

- ▲ Color variety
- ▲ Energy efficiency
- ▲ Sound insulation
- ▼ Dents, tears, cracks tough to patch
- ▼ Vulnerable to fire, moisture, insects
- ▼ Requires maintenance to reseal joints
- ▼ Insurance premiums may rise
- ▼ Insurance difficult on older homes



# Authentic Brick: Often Mimicked, Never Matched.



The brick of Venice endures across the centuries alongside famed canals.



**Never Fades.** The color of brick is integral to the material, through and through. Punishing UV rays, wind, and inclement weather are no match for richness that lasts.

**Comfortably Efficient.** Brick slows the transfer of summer heat to a home's interior, which helps your air conditioning take a load off.

**Appreciating Value.** Homes appraise higher, foot for foot, from day one and increase in value as years go by when finished in brick, compared to lesser siding.

**Reduced Insurance.** Brick's fire, wind, and water resistance, and overall durability, can deliver 6% to 10% savings on homeowner's or building insurance rates.

**Peace and Quiet.** Brick's mass helps dampen the transfer of sound through the wall, keeping outdoor sounds out, or letting you rock out without disturbing the peace.

**Maintenance Free.** Gone are the days of frequent cleanings and regular repainting schedules with stable, integral color of beautifully durable brick.

**Unmatched Safety.** Fire, wind, and impact are no match for brick—even beyond the one-hour fire test—compared with legions of lesser building materials.

**Design Opportunity.** Architects and homeowners alike appreciate the unit-based nature of brick in creating imaginative and finely detailed structures.

**Lifetime Durability.** Your brick home will outlast your mortgage. Brick buildings are often repurposed over long life spans, across decades and centuries.

## Thin Brick \$9.85/sq.ft.

- ▲ Natural materials
- ▲ Appealing aesthetics
- ▲ Lightweight, lower wall load
- ▲ Design opportunities interior, exterior
- ▲ Moisture resistance
- ▼ Less structural strength than brick or stone

## Synthetic Stone \$9.95/sq.ft.

- ▲ Natural material appearance
- ▲ Appreciating value
- ▲ Maintenance free
- ▲ Sustainable manufacturing
- ▼ Requires precision construction
- ▼ Vulnerable to moisture damage
- ▼ Color may fade over time due to UV rays

## Real Stone \$15.45/sq.ft.

- ▲ Natural materials
- ▲ Appreciating value
- ▲ Superior aesthetics
- ▲ Color, type variety
- ▲ High energy efficiency
- ▲ Maintenance free
- ▲ Sustainable manufacturing
- ▼ Requires specialized trade skills



# Value Over Cost

Less authentic, more expedient materials continue to rise and fall in the construction marketplace. Reliable, time-honored Brick compares with any competitor favorably, every time, when total value is taken into account, not just installed cost. Take Fiber Cement Siding, for example. Compare:

Floor Area Square Feet (sf) 2,000      Length 50ft      Width 40ft

Wall Height 8ft      Brick 1,457sf      Siding 1,440sf

Brick      Brick/sf 3.71      # Brick 5,407

| King Size Brick       |                | Fiber Cement Siding |                |
|-----------------------|----------------|---------------------|----------------|
| Brick                 | \$2,124        | Siding              | \$1,749        |
| Mortar, Sand          | 643            | Paint               | 1,894          |
| PolyISO, Ties, Angles | 924            | OSB Sheathing       | 391            |
| Footing               | 378            | House Wrap/Tape     | 187            |
| Labor                 | 2,880          | Labor               | 1,457          |
| <b>Total Cost</b>     | <b>\$6,949</b> | <b>Total Cost</b>   | <b>\$5,678</b> |

| Summary             | Total          | Sq.Ft. |
|---------------------|----------------|--------|
| Brick               | \$6,949        | \$4.77 |
| Fiber Cement Siding | 5,678          | 3.94   |
| <i>Difference</i>   | <i>\$1,271</i> |        |

| Appraisal                            | Length | Width | Stories | Sq.Ft. | \$100/sf       |
|--------------------------------------|--------|-------|---------|--------|----------------|
| Siding                               | 50.00  | 40.00 | 1       | 2,000  | \$200,000      |
| Brick                                | 50.54  | 40.54 | 1       | 2,049  | 204,900        |
| (brick adds 3.25" per outside wall)  |        |       |         |        |                |
| Increase in appraisal value          |        |       |         |        | \$4,900        |
| Additional cost using brick          |        |       |         |        | - 1,271        |
| <b>Additional value using brick:</b> |        |       |         |        | <b>\$3,629</b> |

