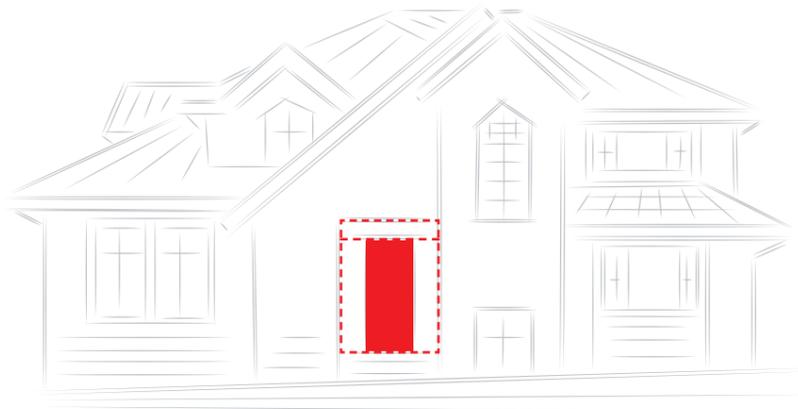


## Building?

Now's the time to think about entry door size. You can add sidelites or a transom, increase the height or width, or even choose double doors. Discover the possibilities with a wide array of unique door and glass designs.



## Renovating?

Replacing an existing entry door is one sure way to help add curb appeal and make a great first impression. Explore a variety of looks designed to complement virtually any home's architecture and style.



### About the study.

We wanted to find out how big a difference a new Therma-Tru entry door can make on a home's perceived value. So we asked an independent research firm to reach out to 2,400 consumers across the U.S. When shown photos of front exteriors, they estimated homes with new Therma-Tru doors to be **4.2%** or **\$18,750** more valuable on average.\*

### Visualize a new door on your home.

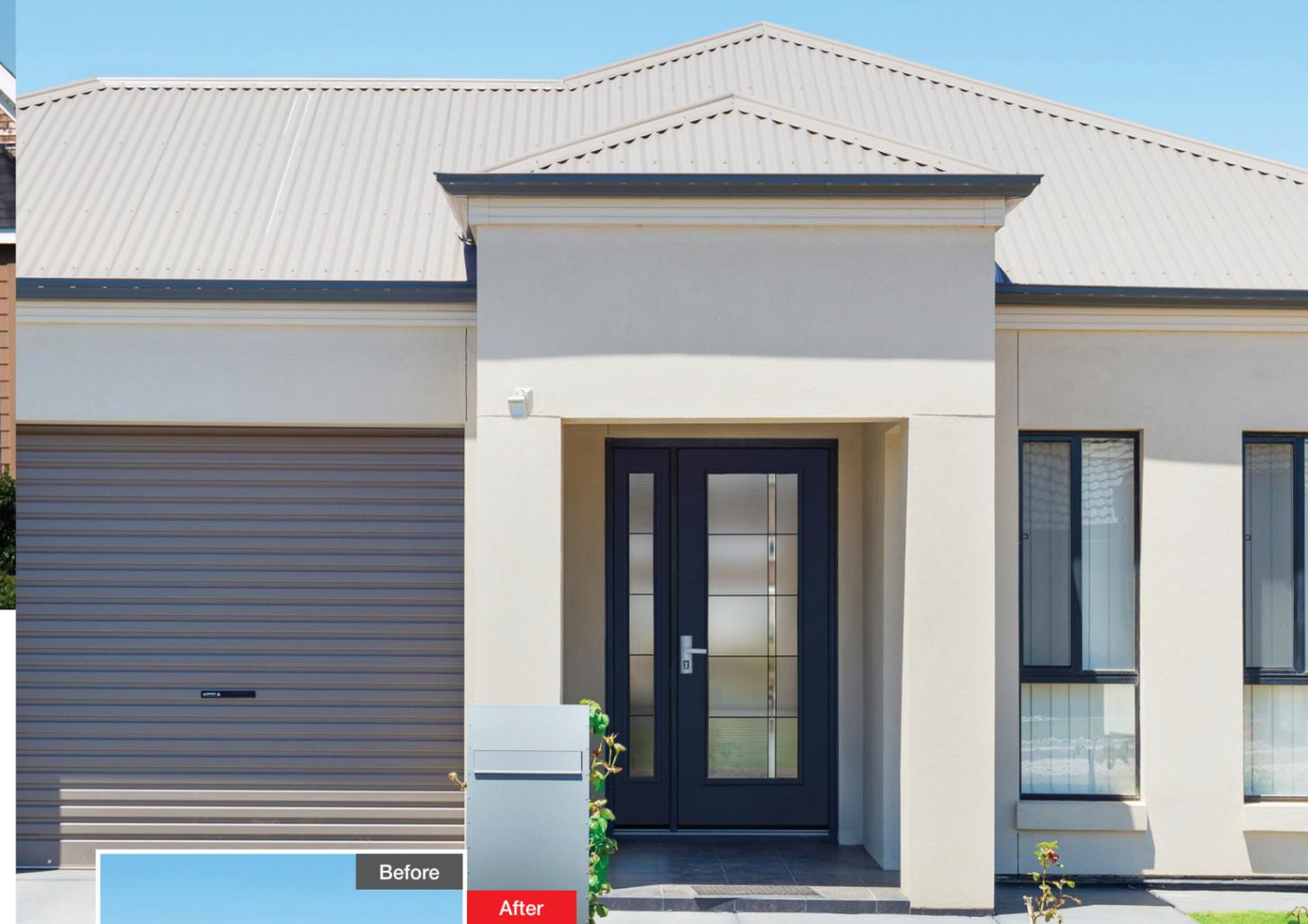
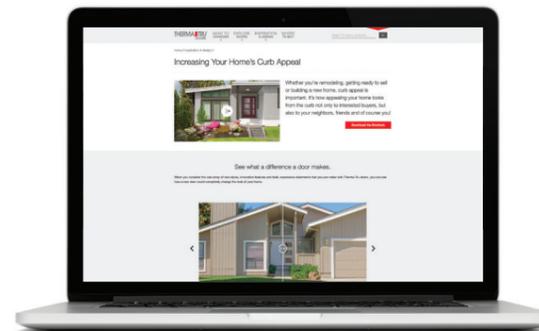


