



Thousands of home buyers can't be wrong!

A home with a beautiful entryway from Therma-Tru Doors has a higher perceived value, according to the National Home Valuation Study.

Find out how an enhanced entry can make your home "truly better" inside.



THERMA-TRU
DOORS

The Most Preferred Brand in the Business™

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Beautiful Entryways

Make Home Values "Truly Better"

National study proves
Therma-Tru Door Systems
increase perceived value
of your home.



THERMA-TRU
DOORS



Therma-Tru's National Home Valuation Study proves that an enhanced entryway has a positive impact on the perceived value of your home.

Your home's entry is a sign of its quality and value, and a recent study proves that it also is a great investment.

The Results

Therma-Tru's National Home Valuation Study™ found that an enhanced entryway can add as much as \$24,000 to a home's perceived value. The added value was as much as five times the cost of the entry system and more than six percent of the perceived value.

Moderately priced homes benefited, too. The study shows that an upgraded entryway can increase the perceived value of a home in the under \$200,000 price range by \$7,720, or 4.1 percent.

The Bottom Line

For builders, homeowners and remodelers, a Therma-Tru entry system positively influences the selling price of a home, creating eye-catching curb appeal that attracts buyers and adds value to an existing home.

About the Study

The study, commissioned by Therma-Tru Doors and conducted by independent research organization TNS, asked more than 2,400 consumers from across the United States to estimate home prices based on the homes' exterior appearance. The study found that an enhanced entryway can add as much as \$24,000 to a home's perceived value. The added value was as much as five times the cost of the entry system. The second installment of the Therma-Tru National Home Valuation Study™, conducted in 2002, found that moderately priced homes benefit from entryway updates just as much as their upscale counterparts. The new study shows that an upgraded entryway can increase the perceived value of a home in the under \$200,000 price range by \$7,720, or 4.1 percent.



Your home could be worth more...
with a "truly better" door!

Increase in Perceived Values for Homes with Enhanced Entry Systems

	UNENHANCED VALUE	ENHANCED VALUE	DIFFERENCE	PERCENT DIFFERENCE
Test Home 1*	\$427,540	\$441,190	+\$13,650	+3.2%
Test Home 2**	\$284,730	\$303,630	+\$18,900	+6.6%
Test Home 3**	\$403,470	\$428,310	+\$24,840	+6.2%
Test Home 4***	\$189,300	\$197,020	+\$7,720	+4.1%

*Upgrade from a Therma-Tru 6-panel Smooth-Star door system with two sidelites to a complete Therma-Tru Classic-Craft door system including decorative glass, sidelites and a transom.

**Upgrade from a standard 6-panel door to a complete Therma-Tru Classic-Craft door system including decorative glass, sidelites and a transom.

***Upgrade from 6-panel door with clear sidelites to complete Therma-Tru Fiber-Classic door system including decorative glass with decorative sidelites.

