



CC37 with CC2040SL sidelites - Provincial® Glass



Double FC19 with FC19SL sidelites - Star-Lite® Glass



Double S814 - Crystalline® Glass

Impact of Front Entryways on Home Values

A national study by independent research organization NFO WorldGroup® found that a beautiful entryway has a big impact on the perceived value of a home.

The Study

Researchers divided a national sample of thousands of recent home shoppers into two groups. Using a web-based survey, each group was asked to look at photos of homes and estimate how much each would cost.

Group I saw four test homes: two with a Smooth-Star entry system and two with standard 6-panel doors (near right). Group II saw photos of the same four homes upgraded with a complete Classic-Craft entry system on three of the homes and a Fiber-Classic entry system on the fourth (far right).

To eliminate bias, each group saw only one set of homes, and none of the participants knew that the study was about entryways. They were simply asked to evaluate the homes.

The Results

Consumers placed a higher value on the homes with the upgraded entryways - up to 6% more than the market selling price.

Test Home	Original Home Value	Enhanced Value	Difference	% Difference
1	\$427,540	\$441,190	\$13,650	+3.2%
2	\$284,730	\$303,630	\$18,900	+6.6%
3	\$403,470	\$428,310	\$24,840	+6.2%
4	\$189,300	\$197,020	\$ 7,720	+4.1%

The Bottom Line

A beautiful entryway adds big value to the home!

* NFO WorldGroup is a world-leading provider of Internet-based research, research-based marketing information and counsel. For more than 50 years, NFO WorldGroup has provided in-depth understanding of consumers and brands to more than 3,000 clients in North America, Europe, the Middle East and Asia.



Smooth-Star: \$427,540 Classic-Craft: \$441,190
Classic-Craft adds \$13,650 (3.2%) to perceived value



6-Panel: \$284,730 Classic-Craft: \$303,630
Classic-Craft adds \$18,900 (6.6%) to perceived value



6-Panel: \$403,470 Classic-Craft: \$428,310
Classic-Craft adds \$24,840 (6.2%) to perceived value



Smooth-Star: \$189,300 Fiber-Classic: \$197,020
Fiber-Classic adds \$7,720 (4.1%) to perceived value

THERMA-TRU®

THERMA-TRU FINISHING SYSTEM

A BETTER SYSTEM. A BETTER DOOR.



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Having a hard time selecting the perfect door for your home? Visit www.thermatru.com, where you can play with our interactive door designer. It lets you create thousands of different door system combinations, by choosing various styles, sizes, decorative glass options, sidelites, transoms and stain or paint colors, so you can instantly see and print the results.

Or, there's our idea showcase, where you can view hundreds of idea-stimulating combinations, as well as our product catalog, where you can view each door line by specific glass styles.

In addition, the web site offers detailed technical information, step-by-step videos and instructions on installation and finishing, a dealer finder and so much more.

The number one brand of exterior doors, Therma-Tru manufactures the industry's largest, most innovative collection of beautiful fiberglass doors with quality and craftsmanship in every detail.

