

Preventive maintenance.

Give buyers another reason to buy your property.

With buyers more informed and demanding than ever before, anyone serious about selling their property needs to think carefully about ways of giving their homes additional benefits and character.

R Skinner, owner of R.C.S Builders Limited, did just that when he specified **HardiePlank™** siding instead of normal wood cladding for there development of a respectable, suburban detached house in Old HaleWay, Hitchin. R Skinner, comments, "**HardiePlank™** siding didn't just make the house more visually appealing with its eye catching appearance, its durability also provided us with an extremely valuable marketing tool. "Buyers love the appearance of wood, but are often put off by timeconsuming maintenance issues. When I explained about **HardiePlank™** siding the durability, flame resistance and low maintenance benefits they were immediately impressed. The ten-year guarantee was equally appealing.

"Interest in the property has grown and I'm convinced that **HardiePlank™** siding was a key factor in assisting the sale. "On a personal note, I've been extremely satisfied by **HardiePlank™** siding and I've decided to use it to do a complete refurbishment on my own house in the near future."

HardiePlank™ siding can bring your imagination and your houses to life. This new colourful and versatile siding product flies in the face of convention. Not only does it offer freedom, flexibility and freshness for your designs, the warranty guarantees that it will still look great year after year. **HardiePlank™** siding has the texture and good looks of wood but the durability to stand up to the toughest conditions, including the ability to resist fire and insect damage. It is also easy to install and can be nailed straight into the wall. So now you can promise your clients the great look of wood but without the hassle. Tried and tested around the world, **HardiePlank™** siding creates homes with character and the only thing that peels, cracks and chips is convention.



To find out how **Hardieplank™** siding could add character to your home call 0800 068 3103 or visit our website at: www.jameshardie.co.uk