

## Residential Application of LP® SmartSide® Trim & Siding

Regent Homes



### Regent Homes switches from fiber cement siding, chooses LP® SmartSide® Trim & Siding for its siding needs

#### SUMMARY

Founded in 2004, Regent Homes is the sixth largest builder in the greater Nashville area. According to its president David McGowan, Regent stands apart from other area builders because of its commitment to traditional neighborhood developments and its timeless architectural designs. McGowan said Regent targets its communities toward specific consumer groups from various income levels by offering mixed-use developments with a variety of housing options, including single-family homes, townhomes and condos.

As a part of the company's commitment to traditional neighborhoods, McGowan said Regent Homes aims for a Southeastern architectural feel in the design of its developments.

#### OBJECTIVES

In order to achieve this feel, McGowan relies on siding as an integral part of the exterior designs of his developments.

"We believe siding really brings warmth to a building," McGowan said. "Brick is solid, but a lot of it has a cold color. By adding siding and trim elements, it really brings a house to life."

He's used a number of siding products over the years, but after some recent challenges with fiber cement siding, McGowan said it was time to try a different

#### In Brief

##### LOCATION

Middle Tennessee

##### PROJECT SUMMARY

Regent Homes, the sixth largest builder in the greater Nashville area, has used a number of siding products over the years. After some recent challenges with fiber cement siding, Regent Homes president David McGowan said it was time to try a different product.

##### WEBSITE

[www.regenthomestn.com](http://www.regenthomestn.com)

##### PROJECT OBJECTIVES

- Identify a siding product with proven durability and the look of real wood
- Find a product backed by a strong warranty from a manufacturer with a reputation for delivering on that warranty

##### SOLUTION

Regent turned to LP® SmartSide® Trim & Siding more than a year and half ago and has been exclusively using the product ever since.

*"SmartSide is a very durable product. Our experience with fiber cement was that it's easily breakable, but SmartSide can take daily job site wear and not show it."*

*David McGowan  
President, Regent Homes*



product. "We had some problems with the durability of the fiber cement siding we were using, and the manufacturer's response didn't help. We needed a better product from a manufacturer with a strong warranty program and reputation for honoring that program."

#### IMPLEMENTATION

Regent turned to LP® SmartSide® Trim & Siding more than a year and half ago and has been exclusively using the product ever since. McGowan is pleased with LP's industry-leading 5/50 Year Limited Warranty, which includes a 5-year replacement labor and material feature. But beyond the warranty, McGowan said he thinks that LP SmartSide Siding is a better product than the fiber cement siding he used in the past.

"One of the things that sold me on SmartSide was that our contractors could use standard tools, and they did not need to be so concerned about damaging the product as they were installing it. SmartSide is a very durable product. Our experience with fiber cement was that it's easily breakable, but SmartSide can take daily job site wear and not show it," McGowan said. "It also comes in longer lengths, which means less work and fewer seams."

LP specifies proper handling and storage to avoid damage to the siding.

Regent Homes has benefited from more than the durability of LP SmartSide Siding, McGowan said. One past neighborhood had complained that the painted fiber cement siding looked like vinyl siding, but McGowan said LP SmartSide looks like real wood.

#### OUTCOME

Regent Homes' experience working with LP Building Products has been so positive that they're now using multiple LP products on their homes. As of January 30, 2011, Regent Homes communities include LP SmartSide Trim & Siding, LP® TechShield® Radiant Barrier Sheathing, LP® TopNotch® Sub-Flooring, and LP® SolidStart® LSL & LVL. These products are a part of the Regent Homes EnergySmart program, the builder's new efficiency, durability, and sustainability standard.

"It has been a real pleasure working with the LP professional team. They quickly understood Regent Homes' mission to produce our EnergySmart homes that would set a new standard for home construction," McGowan said. "The combination of LP products along with additional elements have helped Regent Homes to produce a home that exceeds ENERGY STAR requirements and helped us exceed industry standard HERS scores. With LP products, Regent Homes is now able to produce a home that enables the customer to qualify for an energy efficient mortgage."



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