

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

Executive Homes



**EXECUTIVE HOMES**  
*Custom Home Builder*

### Executive Homes Finds Job Site Durability, Ease of Installation in LP® SmartSide® Siding

#### SUMMARY

In the Indianapolis custom home market, quality is a key component to success. But Executive Homes sets itself apart by offering competitive pricing when compared to high-end production homes coupled with custom quality and flexibility, according to president and co-owner Pete Gray. Founded in 1995, Executive Homes targets move-up buyers in search of a custom home and a personal builder that will put the buyer's needs first.

#### OBJECTIVES

In the past, Executive Homes had used fiber cement siding for its home exteriors. "I wasn't pleased with the way the product performed and the installation process could be difficult, especially after normal job site wear and tear. So we decided to make a switch," Gray said. The company wanted a product with great performance backed by strong technical support and a comprehensive warranty, and LP® SmartSide® siding fit the bill.

#### IMPLEMENTATION

"We had been using SmartSide trim for years and had a great experience with it, so it made sense to go with SmartSide siding. About four years ago we were getting ready to start work on a project that had a number of different designs—all with quite a bit of siding. We decided to try SmartSide. We've been using it ever since."

*"It installed easier using common framing tools—we didn't have to cut it with anything special. And when it was finished, it looked better on the wall and painted up better than other products we had been using. Plus, there were fewer seams."*

Pete Gray, President & Co-Owner  
Executive Homes

#### IN BRIEF

##### LOCATION

Carmel, Indiana

##### PROJECT SUMMARY

With more than 15 years of custom home building experience, Executive Homes knows that success starts with quality and a quality home requires quality products. After several years of using fiber cement siding for its exteriors, the company switched to LP® SmartSide® siding.

##### WEBSITE

ExecutiveHomes.biz

##### PROJECT OBJECTIVES

Executive Homes sought an exterior siding product that would:

- Deliver exceptional performance and job site durability
- Provide ease of installation
- Offer a quality look with fewer seams

##### SOLUTION

After using LP SmartSide trim for several years, Executive Homes decided to try LP SmartSide siding. The treated engineered wood siding not only offered job site durability and ease of installation, but it came backed by strong technical support. Executive Homes was so pleased with the product, they've now been using it for more than four years.





EXECUTIVE HOMES  
*Custom Home Builder*

"My installers love it. It installed easier using common framing tools—we didn't have to cut it with anything special. And when it was finished, it looked better on the wall and painted up better than other products we had been using. Plus, there were fewer seams," Gray said.

But more than anything, Gray had sought a product with proven performance in the field. "We found that SmartSide siding is light, strong and easy to handle on the job site. It doesn't fall apart like other products we've used."

That's because LP SmartSide products are engineered with strength and durability in mind. The SmartGuard® manufacturing process bonds geometrically sized wood strands or fibers together using advanced resins. Zinc borate, a recognized wood preservative for engineered wood siding, is also distributed throughout the wood substrate prior to an overlaying process that provides additional protection against the elements and creates an attractive paint-ready surface.



"We're now able to tell our clients that their siding is backed by a strong warranty," Gray said. With more than a decade of extensive testing in laboratory and real-world environments, LP offers a 5/50-Year Limited Warranty on the product. See [LPCorp.com](http://LPCorp.com) for complete warranty details.



## OUTCOME

"Executive Homes has now been using LP SmartSide siding for more than four years. "I would absolutely recommend SmartSide to other builders. I've had great success with it, and the local support has been awesome. From an application and ease of installation standpoint, the product has been great for us."

**LP SMARTSIDE®**  
TRIM & SIDING

Phone: 888-820-0325

Email: [Customer.Support@LPCorp.com](mailto:Customer.Support@LPCorp.com)