



PREMIER™
BRICK

Architectural Stone Cladding

HOW TO DECIDE ON
**THE RIGHT CLADDING
FOR YOUR NEW HOME**

*Five keys to choosing the perfect brick cladding for
your new home. With the compliments of Premier Brick.*



www.premierbrick.nz



Here in New Zealand, there are around 35,000 brand new homes built each year. The three most popular claddings on these brand-new homes are...

1: Brick 2: Weatherboards 3: Plaster

- In this guide 'Brick is Best' we show you the advantages and disadvantages of these three popular cladding options when building a brand-new home.
- You'll see why brick is the most popular cladding option, and is also the most affordable, best value and versatile cladding option in NZ as well.
- You'll discover the three simple colour choices that determine 65% of the street appeal of your home, and why these choices save you a lot of time.
- You'll learn how to pick bricks that will make your new home look amazing.
- You'll see the 10 questions to help you become a brick buying expert.
- We list some common mistakes in buying bricks and how to avoid them.
- We'll share the little-known secret of spending a tiny amount of money on the 'right upgrade' and how it can transform the look of your entire home.
- You'll discover how to get a truckload of completely free advice by brick experts. And how to use this advice to save time, reduce stress and end up with one of the best-looking homes in your area.

We have a lot to cover so let's get going.

Warm regards

Bernard Powell
Founder & Ambassador

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The three most popular claddings for new homes and the advantages and disadvantages of each option.



The three most popular claddings on brand-new homes in New Zealand today are...

1: Brick

2: Weatherboards

3: Plaster

Let's look at the advantages and disadvantages of each cladding option.

Brick Advantages:

Brick needs almost zero maintenance.

It is soundproof and has good acoustic properties.

It's fireproof so it's safe and won't burn in a fire.

It's burglar proof, you can't cut through it or ram through it.

Brick uses a dry cavity system.

This means it keeps the framing of your house dry, so it won't go rotten.

You can do creative things with brick that make your home look stunning.

Brick is what we call 'future proof' because you can paint over brick if you want to, or you can even plaster it in the future.

Brick is extremely cost effective.

In fact, it's the most affordable of the three popular cladding options.

A general cost for brick cladding is around \$180 a square metre all up supplied and laid.

It can be slightly cheaper in some regions and a little bit dearer in others.

Brick is very durable. It can potentially last you 200 years or more!

So, you have the peace of mind knowing that your bricks are never going to disintegrate or rot or warp or twist or anything like that.



Brick Disadvantages:

One of the disadvantages of bricks is that you need to get a bricklayer to put them on your home.

This means you need another tradesperson when you choose bricks for your cladding.

Another disadvantage is that it is hard to get a perfect all over colour consistency when choosing brick as a cladding.

This is because there are always tiny variations in the colour with bricks.

However most people actually see this as an advantage as it creates a unique and natural look for your home.

Another disadvantage is that there is generally always colour variation in the mortar/grout between the bricks due to the many variations onsite eg temperature, moisture etc.

Another disadvantage is that hairline cracks can appear in some of the mortar/grout joints over time due to slight shrinking or expansion of the timber framing or the floor or the ground. This does not in any way affect the performance of the brick veneer and is not usually noticeable unless you are really looking for it.

Weatherboard Advantages:

One of the biggest advantages of weatherboards is the 'look' of weatherboards.

Some people really like the look of weatherboards instead of brick or plaster cladding options.

Sometimes weatherboards are very popular in a particular location.

In Taupo for instance, weatherboards are far more popular on new build homes than in many other areas.

Another advantage is that building companies can install weatherboards themselves.

This means they don't have to go and get a brickie or another sub-trade to put them on.

A big advantage of weatherboards is it is very easy to get the same consistent colour on every part of your house.

This is because you are painting the weatherboards so that means it is very easy to get a consistent colour everywhere.

Disadvantages of weatherboards

You must paint them every 10 years. Weatherboards rot if it's damp and if you don't paint them.

If there's any bridging between the frame and the weatherboard and it's not sealed properly you end up with rot in your frame as well.



It's more expensive to install weatherboards than brick but it is cheaper than plaster cladding.

