

Residential Application of LP® SmartSide® Trim & Siding

Hearndon Construction



Hearndon Construction Provides Curb Appeal at Affordable Price Point with LP® SmartSide® Trim & Siding

SUMMARY

A single-family residential builder and developer located in Chesapeake, Va., Hearndon Construction has been in business since 1974, building over 4,000 homes in the Hampton Roads area. The company turned to LP® SmartSide® Trim & Siding to provide beautiful, versatile designs at a competitive price point for a 400-unit neighborhood in nearby Elizabeth City, N.C., explained Douglas Smith, vice president of construction and sales for the company.

OBJECTIVES

"We were looking to upgrade the exterior of our homes with a product that would be competitive against fiber cement but still affordable," Smith explained.

"Elizabeth City is a quaint town with a 'Main Street America' feel that has experienced a recent revitalization. We aspired to create homes that were a blend of new style and traditional living," said Smith. "In order to provide this quality craftsmanship at attainable pricing, we needed products that would produce little waste with beautiful results."

And for the exteriors of its single-family houses, Hearndon Construction relies on LP SmartSide Trim & Siding.

IMPLEMENTATION

"LP SmartSide helped us to bridge the gap between value engineering and overall home beauty—proving you don't have to pick one over the other."

*Douglas Smith, Vice President of Construction and Sales
Hearndon Construction*

IN BRIEF

LOCATION

Elizabeth City, N.C.

PROJECT SUMMARY

For over a quarter century, Hearndon Construction has set the highest standards for affordable single-family homebuilding, according to Douglas Smith, vice president of construction and sales. The company required an exterior product that would provide unique craftsmanship and style at a competitive price while delivering an easier installation process and eliminating waste.

WEBSITE

Hearndon.com

PROJECT OBJECTIVES

Hearndon sought an exterior siding product that would:

- Deliver exceptional quality and durability
- Provide less waste and easier installation process
- Allow the company to provide unique craftsmanship and style at an affordable price point

SOLUTION

In 2008, Hearndon Construction selected LP® SmartSide® Trim & Siding and has relied on the product for its residential homes ever since. According to Smith, the products have provided both durability and beauty, setting Hearndon homes apart in the community.



“We pride ourselves on giving our customers a lot of value for their money,” Smith explained. “And SmartSide products give you that look that you’re in a more expensive neighborhood, without the weather resistance issues that we experienced with fiber cement.”

The LP® SmartGuard® manufacturing process helps all LP SmartSide Siding products deliver strength and durability. Geometrically sized pieces of wood are bonded together using waxes and advanced resins created specifically for exterior use. Zinc borate, a recognized

wood preservative, is also distributed throughout the wood substrate. The final step in the process, an overlay provides additional protection against the elements and a paint-ready surface.

With over a decade and a half of extensive testing in laboratory and real-world environments, LP is able to offer a 5/50-Year Limited Warranty on the product. See LPCorp.com for complete warranty details.

“LP also really simplified the installation process. You don’t need

any special tools to work with it, and my subcontractor really appreciated that,” Smith said. “Plus, SmartSide is available in 16-foot lengths rather than just 12-foot, which means fewer seams in the sides and overall a more beautiful home.”

OUTCOME

“After installing SmartSide on over 100 homes, I am confident in the product as a whole,” Smith explained. “We have several subdivisions where this is the only exterior product we’re using, and you can always tell these neighborhoods apart because they have a custom look to them that you don’t normally get with the price points we’re at. LP SmartSide helped us to bridge the gap between value engineering and overall home beauty—proving you don’t have to pick one over the other.”



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