

CASE STUDY

HOMEOWNER SELECTS CPVC PLUMBING AS UPGRADE TO COPPER

MDC Homes
Atlanta, GA
Established: 1956

Homebuyers are looking for the most value when purchasing a home, whether the cost is \$200,000 or more than \$2 million. By providing the best value for sophisticated homebuyers, MDC Homes in Atlanta has increased sales by over 40 percent in five years. MDC Homes looks for the best, not necessarily the most expensive, products available to offer their customers.

By building upscale homes at an affordable price, MDC Homes is able to exceed its customers' expectations by using top-quality products and materials. And, they are committed to using name brand materials with a reputable background to ensure their customers' peace of mind.



MDC Homes is not only concerned with what their customers can see, but with what they cannot see as well. The structure of the home and its plumbing system are very important features.

"We understand that homebuyers are looking for the best plumbing system available," said Rich Kenney, vice president of construction at MDC Homes. "That's why we've investigated all the alternatives available to ensure we've got the best system for our customers."

With an average home price of \$230,000, MDC Homes provides its buyers with a quality home, in a premium location, at a reasonable price. MDC Homes is considered a cross between a production and custom builder. Each community offers approximately eight different floor plans and five different elevations for

buyers to choose from, in neighborhoods with a wide range of amenities. Plans ranging from 1,300 sq. ft. to 3,200 sq. ft. are frequently updated to include the most state-of-the-art features and design elements.

To ensure the high quality their customers expect, MDC Homes has been using FlowGuard Gold® CPVC plumbing systems. Since 1996, they have installed several thousand homes with FlowGuard Gold® plumbing systems with no problems and no callbacks. They find the name Lubrizol, the company that manufactures the CPVC material, provides credibility for the FlowGuard Gold® plumbing systems, making the plumbing system easier to sell.

Homebuyers Value Quality Plumbing Systems

Once the plumbing system is installed, homeowners do not want to worry about the piping system in their new home. Homeowners want a reliable plumbing system that maintains the quality of water for the life of the home.

Unlike copper piping materials, the thermoplastic properties of CPVC plumbing systems provide insulation to reduce condensation and keep hot water hotter and cold water colder than copper, while it travels to the point of use. There is less energy loss through the wall of the pipe, which saves homeowners money on heating and cooling bills and virtually eliminating sweaty pipes.

The thermoplastic properties of CPVC systems also provide a system that is four times quieter than copper, reducing the sound of running water and the potential of the pounding noise of water hammer.

In spite of the benefits of CPVC, Kenney said, "Some customers still request copper plumbing systems. However, once we educate them about the quiet reliability of CPVC plumbing systems, they understand the advantages of FlowGuard Gold®. And, we provide them with extensive collateral material from Lubrizol, which supports their decision to use CPVC."



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Type of Construction:

**Residential –
Single Family**

Installation Type:

New

FLOWGUARD GOLD®
PIPE & FITTINGS
NOT A DROP OF DOUBT.

FLOWGUARD GOLD®

Ensuring High Quality in the Home

MDC Homes works with plumbing contractors such as Northwest Plumbing to install FlowGuard Gold® systems. The installations are faster, easier and more cost-effective than copper and other piping systems.

The ease of installation of CPVC plumbing systems reduces contractor time over copper and other systems, thus providing savings to prospective homebuyers. Installation requires a minimum amount of tools and materials, and the use of torches and special devices is not required.

In addition to the benefits to homebuyers, MDC Homes believes the choice of FlowGuard Gold® plumbing systems is a sound business decision for the company. They maintain their performance over time, reducing the need for repair work or replacement. Kenney said, "These advantages make FlowGuard Gold® a premium product—an upgrade when compared to copper plumbing systems."

CPVC plumbing systems also meet all model plumbing code approvals, including the International Plumbing Code, International Residential Code, BOCA National Plumbing Code, Standard Plumbing Code, Uniform Plumbing Code, CABO 1- and 2- Family Dwelling Code and Canadian Plumbing Code.

Plus, the thermoplastic properties of CPVC help to make FlowGuard Gold® plumbing systems more resilient to weather conditions. "During winter months in Atlanta, temperatures at night can drop to below freezing. The power in homes under construction is completely turned off in the evening, and sometimes, newly installed copper pipes will break or crack," said Kenney. "We have never had any freeze breaks with FlowGuard Gold® pipes."

This reliability is a long-standing benefit to homebuyers, according to Kenney.

Builders Trust CPVC in Their Own Homes

"I would like every house we build to have FlowGuard Gold® plumbing systems. Our customers are very satisfied, and that's very important to us," said Kenney. "We take pride in our excellent, long-standing reputation of building homes since 1956. We want to maintain that same quality in every house we build."

Kenney installed CPVC piping in his own home and can testify to customers that it is the best plumbing system available. "Copper may be more expensive, but it's not superior to FlowGuard Gold® CPVC," said Kenney.

Since Lubrizol's development of CPVC plumbing systems over 45 years ago, more than three (3) billion feet of CPVC pipe has been installed in homes, condominiums, buildings, apartments and hotels, including twelve (12) million homes. For more information on the FlowGuard Gold® plumbing system, including pipes, valves, joining cement, caulks, sealants and tools, call 1-888-234-2436, X7393, or visit www.flowguardgold.com.

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