Weatherboard costs around \$220 to \$240 a square metre. That includes painting them and putting them on the home.

You've got to get a painter in to paint the weatherboards so there's another sub-trade you will need.

And you've got to wait for dry weather to paint a house, so that can slow things down in your building process as well.

Advantages of Plaster Cladding:

The look is an advantage, a lot of people love that rendered look.

It is very clean looking, and some people just want that clean look.

If it's installed correctly, it is the most weatherproof cladding option in NZ. You completely seal your house.

The key is it must be installed correctly. (The leaky home crisis a few years ago showed up the problems of plaster cladding when it is not installed correctly.)

Plaster cladding has good acoustics and is soundproof, fireproof, and burglar-proof to an extent.

A big advantage of plaster cladding is it is very easy to get the same consistent colour on every part of your house. You are painting the plaster so that means it is very easy to get a consistent colour everywhere.

Disadvantages of Plaster Cladding:

You can get cracking in your plaster if there's any movement in the house and that can look unsightly.

You must paint it every 10 years, which is a big cost.

You've got to get a plasterer and a painter - plus, you also need someone to lay the silcrete or the lightweight concrete that goes behind the plaster. (So, you've really got 3 sub-trades to organise.)

It is generally the most expensive cladding option. And can cost around \$240- \$250 a square metre. (That includes painting.)

In New Zealand today brick is the most popular and is also the most affordable and durable cladding option on new homes.

The next two most popular cladding options are weatherboards and plaster.

In case you were wondering it is quite common to have a combination of cladding options on the same home.

So, you might have most of your house clad in brick and then part of your house clad in painted weatherboards for instance.



One final point:

We have covered the advantages and disadvantages of the top three cladding options on new homes in New Zealand.

There are several other cladding options that we have not mentioned.

However, they are far less popular than the top three we've talked about.

If you are considering any of these other cladding options just ask a few questions to help you decide if they could be something to put on your new home.

For instance:

What are the advantages and disadvantages of this cladding option?

How much maintenance does it need?

How safe is it in a fire?

How soundproof is this cladding system?

Is it burglar proof?

Does it have good acoustic qualities?

What is the cost to put this cladding option on my new home? (Both in money and time.)

How will this cladding option look on my new home?

Summary of Key 1:

We've covered the advantages and disadvantages of the three most popular cladding options for new homes in New Zealand. And you can see now why we strongly believe that 'brick is best!'

Your notes on Key 1:

In the next key we'll share a simple strategy that will save you a lot of time and make sure your new home has amazing street appeal.

It all comes down to three simple colour choices.

The three colour choices that determine 65% of the street appeal and look of your brand-new home.



When you are building a brand-new home, it is very stressful because it seems like there are hundreds of decisions that you need to make.

You must choose your joinery, roof, bricks, carpet and curtains, doors and showers, baths and a whole lot of other things.

So, let us share a simple strategy to make this process of choosing a whole lot easier for you.

Start by choosing just three things.

1 *The colour of your roof.*

2 *The colour of your joinery.*

3 *The colour of your bricks.*

These three colours are the 3 key things that account for up to 75% of the resale value and street appeal of your home.

And if you get any of them wrong then your home can look hideous.

Now, once you've made these three colour choices it is a whole lot easier to make other choices.

You can now easily choose your carpet and the colour of your drapes.

Plus, the colour of your inside tiles and everything else.

You will obviously need to choose the type of roof you have.

If you choose to have a steel roof which is very popular in NZ it is common practice to have the same colour joinery.

However, if you go with any other roof options like concrete tile or shingle roofs then you've still only got 3 different colour choices to make.

How do you make the right colour choice for your roof, joinery, and bricks?

That's very simple.

Look at actual homes that have been built with the colour combinations you are thinking of using.

Drive by 3-4 of these homes and see for yourself how different colour combinations of roof, joinery and brick look in real life.



Click here to request the Premier Brick drive by address list: sales@premier-group.co.nz

When you look at these homes one thing you are looking for is street appeal.

Ask some questions:

- What's this colour brick going to look like on a house when there's 5,000 or 6,000 bricks?
- How is this all going to look from the street?
- Is it going to help my resale value?
- How does this colour look with my joinery and my roof?
- Does it tie in well with the joinery colour and the roof colour that we are choosing?
- And does it match the garage door colour as well?

