

# Builder Decision Analysis for Exterior Residential Trim

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## Completed 2nd Edition Study of The 2013 United States Market

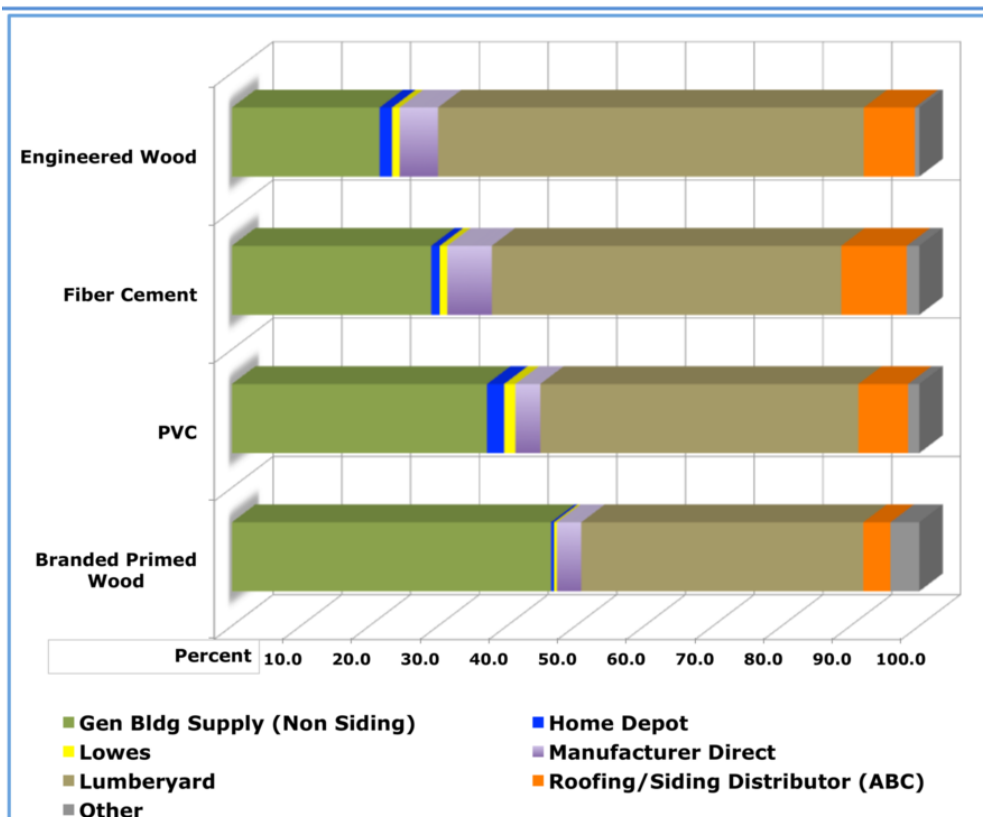
## Exterior Residential Trim - Completed Study Prospectus

### A Comprehensive Study of the U.S. Market for Manmade and Primed Branded Wood Trim is Now Available for Sale in its Entirety or by Chapter.

Ciprus Limited LLC is pleased to announce the completion of our second edition of The Builder Decision Analysis of Exterior Residential Trim - A Multi-Sponsored Study of United States Market. The report, represents over 6 months of exhaustive research, including in excess of 480 in-depth telephone interviews with small, medium large and mega builders across the United States. The report is presented in PDF format consisting of over 733 pages of detailed analysis in matrix format.

The research provides a thorough review of the decision making process for all leading types and brands of synthetic and primed branded wood trim installed in starter, move-up and luxury homes. Regional are documented in the Northeast, South, Midcentral and Western geographical areas.

#### Objective - Where do builders buy trim?



## Exterior Residential Trim - Completed Study Prospectus

**A Comprehensive Research Plan to determine who is the ultimate decision maker in the choice of trim as well as what factors are important to builders in a statistical survey among 480 small, medium, large and mega builders in the U.S.**

The study presents the average lineal feet and width of trim and fascia by housing type - starter, move-up and luxury by builder size and region. Important questions include where builders look for information about synthetic and wood trim, what is their usage history by type and brand of trim and with what types of cladding do they install each type of trim.

Additional questions include whether multiple types and brands of trim are used on individual homes and whether brands have been used continuously. The geographic differences in usage are documented as well.

