

HOME

Exterior Home Improvements: 5 Things to Consider

NewsUSA



Photo Credit: Owens Corning

(NU) - A home renovation can boost curb appeal, comfort and longevity. And the roof is a great place to start. According to Remodeling magazine's 2020 Cost vs. Value Report, a new asphalt roof adds more value at resale than a mid-range bath remodel, master suite addition or major kitchen renovation.* The roof can tie together a home's exterior color scheme, while helping seal the home from nature's elements, defend against harsh weather and provide balanced attic ventilation to help a home breathe.

Following are five things to keep in mind when replacing a roof:

1.) Weather protection: Extreme weather including hail, wind and rain must be managed, but a roof also provides protection every day and in all weather conditions.

A high-performing roofing system is essential to performance season after season. Owens Corning Duration® Series shingles are equipped with patented SureNail® Technology and Triple Layer Protection® to protect against shingle loss from high winds. Duration® Series shingles offer a shingle loss warranty for winds up to 130-MPH.††

2.) A roof is a system. A roof is more than shingles. The Total Protection Roofing System® is a system of products working together to help seal a home from moisture, defend against nature's elements and help a home breathe with balanced attic ventilation. Managing airflow in and out of the attic, the roofing system supports comfort and energy efficiency. Owens Corning Roofing Contractor Network members can evaluate and adjust attic ventilation to ensure that insulation levels, intake and exhaust vents work together to properly manage airflow.

Owens Corning Build Your Roof™ is an interactive tool to educate homeowners on these com-

ponents and how they work together as a system.

3.) Safe service and installation: Members of the Owens Corning Roofing Contractor Network utilize contact-free tools such as drone inspections, virtual presentations and paperless financing technologies to support social distancing and safety. As the majority of a roof replacement is done outside, contact is naturally limited.

4.) Seek inspiration. Need help narrowing down shingle color choices? Look to the inspirational style boards on the Owens Corning website. If you still have questions, check out the ASK CHAD resource. Designer Chad Esslinger offers guidance on frequently asked roofing color questions such as, "What shingle colors pair well with red brick?" Another option is driving around neighborhoods to see what color palettes speak to you. Or ask design savvy friends for input on exterior color.

5.) Look to nature. Nature is a great source of inspiration when it comes to color palettes. The calming hues reflected in nature's elements can help create a sanctuary-like haven of retreat from a chaotic world. Owens Corning has expanded its collection of design resources to help homeowners color-coordinate their home's exterior and express their personal style. The 2021 Owens Corning Shingle Color of the Year, Aged Copper, is one of many shingle colors inspired by nature's palette.

Planning a home improvement for 2021? Start at the top.

†† See actual warranty for complete details, limitations and requirements.

*<https://www.remodeling.hw.net/cost-vs-value/2020/>

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