ROYALL PAINTING VIDEO SCRIPT



IPÊ / PINK TRUMPET TREE

Handroanthus impetiginosus

THE SPORTS CAR OF FENCES

Why Beautiful Wood Is Worth Maintaining

> ## A Brazilian hardwood fence is the sports car of fences.

It isn't selected because it requires no maintenance. It's selected because nothing else looks quite like it.

I love a beautiful white fence. It's clean, classic, and welcoming. But for many properties, a regular fence mostly gives people the privacy and enclosure they already expect. A Brazilian hardwood fence can do something more. It becomes architecture. It frames the landscaping, changes the entrance, and gives the whole front of the property what I call the Rolex feeling.

Many people buy a sports car or a Rolex because they appreciate quality and because those things carry a certain recognition. Other people put that same taste and investment into their homes. They choose Brazilian hardwood simply because they love it.

The fence may not have a famous emblem on it. It hasn't received decades of marketing like a Rolex or a sports car. But it still carries respect. Somebody who has never owned one might simply say, "That's a beautiful fence." Somebody visiting from out of town who owns the same kind of fence sees more. They know what the wood costs, what the weather can do to it, and what it takes to keep it looking beautiful year after year.

> **The people who maintain beautiful things recognize other people who maintain beautiful things.**

Here is where some people misunderstand hardwood. They hear "Brazilian hardwood" and assume it will look beautiful forever without maintenance. The wood may last an extraordinarily long time - but lasting and looking beautiful are two different things. Sunlight, moisture, salt air, and changing weather continually work against its appearance. The fence may remain structurally strong while losing the color and finish that originally made it special.

It is similar to owning a sports car. You don't wait until the engine fails to change the oil. You wash it, protect the paint, inspect it, and handle small issues before they become expensive ones.

Think about a superyacht with beautifully maintained teak - or a sailboat built in the 1960s that still turns heads when it enters the harbor. Nobody assumes that teak remained beautiful for sixty years by accident. Somewhere along the way, there was always an owner or captain paying attention.

A good captain walks the boat regularly. He studies the wood and watches how the sunlight, salt air, and moisture are affecting it. Whether it needs another coat is determined by its condition, not merely by a date on a calendar.

Most people call themselves homeowners. But what if you thought of yourself as the captain of your house? A captain notices small changes before they become emergencies. But a good captain doesn't overdo things either. Space is limited on a boat, and weight matters. He doesn't keep adding materials for no reason. Everything aboard should have a purpose.

Your house deserves that same judgment. Maintenance isn't about constantly piling on more product. It is about applying the appropriate protection, in the right amount, at the right time.

> **Ownership means possessing the property. Captaincy means preserving it.**

Boats are also special because people gather on them. Friends come aboard, music plays, food is shared, and people watch the sunset together. The captain isn't maintaining the boat only so he can stare at it alone. He is maintaining the setting where people make memories.

A home works the same way. The fence is one of the first things your guests experience. Like a sports car sitting in the driveway, it becomes a conversation piece. "What kind of wood is that? Where does it come from? How old is it?"

Then comes the real flex: you tell them the fence is ten years old, and they look at it again because they assumed it was new.

Getting it to that point requires the right process: cleaning the surface, washing it carefully, allowing it to dry properly, sanding where necessary, and applying the appropriate finish for that particular wood and its condition. Regular care is usually easier than waiting until the wood has severely deteriorated and attempting a complete rescue. The captain doesn't wait for the boat to start sinking before inspecting it.

And also, when you're thinking about being green, conserving, and recycling, a lot of folks don't think about why they maintain their boat, sports car, or fence. Well, because if you don't, eventually somebody has to build another one. That means using more materials, fuel to transport those materials, shipping, and all the costs that go along with it. So, although it sounds corny, you're doing your part.

And what else are you doing? If you pay somebody else to maintain it, you're supporting a local tradesperson and helping somebody earn a living. Even if you do the work yourself, you're going down to the local paint store, buying materials, talking with people who understand the products, and participating in your community. You're supporting the local economy.

A Brazilian hardwood fence is more than a property line. It is a valuable building material, an architectural feature, a conversation piece, and part of the experience of the home.

> **Luxury isn't only buying something expensive. Luxury is maintaining it so well that, years later, it still looks expensive.**

Not everybody will understand that.
But the people who know, know.


Royall Painting
San Diego, CA • 858 255 9571