

Visualizing the Perfect Home with Dream Designer®

Case Study

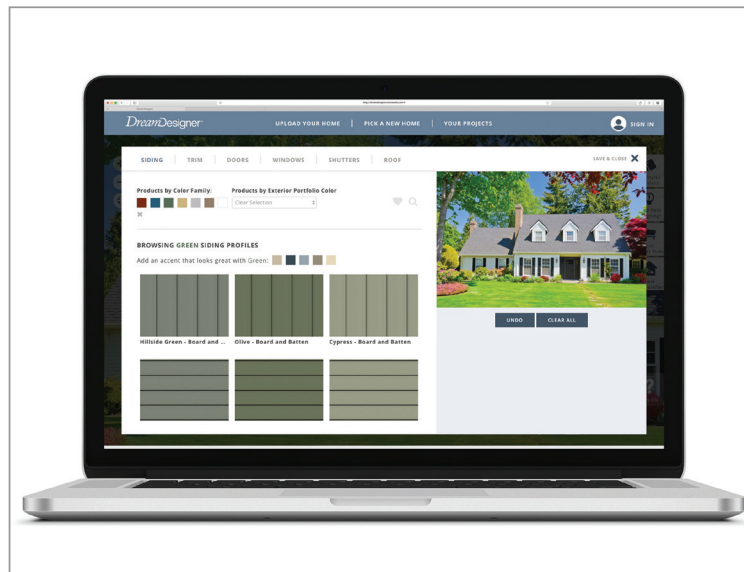
Lake Jordan, Alabama

When Danny and Jill Murchison decided to sell their home and build a new one in Lake Jordan, Alabama, they wanted to be involved in choosing every detail to truly make their new home a reflection of their personal style and taste. As they prepared to build their dream home, the Murchisons began by selecting the best exterior materials to complement their vision and thrive in the Alabama weather.

Jill chose the new siding material. “I originally had my heart set on Hardie Board, but after discovering the cost, we decided it was not the right option for us,” she said. When searching for more affordable, yet high-quality options, she contacted Royal® Building Products and spoke with Kriss Swint, Director of Design, who introduced her to Dream Designer®, an online visualization tool that guides users through finding and selecting different siding and exterior color options to bring their designs to life. “That’s when my life became easy and I had an HGTV moment,” said Jill.

Using the virtual design tool, Jill was easily able to visualize and customize the exterior of their home. “I’m a visual person and Dream Designer made it easy to find the design I wanted. From selecting the right type of stone—to the front door—to the color of the posts, Dream Designer made it simple. I don’t think I would have been able to come up with the design otherwise, and I had a ball trying out all the different products and colors!”

Jill selected two different siding lines offered by Exterior Portfolio®; Portsmouth™ Shake and Shingles Staggered Edge Shingles in Driftwood and CraneBoard® Board and Batten in Greystone with their trim in Aspen White. “I could change the columns, windows, trim and anything else I wanted with just a click,” she said. “I didn’t like the idea of vinyl siding at first, but I couldn’t be happier with our decision. Most people don’t realize that it’s actually vinyl—it looks so good!”



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Pleased with the quality and superior aesthetic of the siding, the Murchisons decided to use the same look for their guest house touting that the vibrant white trim brings out the color of the siding. "People are constantly complimenting us on our siding. Now, two other homeowners in our neighborhood have the same style, and my son does, too," she explained.

The Murchisons are thrilled with the results of their new home. "I can't believe how easy it was to design our home using this tool, and the outcome was exactly what we wanted," said Jill. "I wasn't excited about the idea of moving at first, but I know it was the right decision. I now recommend Dream Designer to everyone!"



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