



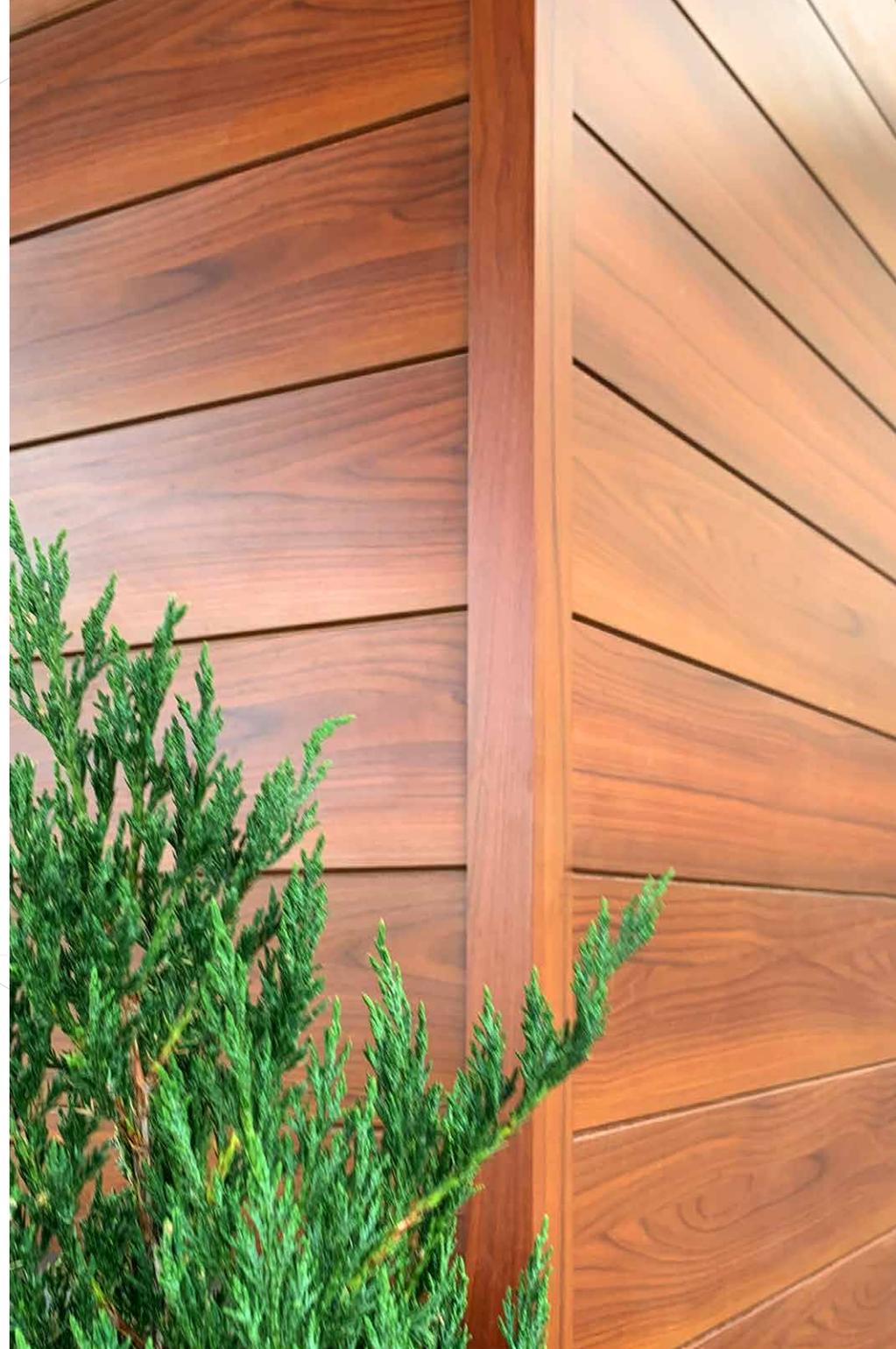
# Powder **Perfect Homes**

Creating Legacy Home Buyers

**ENGAGE**  
BUILDING PRODUCTS™

## Table of Contents

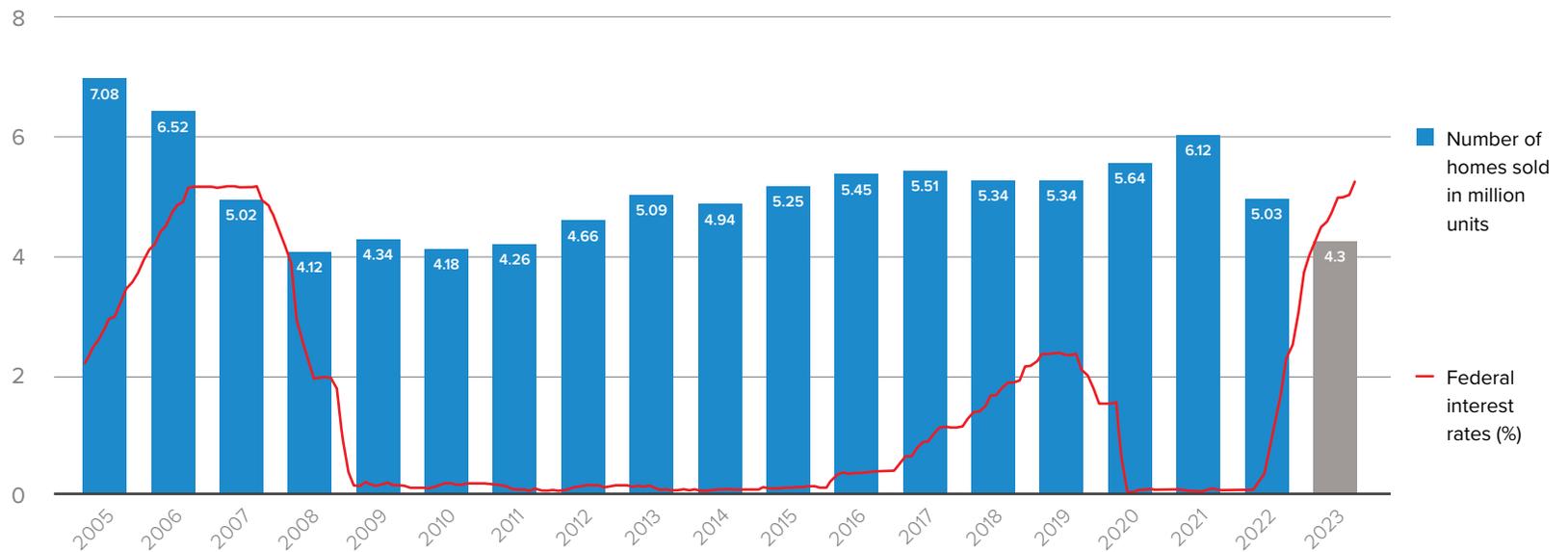
Market Environment .....	2
Evolution of Exterior Products .....	4
Innovation and Trends .....	6
Take Aways .....	7
Powder Perfect Home Fronts.....	8
Lasting Curb Appeal.....	9
FastPlank® Systems.....	10
Why Engage Building Products™ .....	12



# Market Environment

Historical data confirms the number of resale homes on the market dramatically declines in correlation to rising interest rates. Home owners are less inclined to plan a home purchase as mortgage rates rise. These lulls often take years to demonstrate a healthy recovery.

