



Coronado, California



Custom Builder Selects Sierra Premium Shake For Exclusive 8 Million Dollar Resort Home

Welcome to Coronado Island, California. Nestled in beautiful San Diego Bay, the 7.4 square mile island is the home of the famed Hotel Del Coronado and some of the most sought-after and expensive real estate in the nation. Pristine, clear blue water, white sand beaches, palm trees and aircraft carriers are common sights to the residents of the island, and to all it is paradise! In 2006 custom home builder/developer John O'Brien founder of Flagship Properties, began construction on another of many luxury homes he's built on the island, yet he had a couple of obstacles to consider when choosing siding for this newest spec home.

On Coronado homes typically range in the millions, and this exclusive beach front property home was estimated, when complete to be worth close to eight million. The issue John faced was to find a siding that conveyed "luxury", find a product that could also withstand the harsh weather conditions of the island, extreme moisture and high winds, and lastly find a product that would harmonize with the upscale-beach appearance of the community.

Walking the PCBC (Pacific Coast Builders Conference) trade show in San Francisco, Mr. O'Brien came across Sierra Premium Shake panels from Nichiha. He was first drawn to the authentic shake appearance of the panels, especially the deep grain and groove texture, yet quickly came to the realization that this product just might fit all his requirements with an added benefit. That benefit? The fact that Sierra Premium Shake panels are available factory pre-stained in five colors meant that John would not need to hire painters – that's good news to any builder.

"Typically fiber cement siding is seen as a mid-range siding product", states Doug Kennard West Coast Sales Representative for Nichiha. "Yet we've seen the acceptance and usage level of our Sierra Premium Shake panels in the custom home market have skyrocketed especially after builders touch and feel the product. Our shake panels are a full one-half inch thick, which is significantly thicker than the typical 5/16 inch panel". This extra thickness allows for a deeper more striking



shadow line resulting in higher curb appeal, and also allows for deeper grooves in the panel providing a truer shake appearance.

During construction John was frequently drawn into conversation by the locals about "the up-keep" of the shakes. More than one long time resident would comment "that shake sure looks great... now, but just wait a couple of years and you'll have problems with rot and re-staining". John is eager to point out, and all have been greatly surprised that the "beautiful shake" is indeed a low-maintenance fiber cement panel.

Kennard adds "This project and many others just like it clearly demonstrates the difference, and the changing perception within the custom builder market of using Nichiha Sierra Premium Shake fiber cement panels on high-end million dollar plus properties. Every builder that has used the product not only likes the look and low-maintenance properties of the panels, but they really like that fact that our panels are so easy to install".

More Information on Flagship Properties

Founded in 1982, award winning Flagship Properties is Coronado's premier resort-home developer and broker. John O'Brien, Flagship's founder, has built an award-winning company specializing in developing and renovating classically-inspired residential properties primarily in Coronado and the La Playa region of San Diego. Check out their website at www.coronadoresorthomes.com.



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