

Before

After

## What a difference a door makes.

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

**THERMA-TRU®**  
DOORS



Before

After

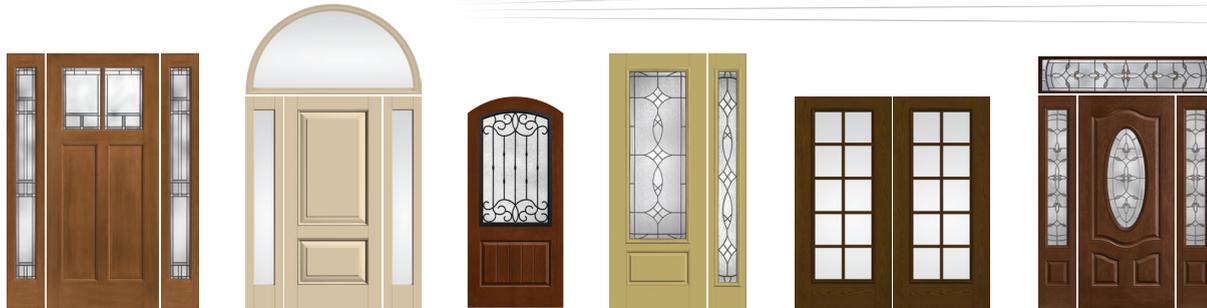
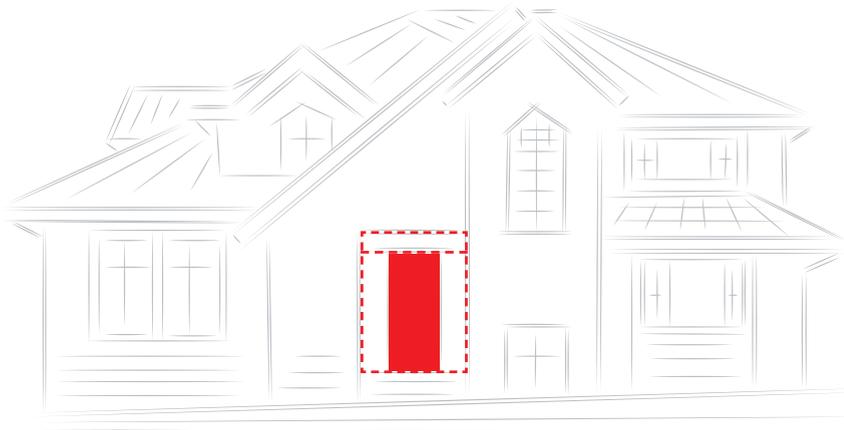


A stylish new Therma-Tru® entry door can **increase** your home's perceived **value** by an average of **4.2%** or **\$18,750.\***

— National Home Valuation Study

## Are you building?

Before you build is the ideal time to think about entry door size. You can add sidelites or a transom, increase the height or width, or even choose double doors. There are many ways to complement your home's style with unique door and glass designs from Therma-Tru.



## Are you renovating?

There are so many ways to renovate a home. But adding a stunning new Therma-Tru® entry door is one sure way to help add curb appeal.



After

Before



Now that's a  
smart investment.

### **Open the door to increased value.**

A stylish new Therma-Tru entry door reflects your sense of style and the style of your home. It turns out it can also increase your home's perceived value by an average of 4.2% or \$18,750.\*

### **Perception is everything.**

Perceived value translates into something quite real, like curb appeal and first impressions. And that increases the chance of a quick sale – for the price you want – should you ever decide to move.

# What a difference a door makes.

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



You could remodel a bathroom to achieve a similar increase in perceived value, but then you'd have to remodel a bathroom.<sup>1</sup>



**90%**

**90% of homebuyers** will look at photos of homes on the Internet, making curb appeal a show stopper.<sup>1</sup>



**TOP 5**

National Association of Realtors: Improving **curb appeal** is one of the **TOP FIVE most valuable upgrades** you can make.



**10 SEC.**

Potential homebuyers will form an opinion about a home's value within **10 seconds of seeing it in person.**<sup>1</sup>



**\$18,750**

A smart investment, a new Therma-Tru entry door can **increase** your home's perceived **value** by an average **\$18,750.**<sup>\*2</sup>



**UP TO 15%**

ENERGY STAR® certified windows, doors and skylights can **reduce** your **energy bills** up to 15%.<sup>3</sup>



A new Therma-Tru® entry door can **increase** your home's perceived **value** by an average of **4.2%.**<sup>\*2</sup>



Flaws in your home's exterior can reduce your home from a "must-see showing" to merely a drive-by.<sup>4</sup>

<sup>1</sup> www.about.com <sup>2</sup> www.thermatru.com <sup>3</sup> www.energystar.gov <sup>4</sup> www.realtor.com

Note: See your Therma-Tru seller or visit [www.thermatru.com](http://www.thermatru.com) for details on ENERGY STAR qualified products.

\*From a nationwide survey of consumers' estimates of perceived home value based on exterior appearance. Not based on actual home sales. 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.

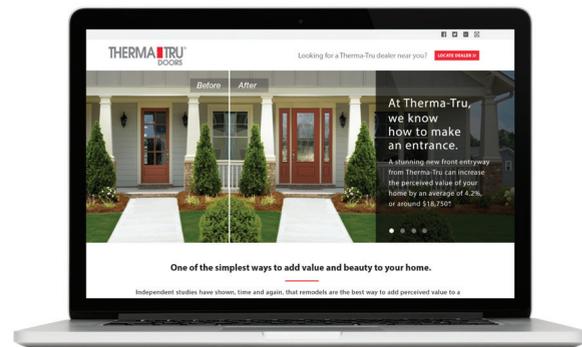


## About the study.

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.\*

## Find more inspiration.

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



\*Based on a nationwide survey of consumers' estimates of perceived home value based on exterior appearance. Not based on actual home sales. 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.

©2016 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 #MAFCAB16 MTZT / JAN 2016