

# The Power of Curb Appeal



Before



After



## 10 SEC.

Potential homebuyers will form an opinion about a home's value within 10 seconds of seeing it in person.<sup>2</sup>



## 90%

90% of homebuyers will look at photos of homes on the Internet, making curb appeal a show stopper.<sup>2</sup>

• Now that's a smart investment.

### Builders

This is the ideal time for you and your customers to think about entry door size. There are many ways to complement a home's style with unique door and glass designs from Therma-Tru.

### Remodelers

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

Open the door to increased value with a stylish new Therma-Tru door. Learn more at [www.thermatru.com/curbappeal](http://www.thermatru.com/curbappeal).

<sup>1</sup>[www.thermatru.com](http://www.thermatru.com)    <sup>2</sup>[www.about.com](http://www.about.com)

<sup>\*</sup>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.

# The Power of Curb Appeal

A new entry door can pay for itself – and then some – giving you and your customers more bang for your buck.



## Perceived Value

A smart investment, a new Therma-Tru® entry door can increase a home's perceived value by **4.2%** or **\$18,750** on average.\*



## Return On Investment

Homeowners who choose a stylish new Therma-Tru® entry door can see **more than 2 times** the return on their investment.\*

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• A smart investment.

## Lifetime Limited Warranty

We stand behind more parts and for longer than other door companies because we make or specify everything that goes into our door system. A Therma-Tru fiberglass door system is backed by the industry's most comprehensive lifetime limited warranty.



## Energy Efficiency

In any region or climate, energy efficiency is key. More than 80% of Therma-Tru door and glass options are ENERGY STAR® qualified and National Fenestration Rating Council (NFRC) certified, helping save money on energy costs.



## Quality Testing

Our doors, glass and components are held to high standards. We conduct thorough testing to help ensure that our products will live up to a homeowner's toughest quality and performance expectations.

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

Right Page: Classic-Craft Rustic Collection Door – CCR205; Smooth-Star, Clear Glass with GBGs, Sidelites – S1170SL, Transom – 19220T; Clavos