

Outsulation® Case Study



WARWICK, RI HOMEOWNER SAVES ON UTILITY BILL, INCREASES APPRAISED VALUE BY \$70,000

AFTER HOME RENOVATION PROJECT FEATURING DRYVIT OUTSULATION® RMD SYSTEM



Increase in appraised value immediately recovers twice the cost of the renovation; energy bills reduced by 35% after first two months of heating costs. For Warwick, Rhode Island homeowner Susan Malone, the difficulty she was experiencing attempting to sell her clapboard-clad home in sleepy, suburban



Warwick turned out to be a lot more complicated than a struggling economy and real estate market. It took winning an extreme home exterior renovation contest sponsored by Dryvit Systems, Inc. and local CBS/Fox affiliate WPRI-TV to prove beyond any doubt that the benefits of a high-performance exterior cladding could surmount even the most dire residential market conditions.

“The transformation of my home has been nothing short of amazing – both from the standpoint of how much more beautiful it is and the effect the renovation had on increasing the value of my home and in terms of how much money I have been able to save on my energy bills,” said Malone, still beaming as she fields a steady stream of suddenly interested buyers through her home, which was unsuccessfully on the market for a year before the Dryvit renovation took place. “Before the renovation I could not get anyone interested enough to see the house; people would drive up when it was for sale and very often after taking a look at the outside just turn around and drive off. Now I am seeing a tremendous increase in interest in the house – which is very gratifying.”

Project Name:
Malone Home
Warwick, Rhode Island

Owner:
Susan Malone
Warwick, Rhode Island

Dryvit System:
Outsulation RMD

Dryvit Applicator:
R&R Imperial Board
Warwick, Rhode Island

Dryvit Distributor:
Merrimack Building Supply
Medway, Massachusetts

The aesthetic transformation is easy to see, driven by the extraordinary design flexibility of the Dryvit system. The once-drab clapboard exterior has been replaced by a bright Dryvit Sandpebble® finish, accented by the architectural flourishes for which Dryvit Outsulation is renowned. The decorative window accents and the completely revised entryway ornamentation significantly amped up the home's curb appeal – a fact that neighbors and real estate professionals – to say nothing of suddenly interested homebuyers – have enthusiastically noted ever since the renovation was completed. For a house that was on the market for more than a year with a paucity of interest, the post-renovation incarnation is attracting interested buyers in droves.



“It really is like a completely new home to me on the outside,” Malone says admiringly. “My neighbors can’t believe it, and everyone who knew the house before the renovation does a double-take, as if to wonder if they got the address right or if they went to the wrong place.”



The increased curb appeal was very clearly the driving force in increasing the home’s value. Appraised at \$70,000 more than the house was appraised before the renovation began the

financial benefits of the project are as obvious as they are impressive. The only change made to the home was the exterior wall cladding; everything else remained the same.

“I was very pleased with how much the value of my home increased after the renovation,” Malone said. With the cost of the renovation valued at just over \$30,000, the return on investment more than doubled immediately. “When you consider that all I did was change the way the exterior of the house looked, you can immediately see the value of a Dryvit system for homeowners looking to maximize the return on their investment,” she added.

But financial benefits were not the full extent of the Dryvit home makeover for Susan Malone. There were other improvements that future owners will enjoy year after year as a result of the renovation.

“There are a lot of positive aspects of having Dryvit Outsulation on your home. I have experienced lower utility costs, and also improved soundproofing,” Malone said. “I live in the fly zone of the state’s major airport, and I don’t have to turn the volume of the TV up any more when I’m watching TV now because the sound has diminished dramatically,” Malone said.

The improved sound mitigation has also resulted in better, more restful sleep for the whole family – dogs included. “My dogs used to wake me up barking at just about any noise they would hear, including the airplanes that are constantly coming and going over the house. But since the renovation with Outsulation, the dogs don’t hear all the sounds they used to, so we all are getting a lot more sleep,” she added.

The reduction in heating costs has contributed even greater financial benefit – a benefit that continues month after month, year after year: dramatically lower heating bills; an effect that will also lower cooling bills in the warm summer months as well.

“My heating bills were, on average, 35% lower than the same two months last year after the Dryvit renovation was done. I am amazed at the savings I am seeing – without changing anything but the exterior walls – and my home is noticeably more comfortable as well,” Malone noted.

The increased comfort, as well as the dramatic energy savings, were the product of the superior insulating qualities of the Dryvit Outsulation RMD system; a result that was confirmed by a high technology blower door test that was performed both before and after the Dryvit renovation. The Dryvit Outsulation RMD system reduced air leakage in the home by 19% - the equivalent of closing up a hole in the wall that would be the size of a soccer ball, or of leaving your front door open for 25 minutes every day.

“It was very interesting to see, how the smoke they used could be easily seen flowing in the house from the outside before the Outsulation was put on the house. After the renovations were complete, they ran the same exact test in the same exact areas of the home and there was no smoke coming in from the outside,” Malone said. “The difference was remarkable to see.”

The whole experience of the Dryvit renovation has been an eye-opener for Malone, who did not envision the transformation that ultimately took place.

“I am completely amazed by the whole process – how unobtrusive it was to me throughout the whole project, and how much it has changed my house. It not only looks so beautiful, but the value has increased tremendously, I am attracting much more interest from buyers, my utility costs have gone way down, and the whole home is more comfortable to live in,” Malone summarized. “I couldn’t be happier with the result of renovating with this product.”

For more information about Outsulation, or any of the systems and products sold by Dryvit Systems, Inc., call Dryvit Technical Services at 1-800-556-7752 or visit us on the web at www.dryvit.com.

