

YOUR VIEW



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317.845.4300

www.ehimp.com

WELCOME – AND THANKS!

I want to welcome you to this issue of Your View. We'll keep you informed of what's going on in our industry and report on a variety of topics of interest to homeowners who want to protect the value of their single, greatest investment – their home.

Our intent is simple: we want to make sure that if you ever need help again, you'll think of Exterior Home Improvement and give us a call.

WE APPRECIATE YOUR SUPPORT.

Because of you and our other customers, we've been able to continue growing, improving our services to central Indiana homeowners. I want to say "Thanks."

Homeowners just like you appreciate the way we do business – professionally, honestly and courteously. Knowing that we've earned your trust reinforces my vision on how to provide home improvement services.

VISIT US ONLINE!

We welcome your comments and suggestions. Visit us online at www.ehimp.com

I'm proud to say that local consumer organizations rate us at the top in roofing, siding, window and door replacements categories. With the near-record number of recent weather-related home repair claims, maintaining our reputation is even more important as our region saw many less-than-reputable crews that claimed to offer services similar to ours.



I'm afraid some have learned the hard way. Cheap labor and cheap materials allow fly-by-night companies to underbid reputable firms. As I advise customers and prospective customers, do your homework. Check around with your neighbors. Look into the Better Business Bureau, Angie's List and other services. You'll be glad you did.

REWARD PROGRAM

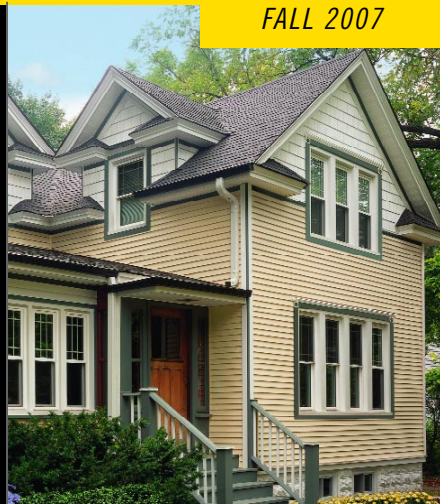
Many customers have been referred by other customers. This "word-of-mouth" advertising means a lot as only satisfied customers would refer us. We want to thank you for that vote of confidence.

Now when you forward a prospective customer's information, we'll reward you with a \$100 gift certificate to

Eddie Merlot's

when they start a home improvement project with EHI.

See our handy referral page on our website at ehimp.com/refer.asp or remind your friends to mention your name when they meet with one of our service professionals.





DO YOU REALLY NEED A NEW ROOF?

With the storms of 2006, many homes sustained roof damage. Insurers covered many repairs, yet not everyone who sustained damage got estimates and filed claims.

SO DO YOU NEED TO REPLACE YOUR ROOF?

Actual life spans of roofs vary, depending on climate, environment, roof design, material quality, proper application and adequate maintenance.

Worn roofs can leak, ruining interior walls. If not corrected, you can wind up with rotten rafters, walls and ceilings – even floors. Ceiling stains and discolorations often indicate roof problems.

When a shingle roof is more than 20 years old and you notice leaks, a new roof is probably due. If your roof is less than 15 years old, and leaks are concentrated in one or two small areas, repairs may solve the problem. A thorough inspection will determine the best course of action.

A professional inspector will look at your roof, inside and out. He or she may notice pinholes in the sheathing. A few pinholes don't typically cause problems as they tend to swell shut when the roof is wet. However, signs of leakage near pinholes can indicate a larger problem, particularly if the holes penetrate the shingles.

Your roof's ridgeline should be perfectly horizontal with perfectly straight rafters. Sagging could indicate structural problems, perhaps from a prolonged leak.

Obvious damage – curled or missing shingles – is easily spotted. A good inspector scrutinizes flashings, looking for rust, broken seals and wear around valleys, chimneys and vent pipes. Cracks, gaps and missing caulking can also indicate trouble spots. In metal gutters and downspouts, rust spots and holes signal needed repairs or replacements.

Black areas can indicate asphalt shingles are cracking. Worn or brittle shingles can lose their ability to protect your home; a new roof is probably your best bet. If there are only a few bad spots, simple, inexpensive repairs may be possible. If work is necessary, summertime present the ideal opportunity as warm, dry weather is helpful when repairing asphalt shingles or allowing new roofs to seal.

For wood shingle or "shake" roofs, an inspector will check for curled, warped or split shingles, as well as any nails that have become loose or rusted. If damage is minor, repair is likely, but when wood shakes are dry (crumble easily between your fingers) extensively warped or cracked, a new roof will be necessary.