### USA Existing Home Sales in Relation to Federal Interest Rates (2005–2023)



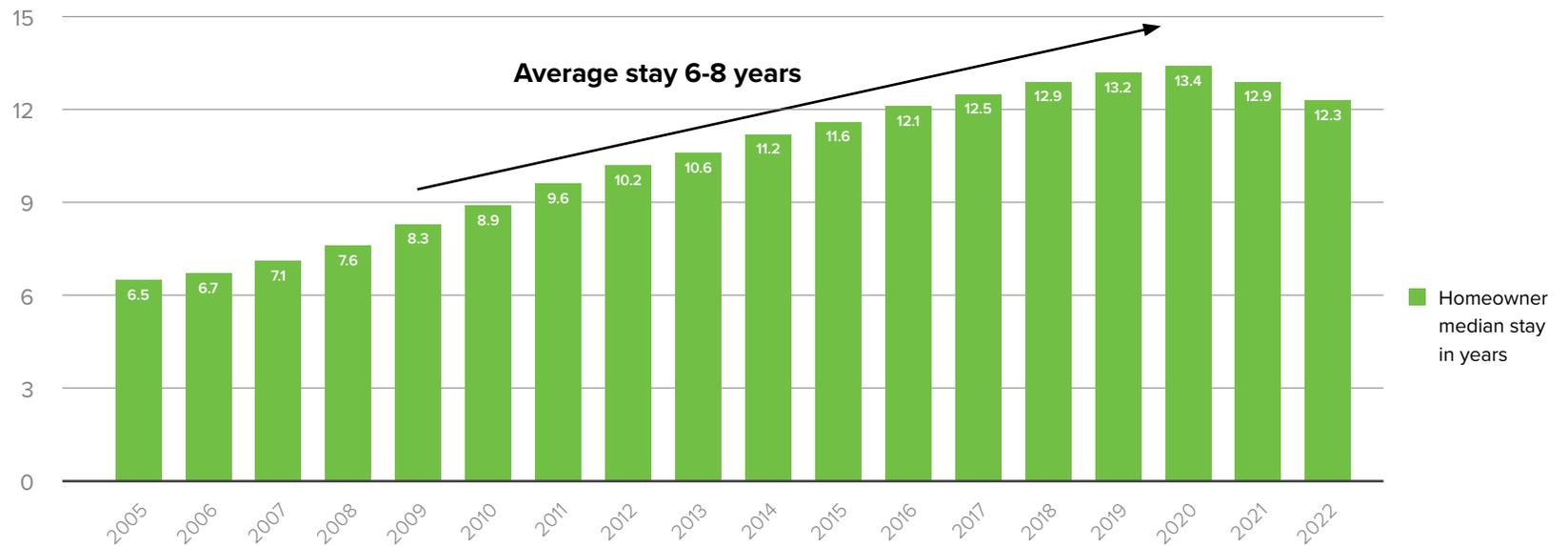
Sources: FRED Economic Research: <https://fred.stlouisfed.org/series/FEDFUNDS> | Statista: <https://www.statista.com/statistics/226144/us-existing-home-sales>

Over the past two decades, the average stay and median stays in the U.S. have progressively increased as home owners tighten their purse strings to ride out inflation and increased costs of living.

“ With low existing home inventory, new home inventory is becoming competitive. ”

– forbes.com

### USA Homeowner Median Stay (2005–2022)



Sources: Redfin: <https://www.redfin.com/news/homeowner-tenure-2022> | Forbes: <https://www.forbes.com/advisor/mortgages/real-estate/housing-market-predictions/>

# Evolution of Exterior Products



Exterior siding materials have come a long way since their inception. From traditional materials such as stone, thatch and clay, wood siding began to be commercially available in the 1800s.

In 1920s, people began to use brick as it allowed homes to better stand up to the elements. Shortly after the second world war, aluminum siding began to be manufactured.

In 1950s, vinyl siding was developed. This material quickly became popular due to its low price and ease of maintenance. Introduced in the 1980s, fiber cement siding became the norm, improving durability and reducing ongoing maintenance.

First introduced in 2019, FastPlank Systems offers the look of natural woodgrains with superior durability to competitive siding materials. Constructed from infinitely recyclable, extruded aluminum, it improves curb appeal while dramatically extending the life of home exteriors.

A white wooden signpost stands in the foreground on a green lawn. A red sign with white text is attached to the post. The sign reads "FOR SALE" in large, bold, white capital letters. Below the text is a white rectangular box. In the background, a two-story white house with a brown roof and dark shutters is visible. The house has a gabled roof and a front porch. The sky is clear and blue. There are trees and bushes around the house.

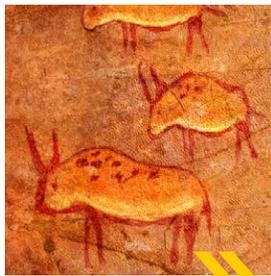
**FOR  
SALE**

“ As interest rates decline, a massive tidal wave of used homes will flood the market, driving real estate prices down. We must create a discernable and compelling change to the look of new homes, in comparison to used home inventory. ”

# Innovation and Trends

For thousands of years, civilization has rapidly advanced and evolved. The introduction of new technology, materials and creativity has afforded progress and innovation. What is impressive and compelling one moment, is rendered obsolete a short time later.