6 Trim Types		4 Builder Sizes	
1. Engineered Wood	2. Fiber Cement	1. Small - Less than 50 Units per Year	
3. Cellular PVC	4. Branded Primed Wood	2. Medium - 50-150 Units per Year	
		3. Large 151-300 Units per Year	
		4. Mega - 300+ Units per Year	
4 U.S. Regions		3 Housing Types	
1. Northeast	2. South	1. Starter	
3. MidCentral	4. West	2. Move-Up	
		3. Luxury	
20+ Brands & Types of Trim Included			
SmartSide® Strand	TruWood® Trim	Azek®	S4S Trimboard®
MiraTEC®	SmartSide® Reversible	Fypon®	Dak Trim
Kleer™ Trimboard	HardieTrim®	Tuf® Board	Versatex® Trim
Unprimed SPF	CertainTeed Restoration	Synboard™	RealTrim™
Windsor-One	SilvaStar™	Plycem® Trim	NichiTrim™

What factors are important to builders in selecting a brand of trim, where builders buy their trim and why they prefer this source. Do builders purchase their trim as part of the siding package, roofing package or as an individual component is also included as well as what would it take for a builder to switch brands of trim.

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## Exterior Residential Trim - Completed Study Prospectus

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### Highlights - What is contained in the 2013 2nd Edition

Answers to the previous questions are contained in the completed report and provide powerful analytical tools for use in strategic, marketing and sales planning and business development.

<b>Changes for 2012</b>	Greatly expanded graphics including 200+ pages of color charts analyzing the results, additional questions and more.
<b>Additional Uses for Trim</b>	Additional uses include panel work, electrical boxes, flower boxes and baten cladding applications.
<b>Growth Rates</b>	Anticipated growth rates are provided for each brand of trim by region.
<b>Brand Strengths and Weaknesses</b>	The perceived strengths and weaknesses of each brand included in the research is summarized within each product chapter.
<b>Average Lineal Feet and Widths of Trim</b>	The average lineal feet of trim and fascia and mix of widths is presented by housing type, builder size and geographic area.
<b>Trim &amp; Cladding Mix</b>	The types of cladding with which each type and brand of trim is installed is summarized by type and brand of trim by region.
<b>Brand Specific Data</b>	Analysis by brand is provided by trim material, by region, builder size, as well as housing type including starter, move-up, luxury.
<b>Matrix Data</b>	All information is provided in matrix format by the key parameters in the research, including geographic area, builder size and housing type.
<b>Trim Products</b>	Key trim products included in the research are: <ul style="list-style-type: none"><li>• Engineered Wood</li><li>• Composite Trim</li><li>• Primed Branded Wood</li><li>• Fiber Cement</li><li>• Cellular PVC</li></ul>

## Price List Effective December 27, 2012

### Now Available in its Entirety or By One or More of the 4 Product Chapters all in an Indexed PDF Version.

#### Complete Report Includes all 4 Product Chapters

The complete report contains 733 pages of data, charts, tables, summary tables, graphs and detailed analysis of the types and brands of trim used by builder size and housing type by region. The study documents installations of trim materials by builder size, geographic region and housing type - starter, move-up and luxury. This study is the most comprehensive analysis of its type published in one easily referenced document.

The information has been developed through an extensive database of 480 detailed interviews with builders across the United States as well as a detailed analysis of the data captured from the builders interviewed.

Each subscription - either the full report or individual chapters include index PDF versions on via secure download. *All subscriptions include unlimited telephone consultation.*

For more information please call John Ciprus at Mobile at (860) 575-9040, Office 860-767-7685, Fax (860) 767-2941, or e-mail: john.ciprus@ciprus.com.

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Report and Chapter	Complete	Pricing Schedule - Individual Chapters			
Description	Report	Engineered Wood	Fiber Cement	Cellular PVC	Branded Primed Wood
<b>All Prices Include 3 Copies</b>	<b>\$18,000</b>	<b>\$6,000</b>	<b>\$6,000</b>	<b>\$6,000</b>	<b>\$6,000</b>
<b>Total Pages</b>	<b>733</b>	<b>336</b>	<b>332</b>	<b>328</b>	<b>316</b>
<b>Phase 1 Report</b>	<b>193</b>	<b>193</b>	<b>193</b>	<b>193</b>	<b>193</b>
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\* Orders for more than one chapter will receive a 10% discount.

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