Here at Premier Brick, we are happy to courier out samples of any of our bricks so you can see what they look like in real life. Click here now to request your colour samples: sales@premier-group.co.nz

We will give you lots of photos of how these bricks look in real life as well.

If you live in places like Auckland, Waikato, and Tauranga we also have showrooms that you can call in and look at.

We also give you a local area address list so you can drive by different houses and see how different colour bricks, joinery, and roof look.

(We have a local area address list for most parts of New Zealand.)

So, if you're not sure about which colours might work for your new home, just ask for your local area address list and go for a drive past a few homes.

This allows you to see different styles of brick and what they look like in real life.

You might drive past one home and notice they have got this colour joinery and that colour roof with a certain colour brick.

You might see that blue joinery with white bricks and a blue roof looks amazing.

And when you see some real-world examples of the three colour choices in action it makes it much easier for you to choose your own three colours.

[Click here to request an address list: sales@premier-group.co.nz](#)

By the way, we are very happy to give you our own colour suggestions as well.

Premier Brick have been involved in supplying bricks for thousands of new home builds right around New Zealand since 1984.

So, we have a very good idea on what makes a home build look great and we can share that advice and knowledge with you.

There is no charge for all our samples and advice. It's all part of the Premier Brick service.

[Click here now to chat online with one of our helpful and friendly people: www.premierbrick.nz or click here to call our freephone: 0800222298](#)

Your notes on Key 2:

Now let's look at how to choose the perfect bricks for your new home. We now show you how to become a brick buying expert by asking some very simple questions...

HOW TO CHOOSE THE PERFECT BRICKS THAT LOOK AMAZING?



When you are buying bricks to put on your new home there are a number of things you need to know to make a good buying decision.

These things include colour consistency, accurate dimensions, texture of the brick face, continuity of supply, delivery time frames, guarantees and more.

The good news is that all this is very easy to learn.

And you can often evaluate different bricks and different brick suppliers by asking some very simple questions.



Let's look at some of these questions:

Q 1: Are your bricks made locally or they made offshore?

Buying locally made bricks means you are supporting local businesses, and buying locally made also means that delivery times are much easier to work out.

At current it is very difficult to get accurate delivery times if you are buying bricks that are made offshore.

So, keep that in mind when choosing your bricks and your brick supplier.

Here at Premier Bricks, we are a 100% New Zealand owned company and we manufacture over 200 tonnes of bricks locally each day.

Q 2: What is the availability of this brick in the future?

This is important to know, if you want to add on to or modify your new home in the future it is useful to know if you can still get more of the bricks you have chosen.

Some offshore brick suppliers only make a very limited number of certain bricks so make sure you find out if this is the case.

At Premier Brick, we still have a good supply of all the bricks we have ever made, and we continue to make them.

Some other considerations when buying bricks include the following:

You want minimal colour variation and minimal dimensional variation.

You want a good warranty because you don't want your bricks wearing away, and you want good back up and support. That's why you ask questions like these.

Q 3: What is the normal variation in the dimensions of your bricks?

At Premier Brick, we say our various bricks are a certain size.

X high, Y wide and Z long.

We have a nominal variation of 2 mm in these dimensions.

This is a tiny variation in size between each brick.

And means when bricks are put on a home it is almost impossible to spot any difference between the bricks.

Some brick suppliers have a nominal variation of 5-10 mm. And that is noticeable when you put them on a home.



Q 4: How old are the brick samples you are giving me?

Ideally you want brick samples that are less than one year old.

That way you know they are up to date and the bricks you buy should look similar to your samples. All our sample bricks are 6 months to one year old and we are continually checking them to make sure they are up to date.

Q 5: What type of warranty do you have on your bricks?

There should be a 50-year warranty on bricks.

That's what we have, and it's called a lifetime warranty in the building industry.

Q 8: What's the difference in price between your bricks?

Most brick suppliers will supply a range of different brick sizes and colours. And they usually have different quality bricks as well.

We can call these different bricks:

Standard quality

Better quality

Best quality

It's very helpful to find out the difference in price between a standard quality brick and the better or best quality of brick.

