

# Celect® Cellular Composite Siding by Royal® Case Study

## Westport, Connecticut

Interior designer and artist Lisa Stretton, owner of Lisa Michelle Interiors, started the process of remodeling the exterior of her home in Westport, Connecticut, over two years ago.

To say Lisa was displeased with the exterior of her home would be an understatement—the paint was peeling, the shingles were uneven and the wood siding was riddled with woodpecker holes. Over the years, she maintained the siding with touch-up paint, but the cost to repaint her wood siding, which most homeowners in her area do every two to three years, was not financially reasonable and she needed a long-term solution.

Lisa carefully explored a variety of siding options, looking for a product that would not only be maintenance free and durable, but would also give her the style and color options to achieve the upscale design she envisioned.

She considered cement board siding, but was “never sold on it” simply because of the maintenance associated with it, particularly the caulking it requires. Additionally, the complexity of the installation process and consequently, contractor expertise required, gave her concern.

After hitting pause on the project for months, Lisa discovered Celect® Cellular Composite Siding by Royal® at a local store. She was drawn to Celect because it eliminated the need for painting, repainting, caulking and re-caulking, ultimately leading to a lower overall maintenance cost.

The Stretton's contractor, Neil Velasquez Jr, owner of Fairfield County Exteriors LLC, further explained, “We looked at other options with the Strettons but felt Celect would work best for their home. Our primary consideration when it came to the siding was that it needed to eliminate most, if not all, the maintenance they were currently dealing with on their original siding. Resale was also a very important factor. We all felt the product would maintain its good looks if they decide to sell the home in the future.”



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There was also the consideration of price. “The cost of the products - Celect and wood siding - was the same, except there were additional costs to paint the wood once installed, in addition to painting it every couple of years,” said Lisa. Conversely, “Celect was a one-time investment and I can take the power washer to it and clean it myself.”

Additionally, the rampant woodpeckers in her wooded community wouldn't be attracted to it.

Designing the exterior herself, Lisa wanted a classic look that “would never go out of style.” The exterior of the home includes Celect 7” Clapboard in Frost, a feature wall on the garage with Board & Batten in Frost and Celect Trim in Frost with copper and stone accents.

Lisa chose this combination of Celect profiles to “create dimension without having to redo the architecture” of her home, which she described as long and flat prior to the remodel. “Adding a front-facing feature wall on the garage in Board & Batten was an easy way to give it more style. I also went with an all white house so the architectural differences were more prominent.”

While the installation process took longer than expected thanks to a snowy (and typical) New England winter, she couldn't be happier with the end result.

“It's great and I would highly recommend Celect.”

