

Make an ENTRANCE

Volume 3, Number 1

Green
is Red Hot

Top
Trends

Remodeling for
Resale

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Editor's Note

It's your personality that counts. You have probably heard that popular saying countless times, but have you ever thought about how it relates to your home? After all, your home can be considered the ultimate extension of your individuality.

This issue of *Make an Entrance* is dedicated to your home's personality. You will learn some fresh ideas for personalizing the exterior, and how the latest fashion trends influence interior design. You will also learn how to use decorative trim to enhance and customize your front entryway.

You'll find this, and much more, inside. As always, we hope you enjoy this issue of *Make an Entrance*.

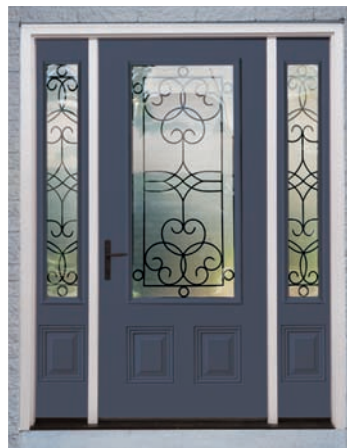


Choosing the Right Entry Door Material

When it comes to selecting your entry door, choosing the right material may be confusing. You are most likely familiar with wood and steel doors, and, while there are still many of those available, a better choice may be a fiberglass door.

While wood doors have a certain appeal due to their classic, natural appearance, today's fiberglass entry doors offer all of the good looks of wood, but with enhanced performance. Therma-Tru's Classic-Craft® designs use a patented AccuGrain™ process to duplicate authentic wood grain appearance, making them virtually impossible to tell from natural wood. They are also more durable and last for many years with minimal upkeep.

Steel doors have always been perceived as strong, but not as stylish. Today's steel doors, such as Therma-Tru's Profiles™, do offer better styling. However, for a door located in a high-traffic area, steel is still vulnerable to denting. This can lead to an unattractive, worn look over time. A better choice for high-traffic areas is a fiberglass entry door, which avoids denting and rusting, and can hold up to the demands of heavy usage.



Fiberglass doors also offer superior energy efficiency when compared to steel and wood. In fact, a fiberglass door filled with expanded CPC-free polyurethane is five times more energy efficient than a wood door. The fiberglass surface is also more temperature-neutral to the touch in hot or cold climate conditions.

Given the facts, there is no need to be confused when selecting the right material for your entry door. Fiberglass excels in performance and style, and, thanks to the wide selection of styles available from Therma-Tru, you are certain to find the perfect match for your home's architecture and your own personal taste.



GREEN IS RED-HOT. From reflective “cool” roofing to kitchen flooring made from old tires, green building is one trend that is good for the environment — and your pocketbook. Energy-efficient products don’t just reduce your “eco-footprint,” they also help cut annual home heating and cooling costs.

If you have thought about how your home can help save the planet, you need look no further than your front door. The Environmental Protection Agency notes that air leakage in a typical home can account for a whopping 25 to 40 percent of lost heating and cooling energy.

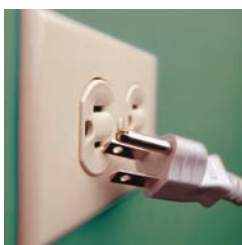
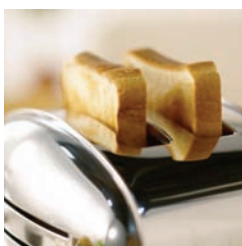
This is especially true if a home has an older, ill-fitting door. To solve the problem, consider replacing your front entryway with a door system that meets strict energy efficiency guidelines. For example, Therma-Tru Doors offer many fiberglass front and patio entryway systems that carry the ENERGY STAR rating — including

the company’s popular Classic-Craft®, Fiber-Classic® and Smooth-Star® lines.

