

Residential Application of
LP® TechShield® Radiant Barrier Sheathing,
LP® TopNotch® 350 Sub-Flooring
and LP® SmartSide® Products

Frontera Homes

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SUMMARY

Frontera Homes, a premier homebuilder based in Cypress, Texas, was founded in 2008 when, as Michael Jones explains, he and Mike Do both saw a need for superior quality and more affordable homes in the first-time homebuyer's market. The company's mission is to help its customers achieve the American Dream of homeownership, Jones said. Frontera is dedicated to building dreams one home at a time through outstanding customer service and integrity.

OBJECTIVES

Over the past three years, Frontera Homes has focused on building and offering affordable first-time homes with high-end quality by using reputable-brand products throughout their homes. In order to attain affordability without sacrificing quality, Frontera Homes needed building supplies with consistent durability and adaptability.

IMPLEMENTATION

Frontera Homes decided to rely on LP Building Products. All Frontera homes now include LP® TechShield® Radiant Barrier Sheathing, LP® TopNotch® 350 Sub-Flooring and LP® SmartSide® Trim & Siding products.

"We offer our customers a high-end home at a first-time homebuyer's price," said Michael Jones, COO for Frontera Homes. "LP products help to make that possible."

"LP offers solid materials that are backed by solid people. I couldn't be happier as a customer...There's cost savings for me on the front end, but there's even more savings on the back end."

*Michael Jones, COO
Frontera Homes*

In Brief

LOCATION

Cypress, Texas

PROJECT SUMMARY

With a mission to help its customers achieve the American Dream of homeownership, Frontera Homes understands the need for superior quality and more affordable homes in the first-time homebuyer's market. As it sought to provide its homeowners with excellent value, craftsmanship and customer service, Frontera needed a product to help reduce costs without sacrificing quality.

WEBSITE

www.fronterahomes.com

PROJECT OBJECTIVES

- Provide first-time homebuyers with excellent homes at an affordable price
- Save on product and labor cost without forfeiting quality
- Incorporate products with both durability and adaptability

SOLUTION

Frontera Homes relied on LP Building Products to help fulfill its commitment to its customers. In addition to product affordability, Frontera has benefited from energy cost savings through LP® TechShield® Radiant Barrier Sheathing, as well as reduced labor and callbacks, thanks to LP® TopNotch® 350 Sub-Flooring and LP® SmartSide® Trim & Siding. Frontera can now offer high-end homes without high-end prices.



In addition to affordability, Frontera Homes and its customers have experienced significant energy saving benefits since the company has made LP TechShield Radiant Barrier Sheathing a standard feature on all of their houses.

Constructed with a thin, durable sheet of laminated aluminum to LP® OSB Sheathing, LP TechShield Sheathing builds energy efficiency directly into the home. The radiant barrier helps block up to 97 percent of radiant heat in the roof sheathing from entering the attic, reducing the heat load on an attic-installed air handling system.

"I save money with TechShield's benefits and can't imagine building without it," said Jones.

"Overall, I can reduce my costs by downsizing my HVAC units and pass on the cost savings to my customers."

Because LP TechShield Radiant Barrier Sheathing can lower attic temperatures by as much as 30 degrees, the product can help homeowners save up to 17 percent on monthly cooling costs.

Through the use of LP TopNotch 350 Sub-Flooring, Frontera also saves on labor time and customer service callbacks.

"TopNotch has been a lifesaver. Before using this product, anytime you would have any kind of bad or inclement weather there would be swelling, crowning and pops along the way," said Jones. "Compared to

other products, TopNotch also aesthetically looks

better, and I haven't had one customer service issue since we started using it."

Another key factor in the construction of their homes is the use of LP SmartSide Trim & Siding, which Frontera said saves on installation time and material costs.

"We use fewer pieces because it comes in longer lengths, which not only makes it easier to install but is, aesthetically, a better-looking product than the competitors," said Jones.

LP SmartSide Trim & Siding has an industry-leading 5/50-Year Limited Warranty, which includes a 5-year, 100 percent labor and replacement feature on the product. This covers the original homeowner and can be transferred to the next owner, making it a highly recommendable product.

"LP offers solid materials that are backed by solid people," Jones said. "I couldn't be happier as a customer. I wouldn't dream of switching to a different product. There's cost savings for me on the front end, but there's even more savings on the back end."

OUTCOME

Throughout their Bridgewater Meadow, Cypress Springs and Westfield Village communities, Frontera Homes has reduced construction costs while improving quality.

"LP Building Products makes it possible for us to offer high-end homes without the high-end prices," said Jones. "I like to lay my head on a pillow at night and sleep in a nice home knowing someone else is able to do the same."



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