Q 6: How accurate is the colour of the bricks you will supply to me?

This is important. You have sample bricks you like, and you want your actual bricks to look like your samples.

The way you get bricks that are accurate in colour consistently is you need to have very rigorous batch control.

This means when you make your bricks you use the same type of aggregate day in and day out. You also carefully monitor the moisture when you make your bricks, and you keep your brick making process exactly the same.

In other words, you put quality control at the top of your brick making list. (That's how we do it at Premier Brick.)

That is not to say that there won't be any colour variation at all. There will still be variation as all bricks are made from natural materials to give a natural look.

Q 7: What happens if my bricks don't last?

The only potential fault with any bricks is that they start to wear away in some unusual way or start to disintegrate or crumble.

If that did happen (and it never has at this stage) then Premier Brick would come forward and pay for the full replacement or some other option to fix that for our client. So, you have guaranteed peace of mind.

Here's an example:

Let's say you are using 150 square metres of brick from our standard range. The cost of this brick (by itself and not laid) is \$69.00 per m². (this is not a quotable price. Example only.)

The cost comes to \$10,350.

You upgrade that to an Estate brick (our top of the range quality brick) which is another \$20 a square metre. Times 150 this comes to an extra \$3,000.

Now the difference between a standard quality brick and the best quality brick is only \$3,000.

Yet it often makes an amazing difference to how the outside of your home looks, and that amazing look is something you see forever.

Key Point:

We advise all our clients to make sure that when they allocate money for upgrading any part of their new home build that they allocate it first to upgrading the quality of the brick cladding that they use.

After all, why spend \$3,000 on upgrading some of your appliances if it means you then don't have the money to use the best quality bricks that will make your home look stunning, improve your street appeal and increase the resale value of your home?

Another important thing to consider when buying bricks and choosing a brick supplier is to find out how accurate their delivery times are.

That's why this question is useful.



Check to see what the time frame is for the brick supplier you are thinking of using.

Some suppliers have a delivery time frame of six months or more. And that makes it a lot harder to plan your new home build.

Q 9: How accurate are your delivery times for your bricks?

Premier Brick always meet our delivery dates.

And we have guarantees with our builder clients that if we say we will deliver on X date it will be delivered on that date.

This is important because if your bricks are delivered late it holds up the entire building process of your new home.

It's helpful to also know what delivery time frame a brick supplier is working to at that current time.

Which is why you ask the following question:

Q 10: What is your delivery time frame for new bricks?

At Premier Brick our delivery time frame is 8-10 weeks from the date of the order depending on the type of brick etc.

Summary of key 3

By asking these 10 questions you'll learn a lot about the bricks you are thinking of buying and the brick supplier you are thinking of buying from.

Your notes on Key 3

The next key is to make sure you avoid some expensive mistakes when buying bricks.

HOW TO AVOID SOME **EXPENSIVE** BRICK MISTAKES!

When buying bricks, it is very easy to make some costly mistakes. So here is a reminder of these mistakes and how to avoid them.

<p>Mistake 1</p> <p>Choosing the wrong colour brick or choosing a brick supplier that has given you a sample of one colour and when the house lot of brick turns up it's a totally different shade.</p> <p>The way you avoid this mistake is firstly, check the date of any brick samples you are looking at.</p> <p>Ask questions about how they guarantee colour consistency in their bricks.</p> <p>Then do a drive-by and have a look at houses that have been built with the brick you want.</p> <p>That way you can see how these bricks look in real life.</p>	<p>Mistake 2</p> <p>Putting the wrong things with your cladding.</p> <p>Example: You might use brick for your cladding and then put some stone pillars by your front door.</p> <p>And the stone and the brick together just look horrible.</p> <p>Or you may use a combination of weatherboards and brick when cladding your home. But you put the weatherboards on the wrong part of the home, and it looks really ugly.</p> <p>The way you avoid this mistake is to get some great advice around what looks good and what doesn't. We cover this in Key 5.</p>	<p>Mistake 3</p> <p>You use the wrong colour joinery with your brick, or you use the wrong colour mortar with the bricks.</p> <p>The way you avoid this mistake is to get some great advice around what looks good and what doesn't. We cover this in Key 5.</p>
<p>Mistake 4</p> <p>You choose the wrong size brick for their home and it looks 'wrong'.</p> <p>The way you avoid this mistake is to get some great advice around what looks good and what doesn't. We cover this in Key 5.</p>	<p>Mistake 5</p> <p>You choose a supplier that ends up weeks or even months late in supplying your bricks.</p> <p>You avoid this mistake by asking questions 9 and 10 in Key 3.</p>	 <p>Many of the mistakes you can make around buying bricks for your new home can be avoided by getting some great advice around what looks good and what doesn't look good.</p> <p>So, let's take a look at how to get this 'looks good advice'...</p>