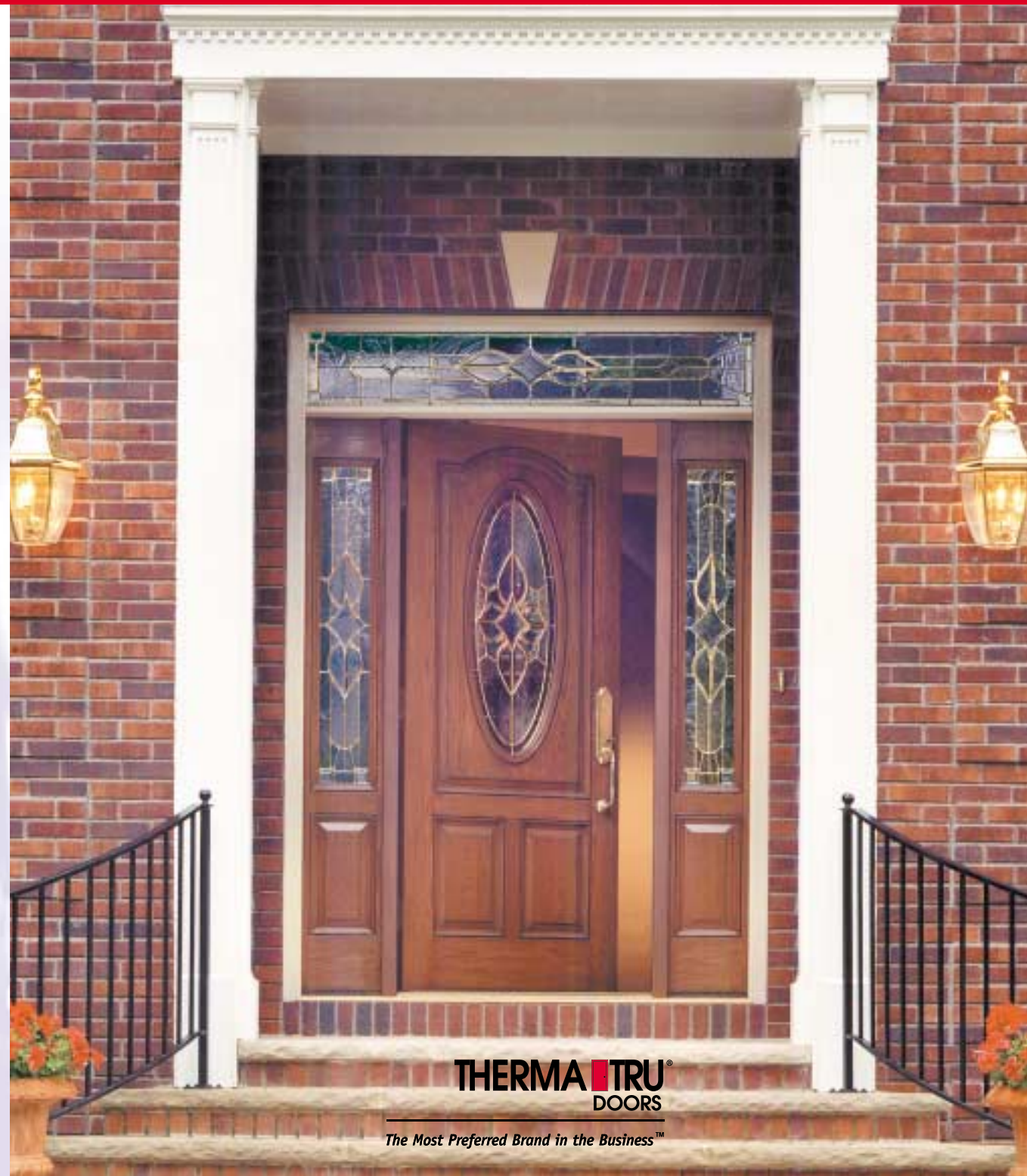
To learn more, receive our full line catalog or find the name of your nearest dealer, visit our web site or call us toll-free.

To find out more about Therma-Tru's fiberglass doors visit us online at:
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The secret to a great looking door.