Roofing Glossary

DECK The structural surface of the roof, usually plywood or oriented strand board. A good roof begins with a good deck. Rotted, warped or deteriorated decking should be repaired or replaced before installing a new roof.

FLASHING Pieces of metal or other material that prevents water from seeping in where the roof intersects or meets a chimney, vent pipe, dormer, etc. Loose or deteriorated flashing frequently causes leaks and should be replaced.

GRANULES Ceramic-coated crushed rock or mineral applied to a shingle's surface to protect a roof from the ultraviolet rays and provide important water shedding properties. Granules also determine a roof's color.

HIP The opposite of a valley.

LAMINATED or ARCHITECTURAL SHINGLES Asphalt shingles containing one or more layers of tabs or cutouts. Shadowing effects create additional thickness and give visual depth.

SQUARE 100 square feet (10 feet by 10 feet). Roofing materials are generally measured in squares.

UNDERLAYMENT (FELT) A sheet of asphalt-saturated material (often called tar paper by laymen) used for moisture protection between the deck and shingles. Overlapping underlayment sheets ensures a watertight roof.

VALLEY The angle where two sloping roof planes join. Valleys drain water, so they need flashing to prevent leaking.

CHOOSING A ROOFING COMPANY

- Look for a roofer who's been in business 5+ years with a proven track record.
- Check availability – some roofers book jobs up to a year in advance. Not good if you need the job done sooner.
- Ask for references. Don't even consider a company reluctant to provide names, addresses and phone contacts of previous customers.
- Inspect their work:
 - Spaces between shingle tabs should line up straight as they alternate shingle rows.
 - Shingles should be trimmed in a clean line along where they overlap the valley flashing.
 - Flashing at valleys and eaves should be tar-free.
 - Shingles should align with the roof's edge.
- Check references. Would they use the company again? Were crews prompt and courteous? Was any landscape damaged? Were nails or other refuse left behind? Was the job on budget? If not, were extra costs justified?
- Make sure the company carries \$1 million or more in liability insurance and workers' compensation coverage.
- Ask for an estimate, - it should be free. Is the representative neat, clean and professional?

CHOOSING SIDING: WHICH PRODUCT IS BEST FOR YOUR HOME?

Taste, budget, environmental concerns, location of your home (some covenants require certain kinds of siding) and fire resistance are all factors in picking the right siding for your home. Your contractor can help you determine which is best.

NOT ALL SIDING IS CREATED EQUAL

The grade of siding generally refers to its thickness. The thicker the panel, the stiffer it is, making it line up straighter and become more impact resistant. Other considerations are color, patterns and warranties.

MANY KINDS OF SIDINGS AVAILABLE

STEEL: Seamless steel siding is very strong and resists shrinking and bulging as temperatures change. Steel siding will be custom-fit to your house and imprinted with a wood-look texture. On the downside, it can be dented and if not properly protected, rust.

ALUMINUM: Aluminum and vinyl are easy to maintain and fairly durable. Aluminum dents and imbedded colors fade, but it won't crack the way vinyl can. Aluminum is fireproof and is not usually considered harmful to your health or the environment.

VINYL: Made from PVC (polyvinyl chloride) plastic, vinyl is less expensive than most siding materials. Unlike wood, it won't rot or flake; but cheap vinyl siding can crack, split or look dull after a few years.

STONE: Stone is among the most durable of all building materials. Granite, marble, slate, and other types of stone are beautiful and nearly impervious to the weather, but are generally very expensive. Pre-cast stone veneers and facings look and feel like real stone, but are more affordable.

BRICK: Brick, made of fired clay, comes in a variety of attractive, earthy colors. Although expensive, brick can last centuries and typically doesn't need patching or repairs. Quality brick veneers can be attractive and durable but lack the durability of solid brick.

CEDAR SHINGLES: Homes sided in cedar shingles ("shakes") blend beautifully with wooded landscapes. Made of natural cedar, the shingles are usually stained in browns, grays or other earthen colors and offer the natural look of real wood, but usually require less maintenance than clapboard.

WOOD: Solid wood (cedar, pine, spruce, redwood, cypress or Douglas fir) remains the favorite for fine homes. With periodic staining or painting, wood siding can outlast vinyl and other pretenders. Many wood frame houses built centuries ago still look beautiful today.

FIBER CEMENT: Fiber cement siding can have the appearance of wood, stucco or masonry, is fire- and termite-proof and can carry a warranty up to 50 years. When real wood is beyond your budget, fiber cement siding is a strong, attractive alternative.

