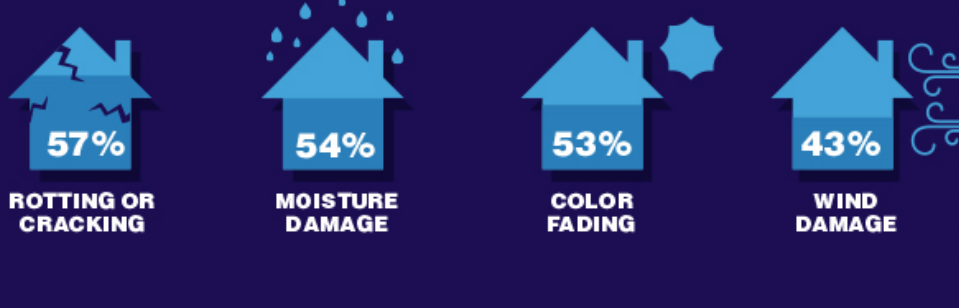


Exterior Decisions: Homeowners Want In

Whether it's maintenance, ROI or curb appeal, homeowners have a lot on their minds. **And they're empowered to share it.**

DURABILITY AND ENERGY EFFICIENCY

WHICH EXTERIOR ISSUES ARE MOST TOP OF MIND?

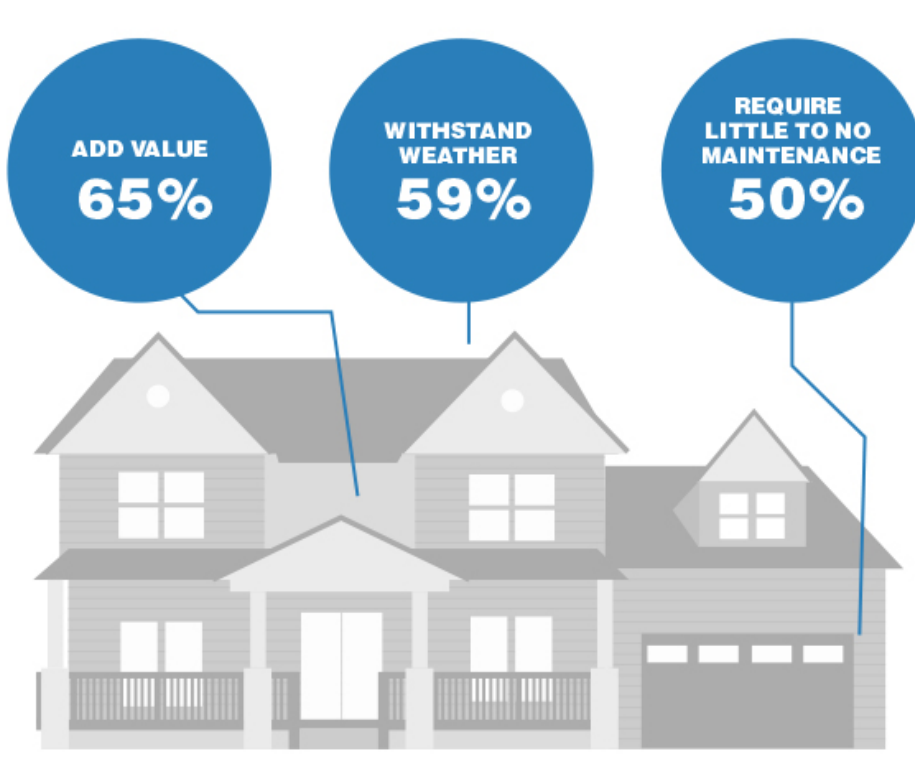


WHAT DO HOMEOWNERS VALUE MOST ABOUT THEIR EXTERIOR'S ENERGY USE?



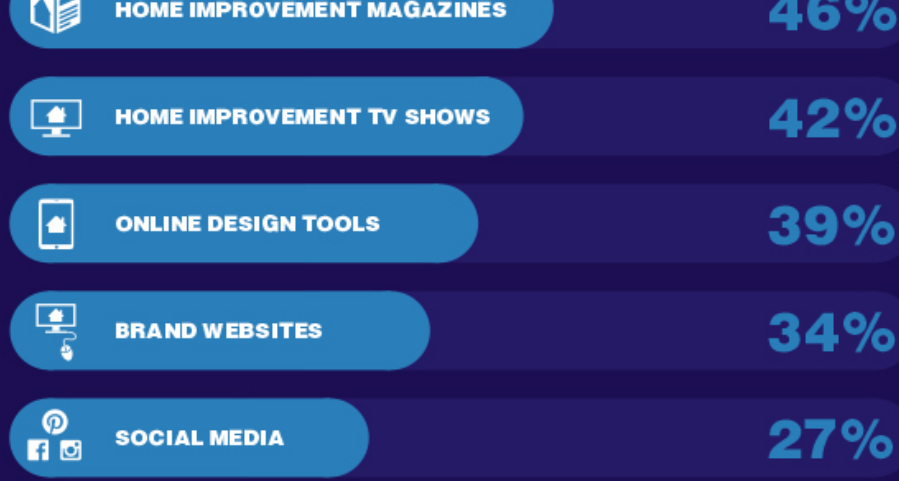
RETURN ON INVESTMENT

HOMEOWNERS BELIEVE IT'S CRUCIAL FOR PRODUCTS USED ON THEIR EXTERIORS TO:

