



## NICHIHA CASE STUDY

# Chafin Communities: More to Come Home to

## Atlanta Home Builder Relies on Nichiha for High-Quality, Reliable Exteriors

The greater Atlanta metropolitan area continues to see steady population growth, which means the demand for single-family residences remains high. Chafin Communities is proud to be ranked as one of the top 10 largest new home builders in the region, having constructed more than 7,000 homes in the past two-and-half decades.

"Our motto is... 'More to come home to,'" said Tony Pendley, vice president of purchasing at Chafin Communities. "We live by that on a daily basis. We try to build something that we're proud to deliver to the homeowner."

For Pendley, that means selecting building product manufacturers that deliver a top-quality solution, one that can reliably stand the test of time. This most certainly includes choosing the right partner for the home's exterior siding.

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## PROJECT DETAILS

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### LOCATION

Atlanta, Georgia

### TYPE

Residential

### PRODUCTS

[NichiProducts](#)

### EXPLORE MORE

[Watch Tony Pendley's A-ha Moment in his own words](#)

## CHALLENGE

Chafin Communities is among the top home builders in quickly growing metro Atlanta. Finding the right exterior siding partner was paramount to delivering quality and reliability to home buyers.

## SOLUTION

Chafin offers home buyers newly built homes wrapped entirely in NichiProducts from Nichiha. The exterior siding delivers the enviable performance of fiber cement with classic, timeless looks.

## RESULTS

Chafin has never experienced a warranty claim on a single home that features Nichiha exterior siding. Thanks to Nichiha, Chafin continues to build a reputation as a quality home builder that offers "More to Come Home to."

“To this day, we’ve never had one warranty or one claim or one performance issue with the Nichiha product, and that speaks volumes.”

**TONY PENDLEY, VICE PRESIDENT OF PURCHASING, CHAFIN COMMUNITIES**

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#### A Trusted Partner

Chafin Communities offers homeowners the versatility and durability of [NichiProducts](#) from Nichiha for their new homes. Nichiha’s fiber cement siding brings popular looks such as cedar wood grain texture, board-and-batten, and classic lap siding to life in a wide variety of communities under construction by Chafin.

“The biggest thing is the relationship with Nichiha. They are a valued partner of ours,” Pendley remarked. “The pricing is competitive, and the quality is second to none.”

That mark of quality begins on the construction site. Construction crews prefer working with NichiProducts in the field when compared to other fiber cement siding available on the market. Pendley says workers find it to be more durable and more flexible, making installation efficient and seamless.

#### A Source of Pride

The real payoff for Chafin Communities: High-quality looks, and long-term performance.

Thanks to NichiProducts from Nichiha, buyers who purchase a home from Chafin Communities do not have to worry about rotting, warping, deterioration, or expensive maintenance on their home’s exterior.

“To this day, we’ve never had one warranty or one claim or one performance issue with the Nichiha product, and that speaks volumes,” Pendley added.

That kind of reliability coupled with discernible curb appeal delivers pride in ownership – for the home owner, and for the builder.

“When you stand in the community and you see the homes you’ve produced, you know the quality that’s going into those homes,” Pendley reflected. “You know the quality of the product that you put into those homes. You know the home is going to last a lifetime for that buyer. It’s the single-largest investment they’ll make in their whole life.”