Thought leaders capitalize on opportunities to introduce change to secure a strategic advantage in a competitive market.



# Take **Aways**

1

Market conditions have forced home owners to delay plans for a new purchase.

2

How do we create legacy home buyers?

3

How do we increase the PERCEIVED value of new homes?

4

When the market conditions shift, home owners will desire change, starting with enhanced curb appeal and better performing exteriors.

5

Today's standard is no longer good enough.

6

Home builders must differentiate themselves.

7

New home builders must offer something unique and extraordinary.

8

We must lead the next NEW TREND of modern home exteriors.

9

When interest rates drop, resale homes will flood the market driving real-estate prices down.

10

Builders must exceed home buyer expectations to motivate the purchase of NEW homes.

# Powder Perfect Home Fronts



# Lasting Curb Appeal



# FastPlank® Systems

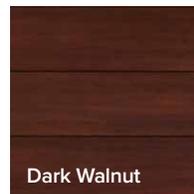
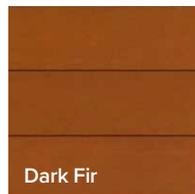
FastPlank® is a high-performance aluminum plank system that reduces installation time and costs, while extending the life of residential exteriors. Available in a variety of wood grain textures and solid colors, FastPlank® offers endless design options to create an extraordinary and striking finish.

FastPlank® is designed to withstand harsh weather conditions, providing exceptional durability and virtually eliminating ongoing maintenance. Constructed from infinitely recyclable, UV-resistant, and non-combustible extruded aluminum, FastPlank® enhances curb appeal and property value for years to come. Introduce superior quality and elegance to new residential projects, combined with the confidence and peace of mind both builders and homeowners demand.

