



After

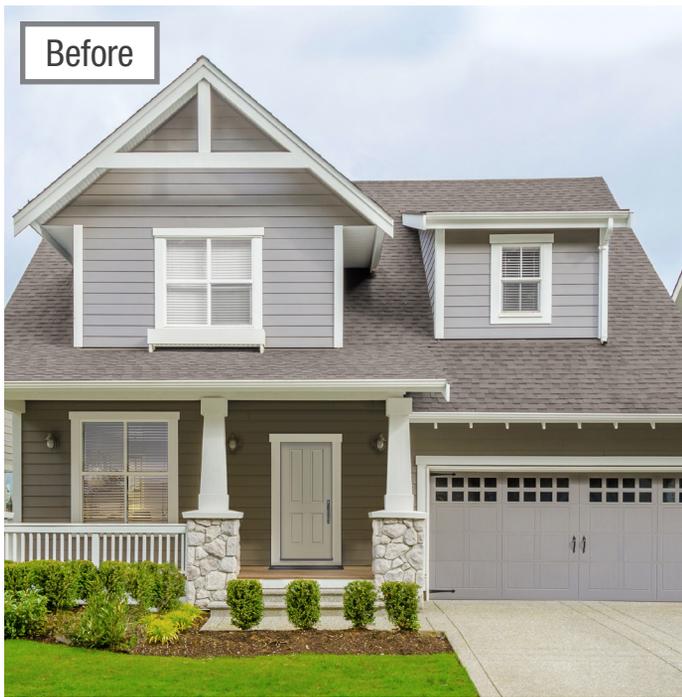
# Make a Smart Investment

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



Before

Before



## Make a great first impression.

The front door plays a big role in the home's overall appeal – it's nearly impossible to ignore when walking into a home. How attractive a home is from the exterior tends to set expectations for the interior and beyond. Make a great first impression, whether it's with friends and family or prospective buyers.

“An enhanced entry door makes a home look more expensive and custom. It adds character to the home.”

*- Homeowner Survey Respondent*

After





After



Before

# The Importance of Curb Appeal.

A stylish new front entryway can help convey your personal style and highlight your home's overall architectural style and curb appeal.

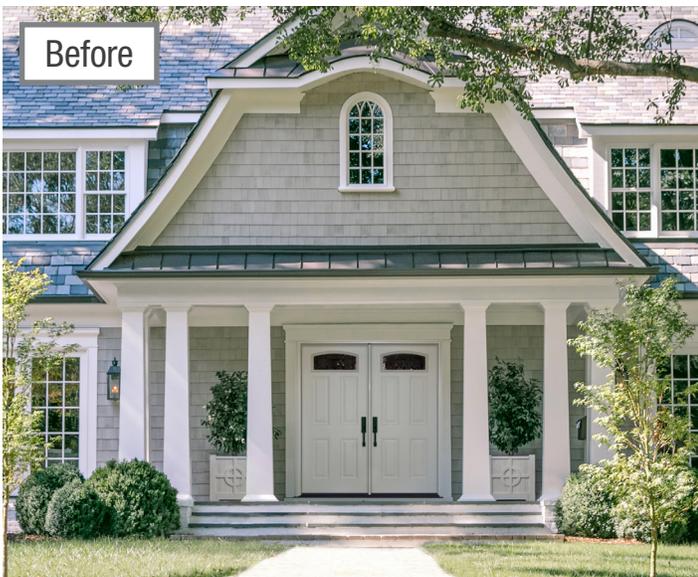
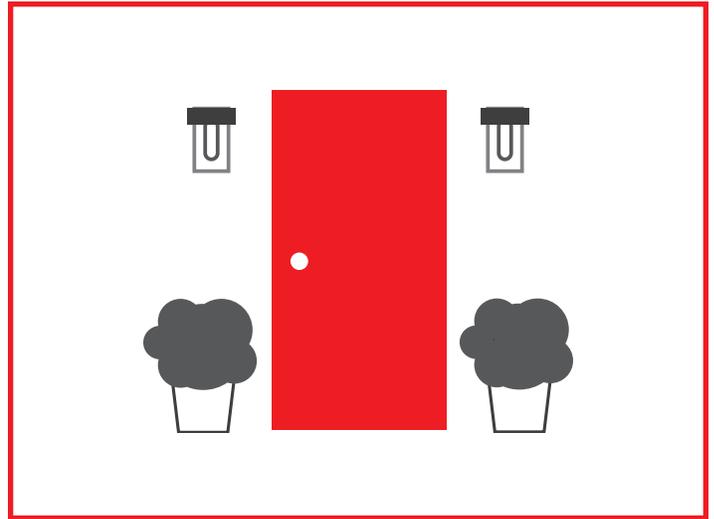
“The door gives a focal point to the front of the house.”  
- Homeowner Survey Respondent



## Fresh look. Increased value.

In a recent survey, real estate agents were shown images of various homes, including some that had been modified with a new Therma-Tru door, and asked to estimate the value of the home. While results varied, the survey suggests choosing a Therma-Tru door that complements the home's architecture could **add up to 7% to the perceived value** of a remodeled home.\*

That's a potential increase of up to \$21,000 on a \$300,000 home for a project that can be done in a single day.



## Renovating?

Get the most for your money. A new entry door can pay for itself – and then some. A recent survey suggests homeowners who choose a stylish new Therma-Tru entry can significantly improve the curb appeal of their home, and with a door that complements their home's architecture, can increase the overall perceived value of their home.\*

## Selling soon?

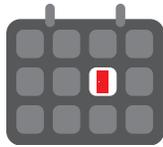
In a recent survey, 44% of homeowners said they were more likely to purchase a home with an enhanced entry; one in three homeowners said they were willing to pay a premium for one.\*

“In my experience on both the seller and buyer side, the entry door is always key.”

- Real Estate Agent Survey Respondent

\*Not a guarantee of investment returns, increase in value or selling price. See 2021 Therma-Tru National Home Valuation Study surveying real estate agents about perceived remodeled home value estimates based on exterior appearance. Not based on actual home sales data. Results may vary based on region, door style and home style. Study was commissioned by Therma-Tru and conducted by the Farnsworth Group, an independent research provider.

\*\*Source: National Association of Realtors, “2020 Profile of Home Buys and Sellers”



Replacing the front entry can be done in a single day.



97% of buyers use the internet to search for a home; 87% of home buyers say they rely on photos when house hunting.\*\*



According to most real estate agents and trade professionals, curb appeal is one of the top three factors for home buyers.\*

This means pictures that highlight a home's curb appeal can be crucial to get potential buyers interested.



# 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 252 real estate agents across the U.S. In the survey, they were shown images of various homes, including some that had been modified with a new Therma-Tru door, and asked to estimate the value of the home. While results varied, the survey suggests choosing a Therma-Tru door that complements the home's architecture could add up to 7% to the perceived value of a remodeled home.

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