

Study shows a new Therma-Tru entry door can increase perceived home value



[MAUMEE, OHIO, Jan. 24, 2022–] A recent independent study conducted by the Farnsworth Group, commissioned by Therma-Tru, found that homeowners who choose a stylish new Therma-Tru entry door can significantly improve the curb appeal of their home and, with a door that complements their home’s architecture, increase the overall perceived value of their home.*

More than 250 real estate agents participated in the survey and were shown images of various homes, including some that had been modified with a new Therma-Tru door, and asked to estimate the value of the home.

“Curb appeal continues to be a driving factor in the perception of a home’s overall value,” said Derek Fielding, director of insights for Therma-Tru. “Updating the front entryway is one of the easiest ways for a homeowner to instantly increase their home’s curb appeal.”

Replacing the front entry can be done in a single day. The survey results from real estate agents suggest replacing an old door with a well-selected new Therma-Tru door that complements the home’s architecture can boost a home’s perceived value by as much as 7%, which may support a higher listing price.*

The front door plays a big role in a home’s overall appeal. In the 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 a home with an enhanced entry.*

For more information about how a new Therma-Tru door can increase a home’s perceived value, visit thermatru.com/curbappeal.

Shareable Highlights

- A recent independent study conducted by the Farnsworth Group, commissioned by Therma-Tru, found that homeowners who choose a stylish new Therma-Tru entry can significantly improve

Contact:

Kevin Metz

312.507.9690

kevinmetz@upshotmail.com



the curb appeal of their home. Learn more at thermatru.com/curbappeal.

- Recent survey results from real estate agents suggest replacing an old door with a well-selected new Therma-Tru door that complements the home's architecture can boost a home's perceived value by as much as 7%. Learn more at thermatru.com/curbappeal.

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 is headquartered in Maumee, Ohio and also offers low-maintenance Fypon[®] polyurethane and PVC products. For more information and product warranty details, visit www.thermatru.com, www.fypon.com or call 800-537-8827.

Therma-Tru is part of the Outdoors & Security division of Fortune Brands Home & Security, Inc. (NYSE: FBHS), a Fortune 500 company, part of the S&P 500 Index and a leader in the home products industry. The Company's growing portfolio of complementary businesses and innovative brands include Moen and the House of Rohl within the Global Plumbing Group, outdoor living and security products from Therma-Tru, LARSON, Fiberon, Master Lock and SentrySafe, and MasterBrand Cabinets' wide-ranging offerings from Mantra, Diamond, Omega and many more. Visit www.FBHS.com to learn more about FBHS, its brands and how the Company is accelerating its environmental, social and governance (ESG) commitments.

*Not a guarantee of investment returns, increase in value or selling price. See 2021 Therma-Tru National Home Valuation Study surveying real estate agents about perceived home value estimates based on exterior appearance. Not based on actual home sales data. Results may vary based on region and home style. Study was commissioned by Therma-Tru and conducted by the Farnsworth Group, an independent research provider.