



ASCEND® HELPS HOMEFIX CREATE HAPPY CUSTOMERS FOR LIFE

CASE STUDY PROFILE

Contractor:
HomeFix




Services:
Residential Home Improvement

Region:
Mid-Atlantic and Southeastern U.S.

Siding Solution:
ASCEND® Composite Cladding

SIMPLY EXCELLENT SERVICE

HomeFix has served thousands of happy customers across the Mid-Atlantic and Southeastern U.S. since 1990 by following three simple rules:

-  **1. Hire great people.** The staff delivers exceptional service and craftsmanship that's always on call.
-  **2. Make it right.** HomeFix offers superior warranties that help homeowners sleep soundly.
-  **3. Choose the best.** This contractor only works with top-quality materials like ASCEND® Composite Cladding.

For CEO Adam Shampaine, who has seen HomeFix grow from a \$12 million business in 2006 to more than \$50 million in annual revenue today, standout product solutions make the difference, and ASCEND delivers all the benefits that elevate the value of all types of homes.

HARDLY A CHOICE

For its projects, HomeFix had used a leading fiber cement siding that was durable and appealing but also pricey compared with other premium options in terms of material, installation and maintenance. "Thirsting for an alternative," as he described it, Shampaine turned an eye to ASCEND for similar outstanding qualities but at a cost much more attractive to his customers.

"What we were using, it's just not the maintenance-free product you sometimes expect. Proper caulking of the seams and flashing tends to be a challenge, and there's the simple fact of how heavy it is. It takes a bit of savvy, not all contractors can install it correctly, and it might not marry well with the trim package you're using. ASCEND had the look, the sturdiness and was easier to install."

Shampaine also explained how ASCEND stands out from traditional vinyl siding options.

"ASCEND cladding gives you the energy efficiency* of the insulation plus the durability you expect. It also plays well with traditional vinyl accessories, so your total installed cost is basically the same as what you're already paying for vinyl."



“With some siding products, there’s a fear factor at the point of install, where maybe that person overimagined the impact this will have on their home. That’s not something we experience with ASCEND. You just don’t hear those complaints from your crews or the homeowners—to me, that’s the real value.”

ADAM SHAMPAINE, CEO
HOMEFIX





ASCENDING PROFITS

Demand for ASCEND cladding has kept HomeFix crews hopping from job site to job site as this remodeling company averages around four installations a month. Looking back, Shampaine is even more confident in his decision to find a stronger siding alternative.

“We win by keeping it simple and providing something the customer is going to go wild for—getting a great company, a great product, a great warranty and a fair price. We want all those factors to be there, and ASCEND delivers.”

As a superior cladding option that can exceed customer expectations, ASCEND is helping to drive repeat business and word-of-mouth referrals for HomeFix that continue to build a reputation for stellar products and service.

[See why there's never been cladding like this.](#)

WHY ASCEND?

Composite cladding can take projects to new heights thanks to:



LOWER TOTAL INSTALLED COST

Lower total installed cost versus fiber cement, engineered wood and other hard lap products



PROVEN PERFORMANCE

Industry-leading lifetime limited warranty**

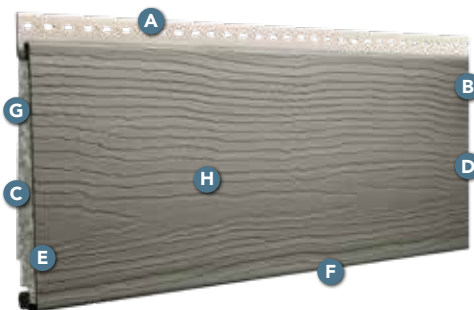


VIRTUALLY MAINTENANCE-FREE

Color palette of 21 on-trend shades with no need to paint and repaint

THE SCIENCE BEHIND ASCEND COMPOSITE CLADDING: EXCLUSIVE (GP)² TECHNOLOGY®

ASCEND's exclusive (GP)² Technology® – **G**lass-Reinforced **P**olymer and **G**raphite-Infused **P**olystyrene – is the science behind this next-generation cladding. The integration of glass fibers adds strength to the tall 7" exposure and increases the dimensional stability. Other elements of the unique formulation provide a Class A Fire Rating, add windload resistance and achieve an R-value of 2.0 for energy efficiency.



ASCEND planks pack a family of features that help HomeFix exceed client expectations:

- A** Reinforced nail helm (better wind resistance)
- B** Self-aligning stack-lock design (easy install)
- C** Class A Fire Rating
- D** 7" flat face and cedar mill grain replicating real wood
- E** Versatile 3/4" projection (compatible with most accents)
- F** Sharp butt edge also replicating real wood
- G** Forgiving hang (conceals minor imperfections)
- H** Low-gloss color; low-maintenance plank

“ A lot of what's out there, the insulated product especially, has a much thicker profile on the reveal where it meets the J-channel and sticks out an inch or more. ASCEND is much sleeker, so it mirrors the aesthetic of a fiber cement board. That's another reason we made the switch. ”

ADAM SHAMPAINÉ, CEO



ASCENDCompositeCladding.com | 800.922.6009