Create the perfect entrance and see it on your home. Download the Doorways™ App at [thermatru.com/doorways](http://thermatru.com/doorways).



### Find more inspiration.

Visit [thermatru.com/curbappeal](http://thermatru.com/curbappeal).



## Make a Smart Investment

Find out how a new Therma-Tru® entry door can **boost** a home's perceived **value**.

\*Not based on actual home sales. Not a guarantee of investment returns, increase in value or selling price. Based on a nationwide survey of consumers' estimates of perceived home value based on exterior appearance. Results may vary based on region and home style. Therma-Tru's "National Home Valuation Study" was commissioned by Therma-Tru in 2015 and conducted by TNS, an independent provider of internet-based research. ©2019 Therma-Tru Corp. All rights reserved. THERMA-TRU and the Therma-Tru Logo are trademarks of Therma-Tru Corp. Registered trademarks are registered in the U.S. and may be registered internationally. Therma-Tru Corp. is an operating company of Fortune Brands Home & Security, Inc. ENERGY STAR is a government program that helps consumers protect the environment through superior energy efficiency and is a registered trademark of the U.S. Department of Energy and the U.S. Environmental Protection Agency. Part #MAFCAB19 MTZT / JUL 2019



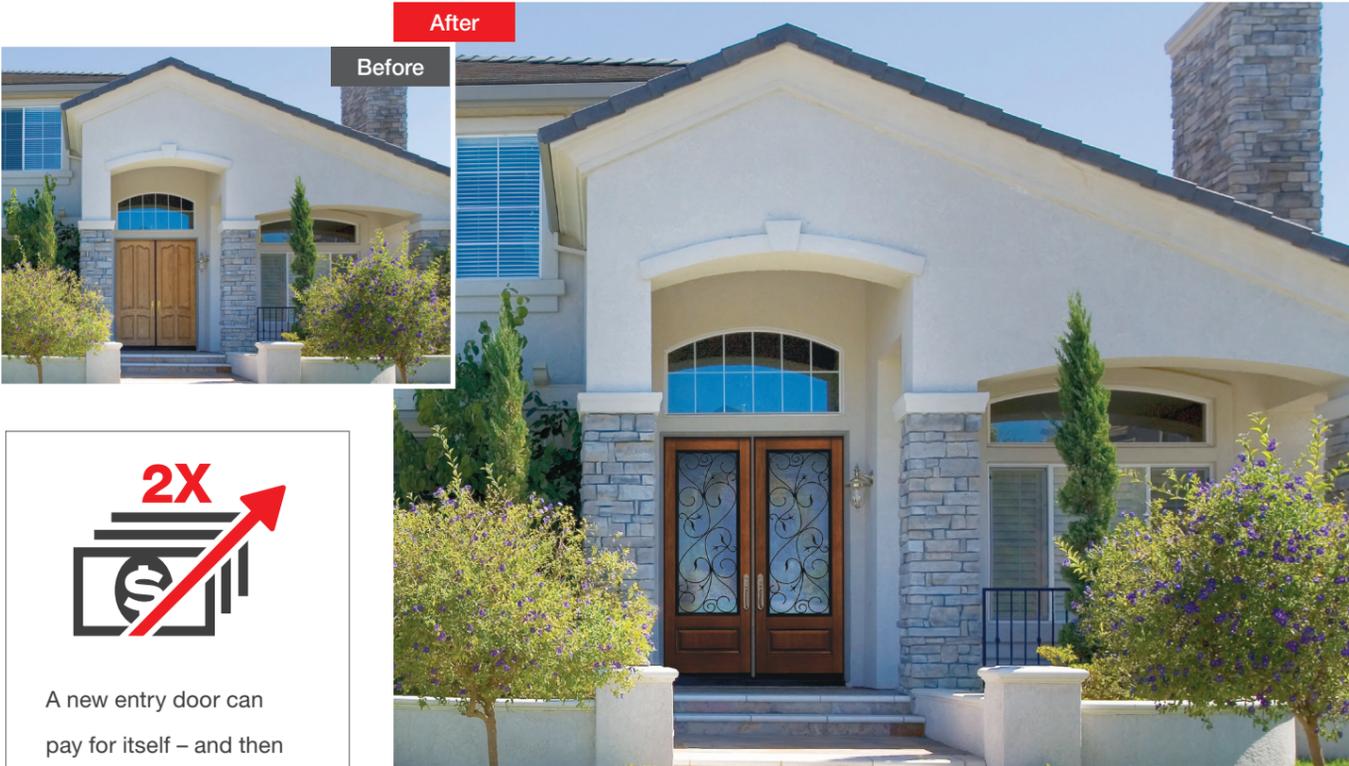
After

Before

A stylish new Therma-Tru® entry door can **increase** your home's perceived **value** by an average of **4.2%** or **\$18,750**.\*

## Open the door to increased value.

A new door can completely change the look of a home and boost its curb appeal. And curb appeal is important regardless of whether you're remodeling, getting ready to sell an existing home or building a new home. It directly affects the home's perceived value.



After

Before



A new entry door can pay for itself – and then some – giving you and your customers more bang for your buck. In fact, homeowners who choose a stylish new Therma-Tru entry door can see more than 2 times the return on investment.\*