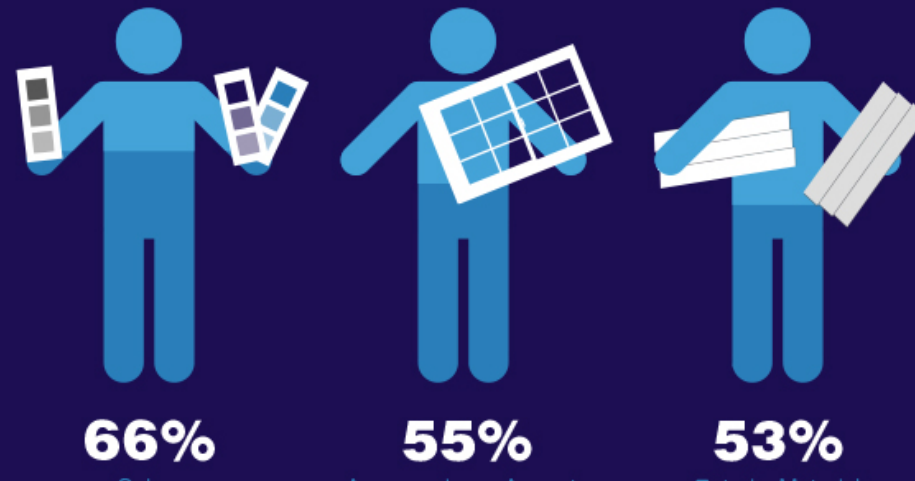


DESIGN IT YOURSELF

WHERE DO HOMEOWNERS LOOK FOR DESIGN INSPIRATION?

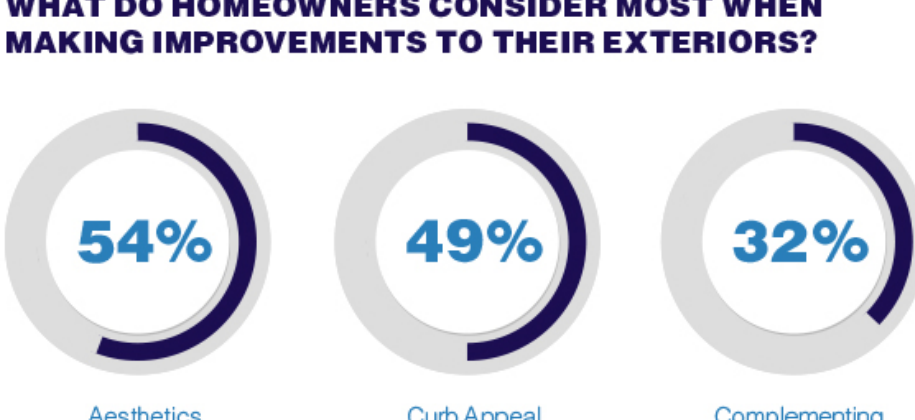


WHEN IT COMES TO EXTERIOR UPGRADES, WHAT ARE THE BIGGEST HOMEOWNER AESTHETIC DECISIONS?



EXTERIOR ATTRACTION

WHAT DO HOMEOWNERS CONSIDER MOST WHEN MAKING IMPROVEMENTS TO THEIR EXTERIORS?

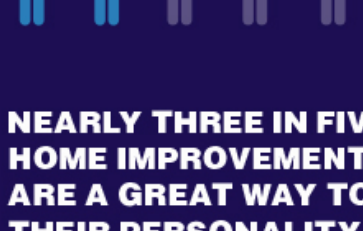


STRESS-FREE WORK ZONE

SEVEN IN TEN HOMEOWNERS DO NOT THINK HOME IMPROVEMENT PROJECTS ARE STRESSFUL.



NEARLY THREE IN FIVE THINK HOME IMPROVEMENT PROJECTS ARE A GREAT WAY TO EXPRESS THEIR PERSONALITY.



The survey was conducted by Kelton Global and gathered information from 949 U.S. homeowners ages 18 and older.
royalbuildingproducts.com © 2015 Royal Building Products.