



CULTURED STONE®

The Preferred Name In Stone™

Study proves Cultured Stone® veneer raises more than just eyebrows. It enhances value.



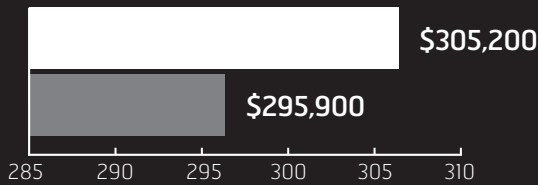
Shown above and below: Chardonnay Drystack LedgeStone.

Curb Appeal. Something every potential buyer looks for. And something you can use to your advantage when you use Cultured Stone® veneer.

Attractive results. In a recent study conducted by the independent research firm Gilmore Research Group, homeowners said they were **50 percent more likely** to consider purchasing a home with an exterior application of Cultured Stone® veneer than one without. Curb or not, that's some serious appeal.



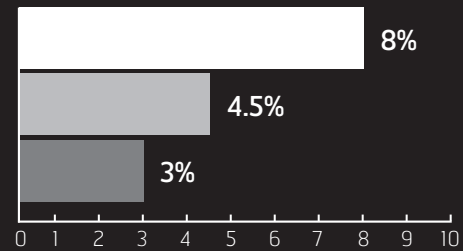
CULTURED STONE® MAKES THE DIFFERENCE



Home not enhanced with
Cultured Stone® veneer

Entryway enhanced with
Cultured Stone® veneer

CULTURED STONE® RAISES PERCEIVED VALUE



Entryway enhanced with
Cultured Stone® veneer

Cultured Stone®
veneer on
Entryway/Wainscot

Cultured Stone®
veneer on
Full Facade

It's clear. Using Cultured Stone® veneer on the homes you build provides curb appeal, but it also does more than that—it raises the perceived value. Homeowners in the same Gilmore Research Group study judged a \$295,900 home with an entryway enhanced with Cultured Stone® products to be **\$9,300 more valuable**. Just think, for a small investment up front, you can significantly increase the perceived value of a home. In addition to boosting the perceived value of a home nearly \$10,000, there are also these benefits to consider:

- Homeowners perceived a home with an entryway enhanced with Cultured Stone® products to have a **3 percent higher market value**. A home with a Cultured Stone® facade was considered **8 percent more valuable**
- Relatively minor upgrades with stone can be powerful value-adds. Survey results suggest that entryway enhancement with Cultured Stone® veneer can provide as much as a **2-to-1 return on investment**

Today's home buyers are more savvy. They have more choices. And when it comes to making significant purchases, they have more bargaining power than ever. Using Cultured Stone® veneer on your homes gives you an advantage. It attracts more potential buyers and increases the perceived value of your homes.

Turn some heads with Cultured Stone® veneer. If you're not already, start today. Call your Area Sales Manager or visit www.culturedstone.com for more information.

ABOUT THE STUDY:

The study was commissioned by Owens Corning and fielded online in December 2005 by Gilmore Research Group. The study consisted of a panel of 1,500 homeowners from across the U.S. with a household income of at least \$75,000. Participants in the survey had purchased or shopped for a home in the past three years or conducted a major remodel. They were shown images of test homes and asked to estimate the selling price of each house in their area. They were also asked to rate, on a scale of one to seven, the likeliness of whether or not they would purchase each home.

For additional information on Cultured Stone® products and services, visit www.culturedstone.com or call 1-800-255-1727.



CULTURED STONE®

The Preferred Name In Stone™

OWENS CORNING CULTURED STONE, LLC
Pub. No.10002182. Printed in U.S.A. January 2007.
©2007 Owens Corning.

Cultured Stone® is a registered trademark of Owens Corning.