Once you move past your front door — look up. One of the easiest ways to conserve energy is to replace conventional light bulbs with compact fluorescent light bulbs (CFLs). These spiral-shaped bulbs cost a little more initially, but they consume only a quarter of the electricity of traditional bulbs, and last up to 12 times longer.

Now is also a good time to update your home appliances. In particular, refrigerators use more electricity than any other appliance. If yours was manufactured before 1993, consider replacing it with a newer, more efficient model. You may also want to replace older electronics, such as televisions, DVD players and small kitchen aids such as blenders and toasters, with newer, more efficient products. And did you know that many appliances drain energy, even when they are not in use? Simply unplug them to stop the problem.

Green is RED-HOT



Looking for other, everyday energy savers? Use cold water for most laundry loads, only run the dishwasher when it is full, and install a programmable thermostat that turns down the heat when you are asleep or not at home. While these may not seem like big changes, they go a long way toward helping the environment, and making your home a true “green house.”



For more energy-saving tips and information on tax credit eligibility on ENERGY STAR-rated products, visit www.energystar.gov

Prepare to

Nearly half of all homeowners selling their homes will complete a remodeling project to make it more appealing to buyers, according to a recent study by the Home Improvement Research Institute (HIRI). The most popular areas of the home to remodel include the kitchen, bathroom and bedroom, with new paint and flooring also ranking high on the list.

But while interior projects may top that list, it is the home's exterior that first catches the eye of a prospective buyer. Up to 60 percent of inquiries about a house can result from someone simply driving by and liking what they see.

One of the best investments to make before putting your house on the market is to upgrade the front entryway. In fact, research conducted by Therma-Tru Doors

found that an enhanced entryway can add as much as \$24,000 to a home's perceived value — as much as five times the actual cost of replacing the door.

If you are ready to upgrade your entryway, first consider the architecture of your home and how the new door system will fit into your home's overall appearance. For example, a Victorian-style home requires an ornate front entryway, while a modern home demands a sleek, "minimal" design door system. And a colonial home is the optimal place to use decorative trim accents (see page 11 for more information).

Regardless of which style you select, it's wise to choose a fiberglass door for the best curb appeal. Today's busy new homeowners will appreciate that this low-maintenance material will not crack, dent or rust, and that it maintains its new appearance for years to come. As an added selling point, choose a front door that is ENERGY STAR rated, such as several fiberglass door systems by Therma-Tru.

To further enhance your front entryway, place a flower planter by the door and put down a new welcome mat. Now is also the time to make sure your front yard is clean, neat and well maintained. Prune overgrown hedges and trees, and powerwash your entire home exterior to make it shine.

Remember, in today's tough marketplace, image is everything.



Sell

Sprucing up your home before putting it on the market is nothing new. But in today's real estate market, any competitive edge could mean the difference between getting your asking price and having to settle for a lower bid.

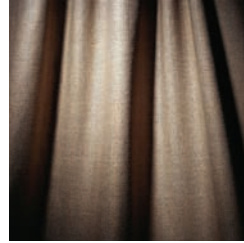




Today's top trends

Fashion may be fickle, but the world of home decorating is ever-changing, too. The two are more closely related than you may think. For example, the trend of highly textured fabrics, such as linen and brocade, translate to everything from clothing to decorative home accents, and even to front doors.

Here are a few more examples of fashion-related home trends you may soon see in your neighborhood:



All About Nature

Fashion runways are alive with easygoing, flowing styles made of organic materials and in nature-inspired colors such as blues and beiges. This trend is also evident in home design, as homeowners seek new ways to “bring the outdoors in.” Decks, patios and front porches offer ways to expand the living space to the outdoors. Windows are becoming larger, and doors are incorporating more glass to let light into the home and allow better views of the outdoors.



Sidelites, transoms and decorative glass options help make your entry door the “fashion statement” of your home. For homeowners who like the look of glass, but still want to maintain privacy, Therma-Tru Doors offers a unique glass rating system. A rating of 1 means the glass is totally see-through, while a 10 rating means more opaque glass for maximum privacy.