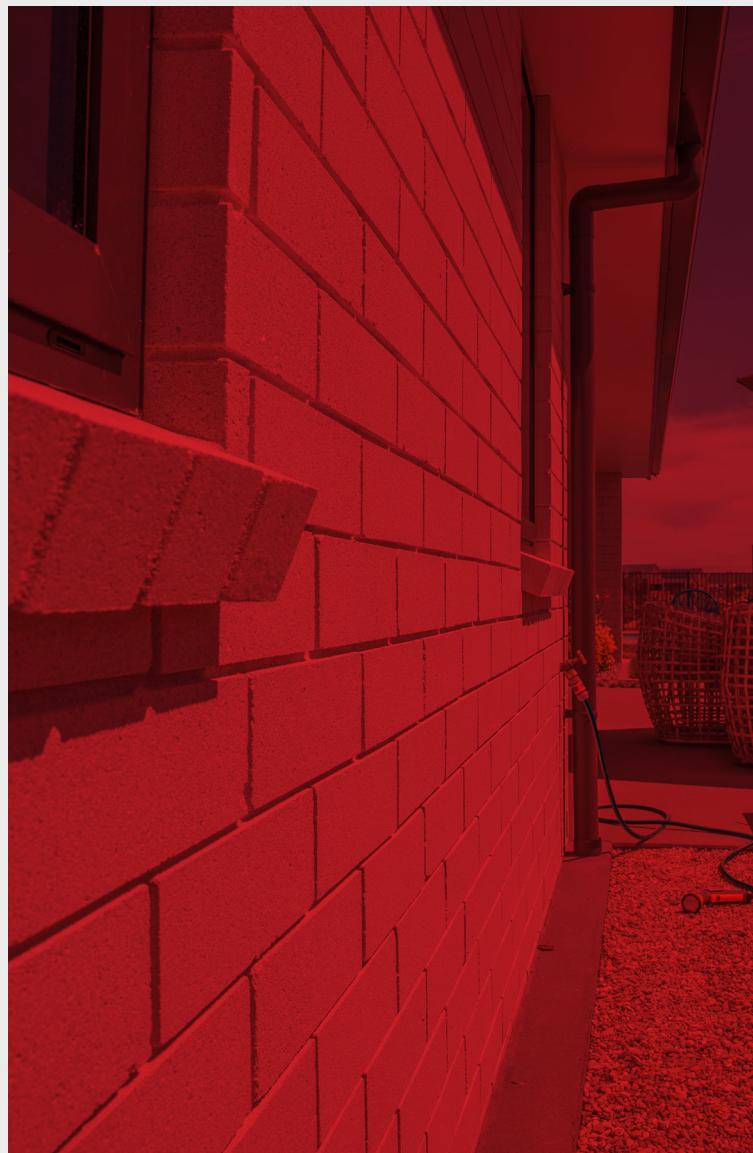
HOW TO GET EXPERT 'GOOD LOOK' ADVICE AT NO CHARGE SO YOUR NEW BRICK HOME LOOKS STUNNING:

Let's take a moment to do a quick mental exercise. Imagine you want to climb Mt Everest a year from today. You've booked the climb and you now have two options.

Option One: Do It Yourself

With this option you try and do as much of the climb by yourself as possible. You'll choose your own climbing gear, and you'll do your own physical training to get in shape.

When you get to Nepal you'll avoid any help as much as possible. You'll pick your own routes and carry most of your gear yourself.