STUCCO: Cement combined with water and inert materials such as sand and lime, stucco walls are hard, solid, and moisture-resistant. Synthetic stucco will look authentic, but may not offer the same durability.

ENGINEERED WOOD: Engineered or composite wood is made with wood products and other materials. Oriented strand board (OSB), hardboard, and veneered plywood are examples of engineered wood and usually come in panels that are easy and inexpensive to install. Panels can be molded to look like clapboards, yet the textured, uniform grain doesn't look exactly like real wood.



Frequently Asked Questions About New Siding.

HOW DO I KNOW WHEN I NEED NEW SIDING?

If you have any of the following problems, it may be time to call a professional contractor to help you:

- Your siding needs excessive maintenance or you're tired of painting year after year.
- You are considering adding insulation to improve heating and cooling efficiency. Many sidings will increase the insulation of your home, as well as improve the exterior's look.
- your existing siding has dry-rot, insect or other damage.
- rooms are too hot or too cold – insulation may be inadequate. A siding expert can help insulate and repair or replace the exterior siding.
- you are considering remodeling or expanding your home.

DO I NEED TO REMOVE OLD SIDING BEFORE INSTALLING NEW?

Is the old siding damaged by water or insects? Will you be adding insulation? Is the old siding sound?

It is best to talk with your contractor to find out what is best.

HOW LONG WILL IT TAKE TO INSTALL THE SIDING?

Vinyl siding is usually quickest to install, but factors such as the amount of cutting (how many angles and edges the house has) and the size of the home affects time needed to complete the project. Masonry and stone take considerably longer. Weather also affects the timeline. You can expect a minimum of three days for simple jobs, and as long as six weeks for the most difficult.



EXTERIOR HOME IMPROVEMENT
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SEEING THE WORLD DIFFERENTLY

INTRODUCING INFINITY® REPLACEMENT WINDOWS

Exterior Home Improvement introduces a new generation of high-quality replacement windows from Marvin Windows and Doors. Infinity Replacement Windows are durable, virtually maintenance-free and made of a state-of-the-art fiberglass material called Ultrex®.

Infinity's products include double hungs, casements, awnings, and gliders, customized to fit an existing window frame. Infinity windows are professionally installed by Exterior Home Improvements's experienced window experts – resulting in a simple, hassle-free upgrade for homeowners.

"Infinity from Marvin is a best-in-class solution for window replacement," says Steve Smalley, EHI President. "The product combines low maintenance with high performance. Homeowners can be confident knowing Infinity is backed by Marvin – a leader with a 60-year track record for creating windows and doors of quality, craftsmanship and beauty."

THE ULTREX® DIFFERENCE

Infinity windows are unlike any other replacement windows because they are made, inside and out, of material called Ultrex.

VIRTUALLY MAINTENANCE-FREE: Ultrex never needs sanding, scraping, painting or other finishing. Homeowners can just sit back and enjoy the view. Thanks to a patented coating

process, Ultrex resists spotting, streaking, cracking, rotting, warping, chalking, fading and corrosion.

STRENGTH: Eight times stronger than vinyl, Ultrex withstands Mother Nature's worst, keeping the window square and true during blistering heat or arctic cold. Infinity's frame profile can be narrower, exposing more glass.

DURABILITY: As a fiberglass material, Ultrex expands and contracts at virtually the same rate as glass. The entire unit will stay adhered – preventing cracks or leakage around the glass, while meeting the strictest industry ratings for air, water and structural performance.

BEAUTY: Infinity from Marvin offers beauty and character far superior to other low maintenance window replacements and are profiled to give the appearance of a finished wood window.

SUPERIOR ENERGY EFFICIENCY: Ultrex's thermal conductivity insulates against extreme temperatures, helping reduce heating and cooling costs. Infinity from Marvin also comes standard with Low E II with argon glazing to keep out summer heat and retain indoor heating in the winter. Infinity windows exceed the government's ENERGY STAR qualifications.

Call Exterior Home Improvement today to see if Infinity replacement windows are right for your home.



ASK ABOUT INFINITY® FROM MARVIN

- Interior and exterior color choices.
- EverWood interior – a revolutionary new interior wood grain finish that looks, feels, paints and stains like wood yet is completely low maintenance.
- Smooth and effortless window operation.
- Sash tilt freely into the room for easy cleaning without removing the screen.
- Dependable, transferable warranty on window parts (10 years) and glass (20 years).



FROM THE OUTSIDE IN.

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