



Beautiful homes
deserve
beautiful doors.

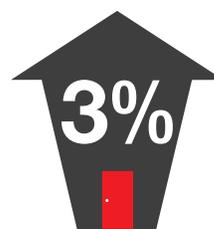




Enhanced entry. Enhanced profit margins.

An enhanced front entry from Therma-Tru® can elevate the overall look of a new construction home and may support a higher listing price, which can add to your profit margins.*

In a recent survey, consumers and industry professionals were shown images of various new construction 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 3% to the perceived value of a new construction home.*



Choosing a Therma-Tru door that complements the home's architecture could **add up to 3% to the perceived value** of a new construction home.*

Make a great first impression.

A front door is nearly impossible to ignore when walking into a home, and for potential homebuyers, first impressions are critical. How attractive a home is from the exterior tends to set expectations for the interior and beyond.

An enhanced front entryway can highlight a home's overall architectural style and curb appeal. And according to most real estate agents and trade professionals in a recent survey, "curb appeal" is one of the top three factors for home buyers.*

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



1 in 3

One in three homeowners said they were willing to pay a premium for an enhanced entry.*

*See 2021 Therma-Tru National Home Valuation Study conducted by the Farnsworth Group, an independent research provider.

**Not a guarantee of investment returns, increase in value or selling price. See 2021 Therma-Tru National Home Valuation Study surveying consumers and industry pros about perceived 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.

The advantage of options.

Building spec homes?

Differentiate your elevations with a variety of doors designed to complement the architectural style of your homes, from solid-panel looks to an assortment of glass options.

Building for a client?

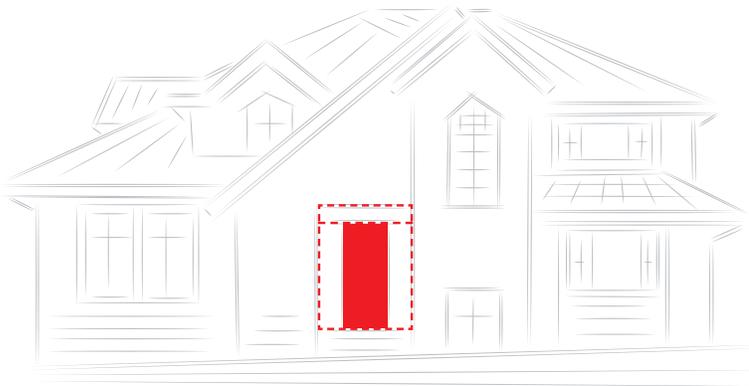
Offer them a hand-picked assortment of doors to choose from with options to upgrade so they can create a beautiful entrance that's uniquely theirs.

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

- Homeowner Survey Respondent

“The door gives a focal point to the front of the house.”

- Homeowner Survey Respondent



You offer options for countertops, cabinets and flooring.

Why not entry doors?

Designed for a variety of homes.



S4810



S82103



CCA87112



S93



81952P



CCM8303L / CCM8303R



S1RXE



FC85720XG



CCM8903 / DRS82131SL

Casual

Traditional

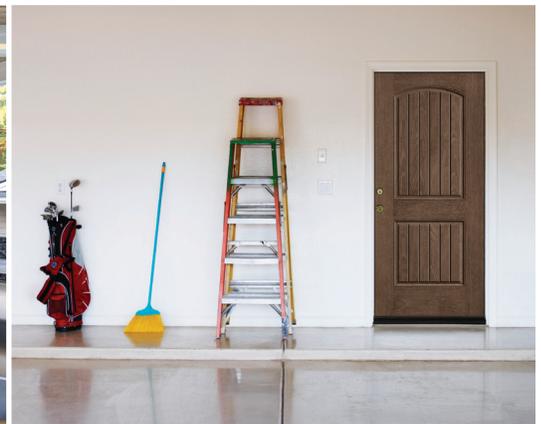
Modern

Around the Home Solutions

Create a tailored look with options that complement each other and fit the needs for front and side entry, house-to-garage, patio and more, so you can create a cohesive look around the home.



See your Therma-Tru seller for details on our product assortment.



thermatru.com

1-800-THERMA-TRU (843-7628)

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THERMA-TRU
DOORS

Where Home Begins™