## A smart investment.

Entry door replacement consistently ranks among the most valuable remodeling projects in *Remodeling* magazine's "Cost vs. Value Report," which evaluates remodeling costs and resale value to determine which projects will give you the greatest return on your investment.\*\*

What a difference a door makes.  
Increase the perceived value of your home with a beautiful new Therma-Tru® door.



**1 DAY**

The front door is the one thing that's nearly **impossible to ignore** when you walk into a home. And it can usually be replaced in a **single day**.



**98%**

**98% of homebuyers** who searched online found photos to be useful, making curb appeal a great opportunity to **grab their attention**.<sup>1</sup>



**TOP 5**

Improving **curb appeal** is one of the top five **most valuable upgrades** you can make, according to the National Association of Realtors.



Homebuyers spend nearly **twice** the amount of time looking at the **curb appeal photo** in a real estate listing than any other photo.<sup>1</sup>



A new Therma-Tru® entry door can **increase** your home's perceived **value** by an average of **4.2%**.\*



**12%**

ENERGY STAR® certified windows, doors, and skylights can **reduce** your **energy bills** by an average of 12%.<sup>2</sup>



Flaws in your home's exterior can reduce your home from a "must-see showing" to merely a drive-by.<sup>3</sup>



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\*\*©2019 Hanley Wood, LLC. Complete data from the *Remodeling* 2019 "Cost vs. Value Report" can be downloaded free at [www.costvsvalue.com](http://www.costvsvalue.com).

<sup>1</sup> ©2018 "Profiles of Home Buyers and Sellers." *National Association of REALTORS*®.

<sup>2</sup> [www.energystar.gov](http://www.energystar.gov)

<sup>3</sup> [www.zillow.com](http://www.zillow.com)