Metallics Add Spark

The right jewelry or bag has always provided the finishing touch to a fashionable ensemble. This season, designers are using metallics to provide visual interest to their fashions. To bring this trend into the home, consider your entry door’s “jewelry” — the hardware. Today’s new styles of doorknobs, locks and hinges are designed to be attractive and functional. For the most coordinated look, select an entry door system, such as those offered by Therma-Tru Doors, that offers a variety of hardware finishes and styles. Many decorative glass options are also available with coming accents to match your hardware selection.

The use of metallics is also important inside the home. Metal accents are being used for an overall elegant, contemporary look.



Deep, Dark Colors

Romantic ruffles and soft, touchable fabrics — in shades of black, brown and blue — help create sophisticated styles. Warmer, darker and more inviting are also the hallmarks of today's top interior decorating trends. Darker colors — particularly rich, deep brown — are taking center stage in everything from furniture to upholstery. These colors are becoming so popular that they are even showing up in unexpected places like sinks and faucets.



Technology Meets Fashion

Designers are experimenting with technology to develop swimsuits with built-in sunscreen, high-tech screening booths that allow clothes to be custom-fit to an individual client, and running shoes that can select music based on the wearer's pace.

The use of technology is also enhancing home decor by improving upon some favorite design elements. For example, Therma-Tru's exclusive AccuGrain™ Technology allows its entry doors to have all the beauty of real wood, but the superior performance of fiberglass.



Homeowners are also creating more efficient homes through the use of the latest technology, automation and environmentally friendly products. Programmable thermostats, automated lighting, and security systems that send an email if the house has been disturbed are just a few examples of smart home features. According to the Internet Home Alliance, this trend will continue to grow as today's busy families seek new ways to simplify everyday life.

Designer Friendly

Now more than ever, it's all about the label. Designer fashions are hot on both the runway and the hallway. Incorporating this trend is as simple as checking out the latest designer names in paint, furniture and home accents.

The biggest overall design trend? Personal style. Homeowners are seeking new ways to show off their individuality and to create very personal, cozy homes. Whether indoors or out, personality is driving everything from major home remodeling projects to the smallest decorative accents.





Entrancing ENTRYWAYS

Nothing says “welcome to my home” quite like an impressive entryway. Attention to detail and some added extra touches of hospitality can transform any “ho hum” entry into a warm and inviting approach to your home.



Start with the basics. Do you have space and budget to add decorative pediments, crossheads and pilasters to transform your entry into a truly stunning showpiece? These pieces are easy-to-install and add instant “curb appeal” to your home. Pilasters run alongside your door on both sides. Crossheads and pediments “sit” on top of the front entryway. These are key focal features that make your entranceway more appealing and add resell value to a home.

To enhance your entryway, consider decorative millwork products from Fypon. Made of lightweight urethane, these long-lasting products require minimal maintenance. A big bonus is that urethane millwork accent pieces resist decay, insect damage, warping, rotting and chipping, making them ideal for all climate conditions.

“Even the simple and relatively inexpensive addition of a crosshead and keystone over an entry door can transform the look of a home,” according to Greg Wolf of Fypon. “It’s also possible to create a more regal setting with fluted pilasters on both sides of the door, and then topping off the entryway with a rams head or sunburst pediment.

“There are an abundance of ways to make an entryway more entrancing and welcoming. Taken individually or in a combination, they’ll all add value to your home and create a warm, welcoming impression for guests.”

For more information on Fypon products, call 1-800-446-3040 or visit www.fypon.com

Top Performers

Weathering



the storm.



Creaky, leaky entry and patio doors are more than just a nuisance. In the event of extreme weather, they may fail to protect your home against serious damage.



