

## HOME &amp; GARDEN

# How to determine the true value of home improvements

(BPT) — As the U.S. housing industry continues to emerge from the Great Recession, signs are pointing toward positive recovery. In fact, a recent report from the Joint Center for Housing Studies of Harvard University states that the home improvement industry could see record spending in 2015.

It's news like this that may have you contemplating an update to your house. Even if you plan to stay in your home for years to come, it's important to consider which home remodeling projects offer the potential for a positive return on investment.

"Research shows that more homeowners intend to remain in their homes after remodeling, however, resale value is still a major factor when planning renovations," says Susan Selle,

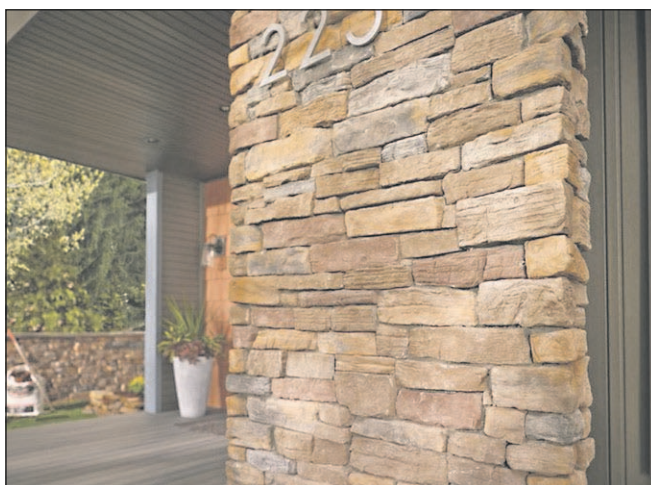


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The 2015 Remodeling Magazine Cost vs. Value has identified mid-range exterior home renovations such as replacing the front door with steel, replacing siding with vinyl and adding stone veneer as beneficial investments.

chief marketing officer of exterior building products manufacturer Ply Gem Industries.

Before spending a significant amount of time and money on your next home improvement project, consider these tips.

## Bringing it home

If you're interested in near-term resale value, it's important to make sure that selling your home will at least recoup the cost of any completed projects. If you plan to stay in your home for many years, however, you'll not only benefit from an improved resale value down the road, but you're also more likely to appreciate the improved comfort and curb appeal in the meantime.

## Five home improvements with the highest ROI

The 2015 Remodeling Magazine Cost vs. Value report identifies these top five mid-range exterior home renovations as beneficial investments that allow homeowners to recoup a substantial percentage of their investment when they resell their homes:

- Replacing the front door (steel 101.8 percent)
- Adding manufactured stone veneer (92.2 percent)
- Replacing the garage door (88.4 percent)
- Replacing the siding (vinyl 80.7 percent)
- Adding a deck (wood 80.5 percent)

The cost-value ratio compares resale value to construction cost. The higher the percentage, the more of the job costs you

are likely to recoup when selling your home.

"Homeowners want lasting value from their exterior renovation projects, so it's important to select the best materials for the job upfront," says Jerry Blais, senior vice president of marketing for Ply Gem Industries. "For example, when choosing siding for the home, vinyl siding provides overall better performance than wood, engineered wood and fiber cement and requires less maintenance both in the short and long term, allowing homeowners to complete their renovation and enjoy it, hassle-free, for years. In addition, vinyl siding provides the styles, textures and stylish colors homeowners want to create

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