

For immediate release

## Residential Chain Link Fence a Hidden Gem, Say Home Builder Reps

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Some of the leading construction spokespeople in the intermountain west said that there is a lot of opportunity for chain link fence to increase its market share in the current building environment. They especially focused on the various types of residential quality chain link fencing systems that would “fit into any neighborhood.”

Speaking at the Summer Meeting of the Chain Link Fence Manufacturers Institute (CLFMI) in Park City, Utah, the region’s top commercial, industrial, public works, and residential contractors gave some very pointed and helpful suggestions to the manufacturers



"Don't concede the residential market to other products," **Kelly Stephens** said. "You have a good product. So you have to get your story out there because the other products are getting all the attention." Stephens, President of the Utah Home Builders Association and a top contractor/developer in Southern Utah, told the attendees at the Meeting that they should continue doing everything possible to convince the landscapers, developers, and homeowner groups to look at chain link as an upscale alternative to other, more costly fencing products.

"Look, there are homeowners out here that buy lots with gorgeous views and then put up a brick or railed fence that blocks a lot of it because they weren't told what their options were, he noted. "I've got a neighbor who installed a nearly invisible black pvc chain link fence that allowed him to keep his view and blend right into the horizon. That's the story you should be telling – and showing."



"In today's market young people buy homes differently," added Utah Home Builders Executive Officer **Ross Ford**. "They don't ask what a builder has to offer—they come to them with their home already designed. They go on websites like HOUZZ and pick out everything, including their fences. Chain link should definitely be among the options they are looking at."

CLFMI has a wide range of residential fencing options and designs, including composite fencing recommendations and specifications for residential chain link, available on their website at <http://www.chainlinkinfo.org/residential-chain-link>.