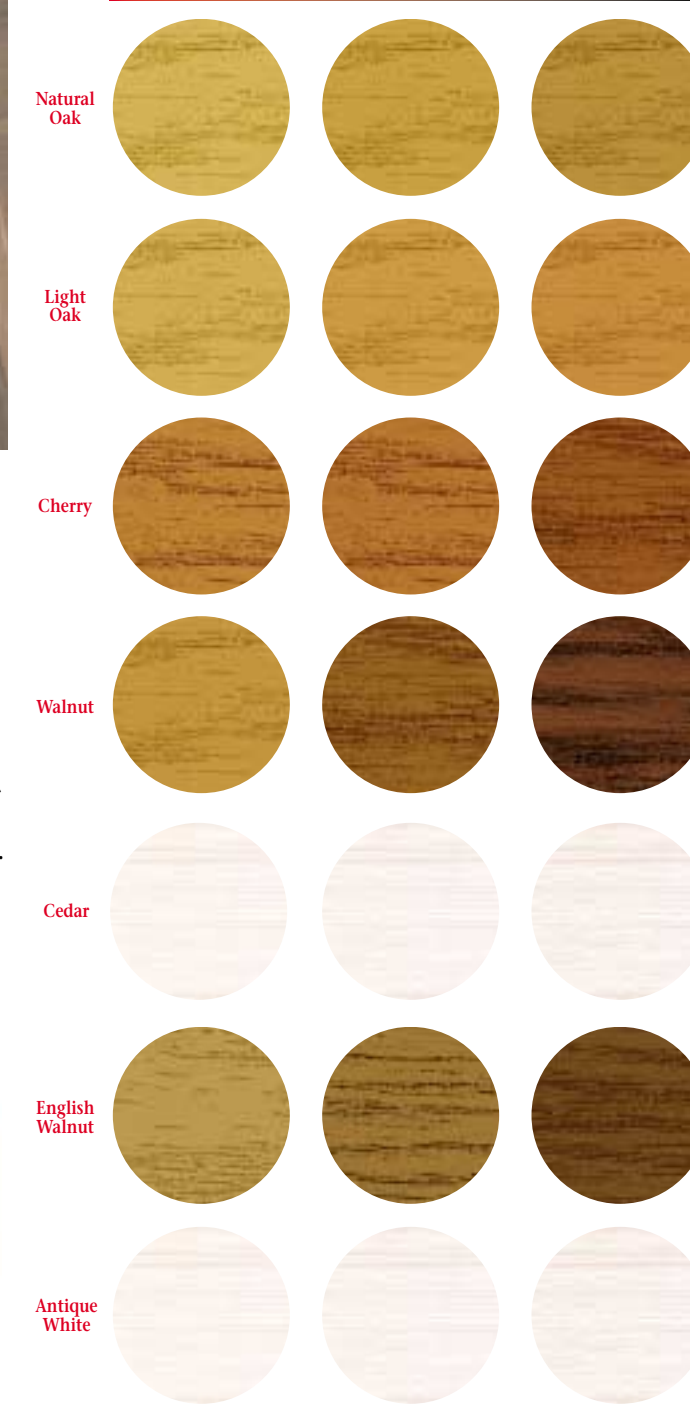
The Therma-Tru Finishing System gives you the look of real stained wood with a finish that lasts three times longer. Since fiberglass doors don't contract or expand in changing temperatures, they keep their "just stained" look for years. And you get a five-year satisfaction warranty on the finish.

Our finishing system offers you a full range of the most popular stain colors, so you can easily match your home's exterior and interior design. You can control the stain colors for a custom finish that is as light or dark as you like.

To purchase the Therma-Tru Finishing System, contact your local dealer, call toll free 1.877.99STAIN or order on-line at www.thermatru.com.



Stain Color • Variations



Therma-Tru® doors are part of a complete system that works together to give homes a beautiful entrance, while providing the best performance.



Proprietary adjustable security strike plate withstands 450 lbs. of force - available in brass, brushed nickel and black nickel for design flexibility



NEW High performance adjustable sill features maintenance-free composite cap with stainless steel adjustment hardware, superior protection against air and water, and not resistant substrate base



Kerfed door bottom is leak-proof and composite bottom end nail won't rot or warp



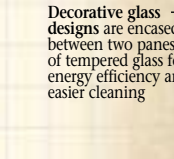
Oak jamb and brickmold provide a custom look



Decorative glass designs are etched between two panes of tempered glass for energy efficiency and easier cleaning



Fiberglass panels



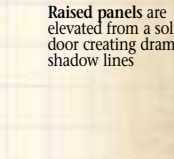
Hinges available in brass, brushed nickel and black nickel



Class-Craft® doors feature a deep natural oak grain, square oak edges and a full length lock block



Fiber-Classic® doors feature a stainable etched oak grain and 1 1/2" lock block



Raised panels are elevated from a solid door creating dramatic shadow lines



Smooth-Star® doors feature a paint-grade plus smooth and a 9 1/2" lock block



Weatherstrip
•Seals tightly
•Removable for finishing
•Offered in white or bronze



Classic-Craft® 4911 with 2060 sidelites and CC0601 transom - Arcadia® Glass

For other all options, contact your local Therma-Tru dealer

*Optional system upgrades (system components manufactured by Therma-Tru, except door jambs and brickmold, are covered by our Lifetime Limited Warranty.