You'll do your own checks on the weather, and you'll try to get to the top and back down (safely) with as little help as possible.

Option Two: Get expert help and advice

A year before the Mount Everest climb you talk to experts that can help you get in shape both physically and mentally.

You hire experts to help you select the right climbing equipment for you.

And you hire expert guides to carry this equipment up the mountain and back down again.

You get expert advice at every step of the climb and you follow this advice.

And you always have a team of Mount Everest experts around you, giving you advice and encouragement, while helping you along the way.





Now here's a vital question:

Let's assume your goal is to safely go up Mount Everest, reach the top and come down safely.

Which option is more likely to give you this goal?

Option One: Do it yourself OR Option Two: Get expert help and advice

It's obvious that if you get expert help and advice, you are far more likely to successfully reach your goal of climbing Mount Everest safely.

And that Option One of doing it yourself is a lot harder and is far riskier.

The exact same principle applies to building a new home and making it look amazing.



It is a lot easier to do and far less risky if you use expert advice around what looks good and what looks bad.

We think that expert advice like this is the key to building a stunning home using brick.

SO HERE AT PREMIER BRICK WE PROVIDE THIS EXPERT ADVICE FOR FREE!

That's right. At no charge to you.

We want your new home to look amazing with the brick cladding you choose so here's just some of the things we do.

First of all, we will courier you samples of any of the bricks that you like the look of. Along with lots of photos of how they look on actual homes.

We'll give you a local drive by list so you can see how these bricks look on real homes.

This also makes it a lot easier to choose the colour of your roof, the colour of your bricks and the colour of your joinery.

If you send us your new home plans, we will price the cost of bricks for you. And give you different prices for different bricks.

We will give clear advice on what size and style brick will look best on your new home.



For instance:

You might go with a Modena brick which looks amazing on a smaller new home build. And you can mix and match that with our Country brick, which looks great on a small build as well.

Then on a bigger build (like a 200 square metre house) you may want to use our Country brick. And you can go right to a big 400 square metre house where our big Estate brick or our big Mansion brick looks stunning.

As part of our free advice we help people get their perspective right on the size and style of brick that looks best on their new home.



It's almost like a 'look good guarantee' for your home.

If you are thinking of having a variety of cladding options and other features on your home, we will tell where they will look best and where they will look bad.

Here's one of the most important things we give you with our 'look good' advice when using bricks on your home.

We will show you half a dozen clever brick design secrets that turn a normal looking brick home into a designer looking brick home.

This is really easy to do yet hardly anyone knows about it:

Best of all these simple brick design secrets are super low cost and even no cost to do.

Yet these brick design secrets can make your home become one of the best-looking homes in the entire neighborhood.

As part of our free advice, we will show you what these brick design secrets are and how you can use them in your own new home.

Now the wonderful thing about getting this great advice on what looks good and what looks bad with brick cladding is that it is completely free.

This great advice will save you a huge amount of time and reduces the chance of you making some common mistakes along the way.

And of course, you always have the option of using some of our advice or doing something else.

So wherever you are in your new home journey make sure you take advantage of our free advice.

Summary of Key 5:

There is an old proverb that goes 'Good advice is beyond all price'

And we highly recommend that you take advantage of some good advice when you are planning your new home and are considering brick as your cladding.

Your notes on Key 5:

A final comment:

We trust that after reading this guide you now know a little bit more about the keys involved in choosing the perfect brick cladding for your new home.

Here is a reminder of the 5 keys we covered in this guide:

- Key 1: The most popular claddings for new homes and the advantages and disadvantages of each one.
- Key 2: The three colour choices that determine 65% of the street appeal and look of your brand-new home.
- Key 3: How to choose the perfect bricks that look amazing.
- Key 4: How to avoid some expensive brick buying mistakes.
- Key 5: How to get expert design advice at no charge so your new brick home looks stunning.

The next step is to order some brick samples and begin exploring how to use brick cladding to make your new home look amazing.

Just call us on 0800 22 22 98 or visit our website at www.premierbrick.nz

Kind regards and best wishes!

From Bernard and the team at Premier Brick!

LET'S START YOUR PROJECT

GET IN TOUCH



0800 22 22 98



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www.premierbrick.nz

