Piece of Mind

Vinyl siding raises curb appeal and eases maintenance worries.

Purchasing new siding for your home is a big decision involving many factors. To help you create the home exterior you want, Royal® offers a range of high-performing siding products in a variety of shapes, profiles and colors. All of our siding is engineered and designed to look great and perform reliably for years. Once you choose a style and a color, you'll have the peace of mind that comes with having a product that demands little-to-no maintenance, and offers an industry-leading warranty and strong resale value.

There's more to siding than a gorgeous home.

According to the National Association of Realtors 2017 Remodeling Impact Report, vinyl siding provides a **75% return on value**, along with a **9.6 Joy Index (which measures what makes homeowners happiest about their homes on a scale of 1 to 10)**. Many elements weigh into the Joy Index, including aesthetics, confidence in resale value and enough space to live our lives the way we want.

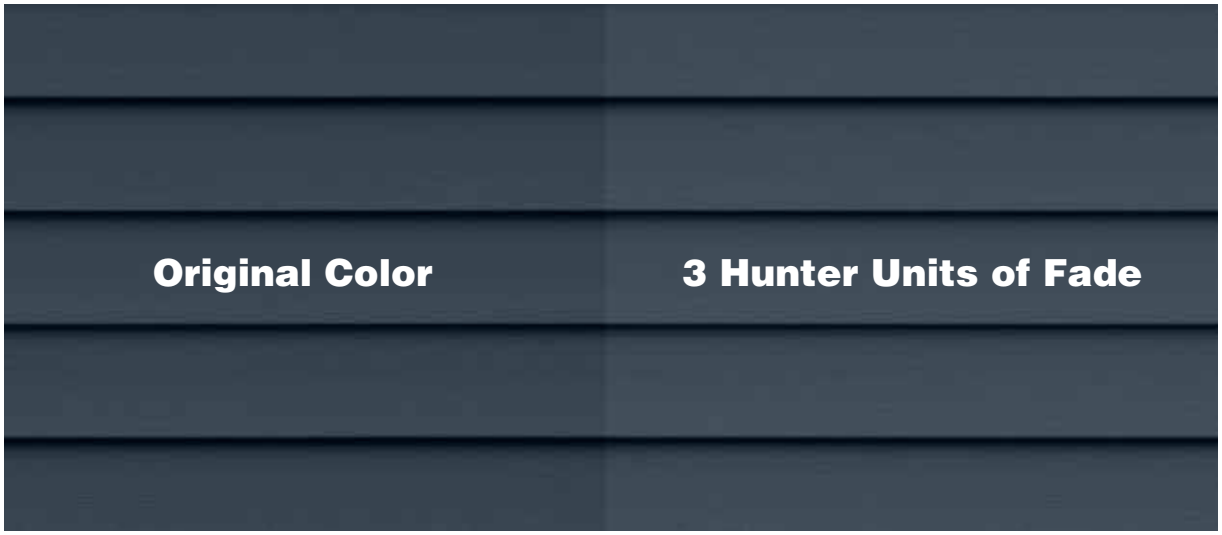
A better warranty for greater peace of mind.

Royal's state-of-the-art manufacturing and proprietary formulation elements—like Chromatix® Color Protection Technology—allow us to offer an industry-leading Double Lifetime Warranty. While most other companies prorate the coverage for the second owner of the house, Royal provides full coverage to the second owner. This additional coverage can help increase resale value.

	Royal	Competitor A	Competitor B	Competitor C
First Owner	Full coverage	Full coverage	Full coverage	Full coverage
Second Owner	Full coverage	Prorated Years 15-50 = 10%	Prorated Years 15-50 = 10%	Prorated - Labor and Materials on separate schedules
Fade: Hunter Units	Premium and Dark colors - 3 Units	3 Units	4 Units	4 Units
Commercial	50 year full	50 year prorated	50 year prorated	50 year

Carolina Sands® 6.5" Beaded in Wheat, Exterior Portfolio® 6" Beaded Soffit in Aspen White, Exterior Portfolio® Vinyl Trim in Greystone

Comparing Exterior Portfolio's warranty coverage versus the competition shows the value of reading the fine print. In addition to Double Lifetime coverage, the use of Chromatix technology enables us to warrant fade to as low as 3 Hunter Units (a common measure of color difference). The following image shows the approximate magnitude of 3 Hunter Units of fade with a typical gray color.



The image is a representation of approximately 3 Hunter Units of fade.
Actual fade varies from house to house and is dependent on exposure to weather conditions.

Exterior Portfolio's vinyl siding warranty is superior to other claddings. Here's a comparison of Exterior Portfolio's surface finish coverage versus a fiber cement manufacturer's pre-finished offering:

	Exterior Portfolio	Fiber Cement
Coverage	Double Lifetime	15 years
Fade Coverage	3 Hunter Units	4 Hunter Units
Fade Limitation	Double Lifetime	3 years fade coverage

Of course, warranty coverage and resale value are not the only factors when choosing a siding. Royal also provides a full range of profiles and colors to create an exterior that does beautiful justice to any home style.

Learn more about how our warranty contributes to peace of mind at RBPWarranty.com.

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