

What a difference a door makes.

THERMA-TRU
DOORS

Increase the perceived value of your home with a beautiful new Therma-Tru® door.



You could remodel a bathroom to achieve a similar increase in perceived value, but then you'd have to remodel a bathroom.¹



90%

90% of homebuyers will look at photos of homes on the Internet, making curb appeal a show stopper.¹



TOP 5

National Association of Realtors: Improving **curb appeal** is one of the **TOP FIVE most valuable upgrades** you can make.



10 SEC.

Potential homebuyers will form an opinion about a home's value within **10 seconds of seeing it in person.**¹



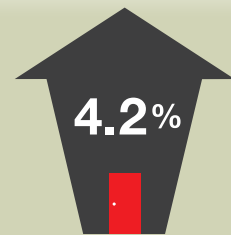
\$18,750

A smart investment, a new Therma-Tru entry door can **increase** your home's perceived **value** by an average **\$18,750.**^{*2}



UP TO 15%

ENERGY STAR® certified windows, doors and skylights can **reduce** your **energy bills** up to 15%.³



4.2%

A new Therma-Tru® entry door can **increase** your home's perceived **value** by an average of **4.2%.**^{*2}



Flaws in your home's exterior can reduce your home from a "must-see showing" to merely a drive-by.⁴



¹ www.about.com ² www.thermatru.com ³ www.energystar.gov ⁴ www.realtor.com

Note: See your Therma-Tru seller or visit www.thermatru.com for details on ENERGY STAR qualified products.

*From 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. ©2016 Therma-Tru Corp. All rights reserved. THERMA-TRU and the Therma-Tru Logo are trademarks of Therma-Tru Corp. Registered trademarks are registered in the U.S. and may be registered internationally. Therma-Tru Corp. is an operating company of Fortune Brands Home & Security, Inc. ENERGY STAR is a government program that helps consumers protect the environment through superior energy efficiency and is a registered trademark of the U.S. Department of Energy and the U.S. Environmental Protection Agency.