



***For Immediate Release***

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## **Study Shows New Entry Door Can Increase Perceived Home Value**

MAUMEE, OHIO – A recent study has confirmed that a new Therma-Tru® entry door can increase the perceived value of the home an average of 4.2 percent, or \$18,750.

The independent research validated the impact a new Therma-Tru front door can have on curb appeal. The results of this national survey will be launched at the International Builders' Show in January 2016.

Conducted in late 2015 by TNS for Therma-Tru, the online survey of 2,400 homeowners, who responded to photos of either enhanced or unenhanced homes, showed that the perceived value of the enhanced homes with a new entry door was – on average – 4.2% higher, or \$18,750.\*

The respondents, homeowners in various regions of the country who had shopped for or purchased a new home in the last 3 to 5 years, were divided into two sample groups. They were shown images of enhanced or unenhanced homes in various architectural styles. Each group was also shown images of the same control homes.

“This survey showed very clearly that the perception of higher value is there with an enhanced entry door, whether it's glass or sidelites or a new entryway configuration,” said Derek Fielding, director of marketing insights and innovation for Therma-Tru. “The research validated what we already suspected, that the front door is a key driver of curb appeal.”

The National Association of Realtors lists curb appeal as one of the top five most valuable home improvements a homeowner can make. Additionally, 90% of homebuyers will look at photos of homes they're interested in on the Internet, making curb appeal of paramount importance.

For more information and door inspirations, please visit [www.thermatru.com/curbappeal](http://www.thermatru.com/curbappeal).

Note to Media: Attachments: Four of the study homes, with an enhanced and unenhanced photo of each.

## **About Therma-Tru**

Therma-Tru is the leading entry door brand most preferred by building professionals. Founded in 1962, Therma-Tru pioneered the fiberglass entry door industry, and today offers a complete portfolio of entry and patio door system solutions, including decorative glass doorlites, sidelites and transoms, and door components. The company also offers low-maintenance **Fypon**<sup>®</sup> urethane and PVC products. Headquartered in Maumee, Ohio, Therma-Tru is part of Fortune Brands Home & Security, Inc. (NYSE: FBHS). For more information and product warranty details, visit [www.thermatru.com](http://www.thermatru.com), [www.fypon.com](http://www.fypon.com) or call 800-537-8827.

\*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.

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