



# EXTERIOR HOME IMPROVEMENT PLANNING:

Where to Start and What Your Return Might Be



## Where to Start?

If your home needs multiple exterior projects, it's best to make an overall plan with specific phases, as it can be difficult to tackle everything at once. You might be considering a new roof, windows, siding, and/or insulation, but your main question is... where to start?

Northeast can help you determine what should be done immediately, what can be put off for a season or two, and what you'll need to plan for in the future. Armed with that information, you can make your short, medium, and long-term project plans.

If you plan to live in your home for an extended period of time, the ideal order of projects is different than if you're preparing your home for resale in the next few years.

**If you plan to remain in your home, these four main considerations will influence the project plan, in order of importance:**



**Personal safety  
and comfort**



**Property  
protection**



**Cost-efficiency  
in the work plan**



**Energy-efficiency over  
the long term**  
(return on investment)

Of course, your budget over time will also need to be considered. Should you need financing, Northeast can help with this.

If you are planning to sell your home, you may want to use this set of criteria in this order:

- Property protection
- Impact on home value (return on investment at resale)
- Contribution to home appearance (especially "curb appeal")
- Cost-efficiency of work plan
- Energy-efficiency over the long-term



# EXTERIOR HOME IMPROVEMENT PLANNING: Where to Start and What Your Return Might Be

## Safety and Protection Point to the Roof First

Your roof is the first line of protection for your home against the elements. If you have a leak, it must be addressed first, as it could get bigger and create a safety hazard by doing additional damage to your home. Water can run down inside the walls, requiring remediation of the drywall and even ruining flooring. Wind and hail damage, improperly installed flashing, and other roof vulnerabilities may also threaten your home. Seemingly “small” roof problems can become large problems very quickly.

Your roof is actually a “system” of elements that include shingles, flashing, insulation, gutters, and appropriate ventilation. Temperature control in the attic also plays a role in preventing problems, especially ice dams. Where applicable, your Northeast roofer will assess your roof and its systems before advising on project priorities.

If you're selling, be advised that prospective buyers don't like the idea of having to replace the roof of their new home. They may not even consider your home if the roof appears to be in poor shape. Real estate agents report that a new roof is the home improvement with most appeal to buyers.

**A new roof should earn you at least 70% return  
and as much as 85% return.**

## Windows and Doors Come Next

Windows are the next priority. There have been great advances in window technology in recent years, providing homeowners with many attractive options that deliver better energy efficiency, sound insulation, and comfort.

Your Northeast project manager can walk you through your choices and their benefits. You'll be comparing double-glazed windows and triple-glazed windows. Both rely on multiple panes with argon gas between them. The invisible argon gas sits sandwiched between the panes, allowing the sunlight to pass through and preventing heat loss (it may take several years of reduced energy bills to recoup your investment).

If you're looking to sell, new windows can deliver an 80% return on investment at resale. Solid doors, particularly at the home's entrance, make a great first impression and signal quality to would-be buyers.

**You can expect to receive 75-80% of your investment back  
on windows and doors.**





# EXTERIOR HOME IMPROVEMENT PLANNING: Where to Start and What Your Return Might Be

## Siding Wraps it Up

If neither your windows or siding are in terrible condition and can be done within a few months or seasons of one another, have the windows replaced before the siding.

Windows are finished far more quickly than a siding project. A “windows first” strategy also delivers better cost-efficiency and results (you don’t want to install siding and the related installation, only to disturb it with a window replacement soon after).

Today’s siding projects include “thermal bridging,” which refers to the process of placing insulation in-between the home’s framing. Your home literally becomes wrapped in insulation before the siding is installed.

**Siding projects deliver between 80%  
and 85% return on investment at resale.**

## Time of Year

Whether you’re heading into the colder or warmer season may also impact the timing of your projects. Check with your Northeast project manager for the most favorable times for specific projects.

## Putting it all Together

With so many factors impacting your exterior projects, professional help and guidance can make a huge difference. That’s why Northeast will work directly with you to help you create the best exterior project plan. Our advice is based on putting your best interests first.

*We’ll perform a **FREE INSPECTION** and advise you  
honestly on what work your home needs.*

**Give us a call! 508-839-7001**