

# IT'S ALL ABOUT CURB APPEAL

In today's remodeling market, investing in curb appeal is the smartest and best use of homeowners' hard-earned dollars. In this year's Cost vs. Value Report from *The Journal of Light Construction*, 8 out of 10 top-ranking projects for ROI are focused on exterior enhancements, including the use of manufactured stone veneer. In fact, manufactured stone veneer continues to provide one of the highest return values of any material.

## 11 CONSECUTIVE YEARS OF VALUE

Since debuting on the report, manufactured stone veneer has always ranked in the Top 3 projects for generating ROI.

### GOOD FIRST IMPRESSIONS & FASTER SALES

An exterior facade made with manufactured stone veneer makes a great first impression on real estate agents and homebuyers. Since it's considered a higher quality finish than many other materials, it can actually lead to higher appraisals and lasting value for homeowners.



### ADD CHARACTER VIRTUALLY ANYWHERE

|                          |                      |
|--------------------------|----------------------|
| Front entryways          | Exterior wainscoting |
| Garage fronts            | Retainer walls       |
| Full wall facade accents | Gardens              |
| Pillars                  | Pool & patio areas   |
| Chimneys                 |                      |

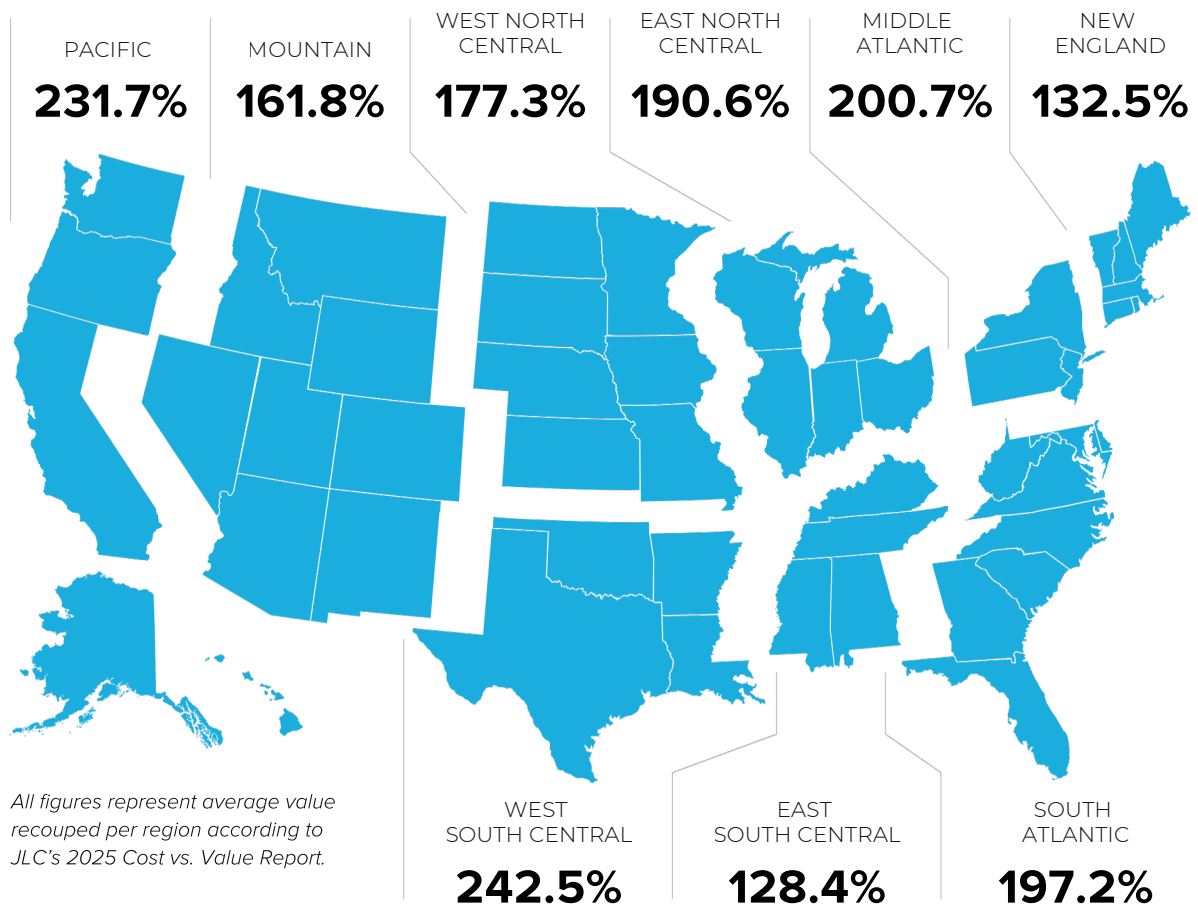
For inspiration and stone veneer options, visit  
[westlakeroyalbuildingproducts.com/stone](https://westlakeroyalbuildingproducts.com/stone)

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STONE  
SOLUTIONS

# 208%

The average amount U.S. homeowners  
recoup from their manufactured stone  
veneer investment



Manufactured stone veneer doesn't just enliven your outdoor and indoor living spaces. According to multiple sources, it's also one of the most sound investments you can make to increase home resale value. It's cost effective, easy to install, and adds tremendous curb appeal to any number of exterior features.



CULTURED STONE



DUTCH QUALITY STONE  
CRAFTSMANSHIP BORN OF TRADITION



VERSETTA  
STONE

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