



# Selling Points of Masonry Homes

- ✓ Aesthetic appeal: a natural beauty that comes from stone or brick exteriors giving them an undeniable charm and character.
- ✓ Built To Last Generations: When you build your home, longevity matters. Masonry has well over a 100-year life!
- ✓ Unmatched Performance & Durability: When it comes to hurricanes, fire, and tornados, masonry stands strong to protect your home against wind-blown debris, hail, and moisture.
- ✓ Costs: Higher upfront costs but very comparable cost per sq. ft to wood
- ✓ Safety Protection: masonry is non-combustible, ensuring that toxic gases are not emitted when exposed to flames.
- ✓ Masonry gives the added safety of being bullet proof.
- ✓ Environmentally Friendly: Masonry is sustainably sourced from earth's natural materials and is also 100% recyclable to be used in renovations, or new builds.
- ✓ Value: Higher resale value with some estimates pin the actual increase in property value at around 6-8%.
- ✓ Lower insurance premiums: 20-30% on homeowner's insurance annually.
- ✓ Energy efficient: reduction in energy bills of 40-60% compared to wood-frame homes. Masonry is naturally energy efficient and helps to keep your home cooler in the summer and warmer in the winter, helping to save you money on your energy bills!
- ✓ Noise Reduction: dense materials used in masonry homes act as a natural sound barrier, minimizing the transmission of noise from the outside. This feature is particularly beneficial for homeowners residing in noisy neighborhoods or along busy streets, as it creates a peaceful and serene atmosphere inside the home.
- ✓ Endless Design Possibilities: Masonry come in a wide variety of styles, shapes, and even colors. No two units look exactly the same, giving each unit building its own character and charm.
- ✓ Lowest Maintenance Costs: Masonry requires virtually no maintenance over the decades, saving you money and giving back your free-time that would otherwise be spent on painting, repairs, replacements, and upkeep.