



BUILDING CUSTOM HOMES WITH ASCEND® COMPOSITE CLADDING

CASE STUDY PROFILE

Contractor:
Amelia's Home Construction
Goochland, VA

Services:
Residential Custom Homes

Region:
Central Virginia

Siding Solution:
ASCEND® Composite Cladding

[CLICK HERE](#) to read the full story.



“I’m a painter at heart but I sell my clients on the benefits of ASCEND. Here is a siding that looks seamless, doesn’t need repainting, cleans up nicely, and it’s insulated so homeowners have an easier time regulating their heating and cooling.”

AMELIA DAVES, PRESIDENT
AMELIA'S HOME CONSTRUCTION

BORN TO BUILD

With professional carpenters for parents and three sisters who know a thing or two about home design trends, it might be destiny that Amelia Daves is one of Virginia's most in-demand residential builders. Operating across the state's central region, Amelia's Home Construction has become popular with families seeking everything from a custom contemporary farmhouse to a 1929 original craftsman remodel. Bringing clients' dreams to life is a passion that has inspired Daves since she started in the business as a painter.

Now with a business of her own, Daves appreciates how better building materials add to the excitement that comes with turning the keys over to delighted homeowners. Products that look great—and save time, money and hassle on the jobsite—help Daves' reputation and bottom line grow, and for this builder, ASCEND® Composite Cladding from Alside is a big part of creating spectacular homes.

A BEVY OF BENEFITS

Daves builds custom homes as large as 4,000 square feet. Often, owners are in search of their forever home and look to Daves to deliver it affordably and on schedule. That's why she prioritizes products that meet her strict criteria for delivering value.

“Buyers can still be hesitant, so I’m trying to give them a compelling look while staying at a certain price point. It has to be superb, and it has to be durable, and that’s why I use ASCEND,” said Daves, president, Amelia's Home Construction.

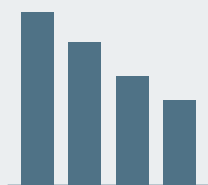
Daves also likes that ASCEND is simpler to install and requires fewer laborers than most siding she has used previously. Its light weight makes it easy to handle, and it features a self-positioning stack lock that takes much of the guesswork out of plank alignment. Plus, no sealing, touching up, joint flashing or caulking is required—meaning less mess and less waste.

According to Daves, “Color-matched caulk that’s required with fiber cement looks great at first, but within a few years, it’s dingy and shows every seam, but not with ASCEND.”

At just 25% the weight of a standard fiber cement panel, ASCEND replicates the look, feel and bold statement of real wood without the usual maintenance exposure. In Daves' estimation, these advantages, combined with ease of installation, make it one of the best overall values on the market.

“I had a crew of five knock out a smaller home in a single day—the fascia board, the soffits, the porch, the works. Savings like that are huge for my business,” said Daves.

Daves knows that most buyers prefer to avoid the eventual cost of repainting that can total \$4,000 or more for a typical-size home.¹



INSULATES AND SAVES

ONE OWNER'S ELECTRIC BILL
WENT FROM \$65 TO \$13/MONTH*

¹Home Advisor; “How Much Does It Cost to Paint a House?”; updated 4.6.22; accessed 5.5.22



ELEVATE YOUR DESIGNS

Most sidings mimic the look of wood, but ASCEND can easily fool people with planks that look and feel like cedar. Beyond great curb appeal, ASCEND brings together the best features of fiber cement, engineered wood and vinyl siding in a single package. This proprietary combination of glass fibers, polymers, graphite and polystyrene creates a cladding that is easy to install and maintain, that also protects and insulates year-round.

For Daves, it all adds up to something worth building on.

“The on-trend colors that won’t fade, the fact there’s no specialized equipment needed, the way it resists wind and moisture—ASCEND checks every box for us. Often, value comes in the form of products you really don’t have to think about.”

Beauty, simplicity and savings? It’s a no-brainer for builders.

This is not your father’s cladding!



WHY ASCEND?

Composite cladding can take projects to new heights thanks to:



LOWER TOTAL INSTALLED COST

Lower total installed cost versus fiber cement, engineered wood and other hard lap products



PROVEN PERFORMANCE

Minimal long-term maintenance and care



VIRTUALLY MAINTENANCE-FREE

No need to paint and repaint

THE SCIENCE BEHIND ASCEND COMPOSITE CLADDING: EXCLUSIVE (GP)² TECHNOLOGY[®]

ASCEND’s exclusive (GP)² Technology[®] – **G**lass-Reinforced **P**olymer and **G**raphite-Infused **P**olystyrene – is the science behind this next-generation cladding. The integration of glass fibers adds strength to the tall 7" exposure and increases the dimensional stability. Other elements of the unique formulation provide a Class A Fire Rating, add windload resistance and achieve an R-value of 2.0 for energy efficiency.



“For me, it’s the little things Alside does, like meeting in person to show new cladding because the colors might look slightly different on your screen, and you want to get that exactly right for your client. You know you’re being cared for and that it’s genuine.”

AMELIA DAVES, PRESIDENT



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