

Therma-Tru Recognizes the Importance of Curb Appeal Going Into 2017

MAUMEE, OHIO – One of the emerging trends that Therma-Tru has discovered going into 2017 is the growing importance of a home's curb appeal. This topic has become increasingly popular among homeowners, and proves to be a key factor when purchasing a new home or revamping an entry. With today's aging housing stock, there is a renewed emphasis on redesigning home exteriors, which may include mixing building materials, adding front porches and using creative molding around doors and windows.

To help homeowners get that standout entry they want, Therma-Tru has launched a new guide to assist in the decision-making process by aligning our style and design options to make the entry unique to the buyer's style.

The Architectural Home Styles Guide is designed to inspire and excite homeowners when going through the door-buying process. The goal is to leave them feeling confident that their purchase decision for their new front door is perfect for their home style. This guide can also help professionals be more confident when presenting customers with entry door options that will enhance a home's overall curb appeal.

Based on results from a recent study, a new Therma-Tru entry door can increase the perceived value of a home by 4.2 percent, or \$18,750 on average.*

"This survey showed very clearly that the perception of higher value lies with an enhanced entry door, and that the front door is a key driver of curb appeal," said Derek Fielding, director of marketing insights and innovation for Therma-Tru Corp.

Therma-Tru also provides a great resource for homeowners and trade professionals to visualize different door styles on their home. The DoorWays™ App, available in the App Store® and Google Play™, allows homeowners and trade professionals to experience the curb appeal before they make a purchase. They can start exploring what different doors look like on their home by downloading the app and taking a picture of the front of the home.

-more-

For more information about the importance of curb appeal, and how it increases the perceived value of a home, visit <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.

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**[®] polyurethane 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, www.fypon.com or call 800-537-8827.

###