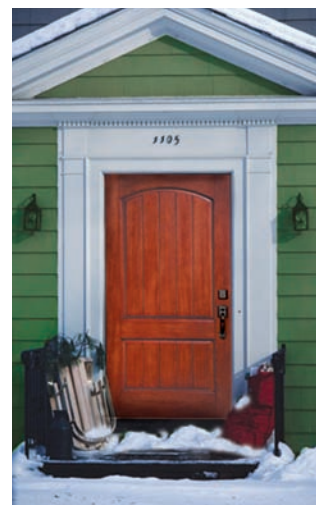
An upgraded door system designed specifically to protect against severe weather is one of the best investments you can make in your home. Blowing, drifting snow or heavy wind-swept rain can penetrate an older door that hangs loose within its frame. And while a reinforced door system is ideal for coastal areas or other regions that experience strong

storms, they also provide excellent performance to any home, regardless of location.

Therma-Tru's Tru-Defense™ door systems are specifically engineered to provide protection against harsh weather. Available in both entry and patio doors, Tru-Defense systems are designed so all components — from hinges to glass — work together to virtually eliminate air and water infiltration.

The Tru-Defense system uses sills, door bottom sweeps and patent-pending corner pads to maximize the seal between the door and frame. Extras such as multi-point locking systems and rain deflectors add to the safety and security of these door systems. And, because they are independently tested and certified, you can be sure they offer the best weather protection for your home.

Regardless of which door you choose, always make sure that it fits tightly within the frame, and that you do not feel outside air or see daylight through any openings.





Express Yourself

If you are ready to start “exterior decorating,” one of the best places to begin is at the front door. An outdated door can make your whole house seem less than stylish. Fortunately, today’s new entry door systems are available in a multitude of designs, so there is one to suit every taste and architectural style. And today’s fiberglass doors maintain their fresh new look for many years, with minimal upkeep.

Therma-Tru Doors offer many ways to personalize your choice, including sidelites, decorative glass options, paint and stain colors, and even hardware. To get a sense of what styles are available, visit the “**Door Designer**” at www.thermatru.com, where you can mix and match doors and decorative accents. Capitalizing on one of the latest home design trends, Therma-Tru is now offering new wrought-iron-style decorative glass options.



Most homeowners take this idea to heart when it comes to interior decorating. Yet, it is actually your home's exterior that makes the vital first impression on your guests.

To further enhance your entryway, consider adding dramatic decorative touches, such as keystones, columns and other appropriate touches that work with your home's architecture. (For more information on this topic, see page 11.)

But exterior decorating need not stop at the front door. You can personalize your home's whole exterior by giving it a fresh coat of paint in a new color, or by simply painting trim such as railings, trellises and trim. You can also make a personal statement by adding decorative accents



to your front lawn or walkway. Hang an ornamental flag or roll out a seasonal welcome mat. You can even personalize your landscape by planting favorite

flowers, trees or shrubs.

And remember, showcasing your personal taste doesn't have to take a break when the sun goes down. Consider installing new outdoor lights both to enhance your home's appearance, and to increase your safety and security. Simple post lanterns, in-ground well lights, and even festive, seasonal luminaries are all popular choices to enhance your home's nighttime appearance.

One final bit of encouragement: be creative! With so many new products and decorative options available today, you can let your imagination run wild and design a home exterior that is as personal as the living space within.



How much more attractive will a Therma-Tru® door make your home?



Our entryways can add as much as 6% to your home's perceived value.

Whether you're building or remodeling, you want great curb appeal. Research* confirms that a Therma-Tru Classic-Craft® entryway, complete with decorative glass offers curb appeal so powerful, it can increase your entire home's perceived value up to 6%! That can be as much as five times the cost of the entryway, and a far better return on investment than a new bathroom, kitchen or deck. Enhance your home today!

Visit: www.thermatru.com



The same home, before being enhanced with a complete Therma-Tru entryway.

* Therma-Tru's National Home Valuation Study was commissioned by Therma-Tru and conducted by TNS, an independent provider of Internet-based research.
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Part #MAFM1707 August 2007

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