



29797 Beck Road • Wixom, Michigan 48393 • 800-521-8486 • theTapcoGroup.com

Kleer Trim Increases Home Value With Charm and a Low-Maintenance Twist

When it comes to selling homes, it's actually what's on the outside that counts. A recent Harris poll found 78 percent of buyers said a home's exterior is either an "extremely" or "very" important factor to them. Plus, a home's exterior is only second to house size in affecting its value, according to another recent study.

So what's the best way to add more visual interest and character if a home's exterior is lacking? Mike Ferranti, owner of North Fork Construction Company, says his secret is relying on Kleer Trim in his remodeling projects.

"What we've been doing for the past five years is turning contemporary homes into traditional homes," says Mr. Ferranti. "When you talk about traditional, you're talking about two-story Colonials with wrap-around front porches and big porticos." When turning 1980s or 1990s-era contemporary homes into homes with traditional character, Ferranti says he wouldn't dream of using wood for the decorative pieces like fascias, soffits, columns, head pieces and window trim details. "The PVC looks like wood," he says. "It doesn't look like vinyl or wood covered with an aluminum product. That gives it that authentic, rich look. You get beautiful lines on the home. Everyone is looking for a maintenance-free products today. I go back to customers' homes I did seven or eight years ago, and they look as good as the day I did them. There's none of that rot."

Besides the practical money-saving appeal of using low-maintenance products, it's also a big selling point when you put your home on the market. Low-maintenance homes are one of the main trends homebuyers are looking for now, according to a recent building industry survey. "Whether it's Millennials or Gen Xers or Boomers, they're looking for more free time, so they're looking for maintenance-free," says Michael Menn, principal and architect of Michael Menn Ltd.

Another hot trend on the list is Craftsman-style homes – think tapered wood porch columns with stone bases and open gabled porticos with gable bracket accents. With Kleer, you can design post wraps around the tapered columns and trim an open gabled portico to create a handsome Craftsman entrance with none of the

wood detailing woes. Low-maintenance Klear products are impervious to moisture, salt spray and insects, won't split or crack and never need painting to stay beautiful year after year.

Whether you're looking to build a new residence, or upgrade the curb appeal of an existing home, Klear trim delivers traditional charm without the traditional maintenance.

Photo Caption:

North Fork Construction Company owner Mike Ferranti uses Klear PVC trim to bring extra dimension and detailing to homes. Pictured here are columns wrapped in Klear for an arts and crafts style porch.



About Tapco Group

Klear Trim is a product of The Tapco Group®, a U.S. Green Building Council member. For more information, visit www.thetapcogroup.com or call 1-866-553-3770. A leading provider of easy-to-install, premium innovative interior and exterior products, The Tapco Group has served the building industry since 1961, specializing in the manufacturing of siding, decking, trim, tool systems, egress systems and siding accessories. The products combine versatile application, durability, vast color palettes and uncommon authenticity to exceed the expectations of contractors and homeowners. The Tapco Group -- Genuinely Better Building Products®.