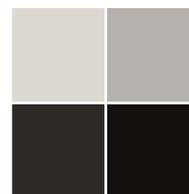


## Swatches

### Wood Grains



### Solid Colors



### Unlimited Color Options with ColorMatch™

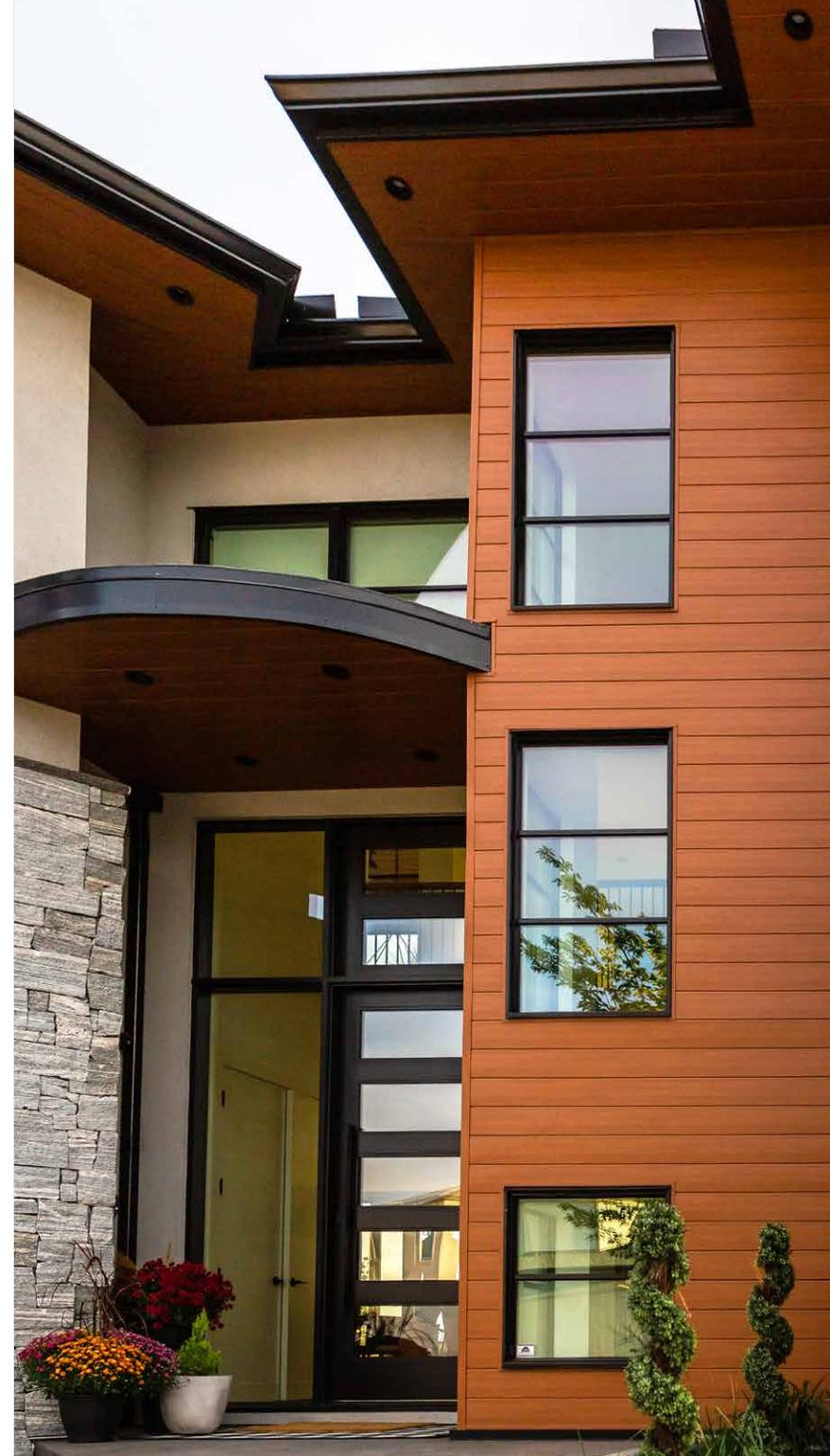


## Superior Durability

- ✓ Lightweight, heavy-gauge extruded aluminum outperforms competitive solutions
- ✓ Designed to dispel debris and reduce weathering, ensuring buildings maintain NEW look
- ✓ Internal testing capabilities combined with independent lab testing and validation
- ✓ Protect against corrosion, intense heat and cold, UV and harsh natural elements
- ✓ Certified with Wildlife Urban Interface (WUI), Code Compliance Research Report (CCRR) and more
- ✓ Rigorous testing & warranties protect your investment

## Sustainable Solutions

- ✓ Aluminum is INFINITELY RECYCLABLE
- ✓ Carbon footprint & energy requirements for aluminum production significantly reduced
- ✓ Lightweight, environmentally-friendly, and energy efficient
- ✓ Contributes to a Circular Economy
- ✓ Contributes to LEED Building score



# Why Engage Building Products™

We take pride in providing exceptional support to our valued partners throughout their journey. At Engage Building Products, we are your trusted partner for all your exterior building product needs. Our commitment to providing exceptional support sets us apart in the industry.

Our dedicated teams of outside sales, inside sales, estimators, drafting and design, and install support professionals work together seamlessly to ensure that you receive the best possible experience through full-cycle consultation and support, from planning to construction and beyond.

## Regional Sales Team – Canada & USA



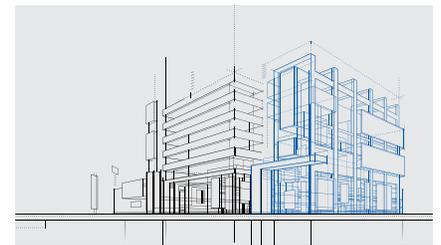
## Inside Sales Consultants



## Estimation Team



## Drafting and Design Team



## Order Desk



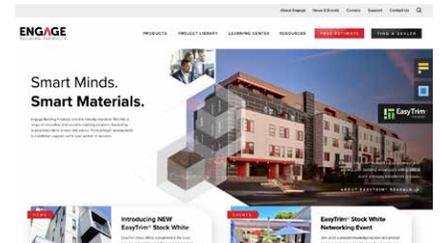
## Logistics Team



## Technical Support Representatives



## Marketing and Communications





1-877-973-8746 | [engagebp.com](https://engagebp.com)

