



Cost vs. Value Report: ROI for garage doors skyrockets in 2025

The return on investment (ROI) for a garage door replacement is a staggering 268% according to the 38th annual Remodeling Cost vs. Value Report (www.costvsvalue.com) published by Zonda Media. Thus, a new garage door not only adds striking curb appeal but is also the best investment you can make for your home by a long shot.

The Cost vs. Value Report evaluates typical home improvement project costs and the value each project adds to the sale price of a home. The 2025 report examined the average project cost versus added resale value for 28 popular remodeling projects in nine U.S. regions and 119 U.S. markets.

Based on the results, the average \$4,672 cost of a garage door replacement added an estimated resale value of \$12,507 — equating to a 268% ROI.

The “entry door replacement | steel” project took second place with an impressive 216% ROI, having an average job cost of \$2,435 and an estimated resale value of \$5,270.

Consistently #1

Garage door replacements have consistently ranked in the top five projects for ROI since they were first included in the Cost vs. Value Report in 2010, and they have held the top spot for ROI for eight of the past nine years.

Better than average

The average cost recouped for the other 27 projects combined was 76%. With a remarkable 268% ROI, the garage door replacement more than pays for itself; it delivers substantially better value than any other home upgrade.

Steady incline

When evaluating statistics from the Cost vs. Value Report results for the past three years, it's clear that ROI for garage door replacement projects has been undergoing an upward trend.

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In 2023, the garage door replacement project yielded a return of 103%, marking the first year that the project exceeded 100% in recouped cost. Since then, the ROI has skyrocketed with a return of 193% in 2024 and 268% in 2025. That's a 165% increase in ROI in just three years!

A fantastic deal

Replacing your garage door is not only an exceptionally valuable investment, but it's also a great deal. The cost of the project has only minimally increased over time.

According to the Cost vs. Value Report (costvsvalue.com), the job cost of a garage door replacement in 2023 was \$4,302 compared to \$4,513 in 2024 and \$4,672 in 2025. That's an increase in the job cost of only \$370 in three years!

Of the 28 projects examined, it is one of the least expensive upgrades – second only to the other door project: entry door replacement | steel. Considering the increased costs of garage door components and the unstable economic environment over the past few years, it's even more impressive how well-priced a garage door replacement has remained.

2025 Top five projects by ROI (national averages)	Job cost	Recouped cost
#1 Garage Door Replacement	\$4,672	268%
#2 Entry Door Replacement Steel	\$2,435	216%
#3 Manufactured Stone Veneer	\$11,702	208%
#4 Siding Replacement (Fiber-Cement)	\$21,485	114%
#5 Minor Kitchen Remodel Midrange	\$28,458	113%

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#1 in every region

The regional data in the 2025 Cost vs. Value Report revealed that a garage door replacement project was number one for ROI in all nine regions evaluated. In seven regions (East North Central, East South Central, Mountain, Pacific, South Atlantic, West North Central, and West South Central), ROI exceeded 200%. The Middle Atlantic and New England regions each had over 300% ROI.

If your market is listed below, this information may help you sell more doors.

TOP THREE BEST REGIONS FOR GARAGE DOOR ROI

The national average ROI for a garage door replacement is 268%. Of the nine regions evaluated, these three regions topped the list:

#1: New England (Conn., Maine, and Mass.)

In the New England region, a garage door replacement was the number 1 project with a recouped cost of 349%.

#2: Middle Atlantic (N.Y. and Pa.)

In the Middle Atlantic region, a garage door replacement was the number 1 project with a recouped cost of 337%.

#3: East North Central (Calif., Ill., Ind., Mich., Ohio, Texas, and Wis.)

In the East North Central region, a garage door replacement was the number 1 project with a recouped cost of 282%.

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Don't forget about entry doors

The steel entry door replacement project has also seen a significant spike in ROI. According to Cost vs. Value Reports from 2022 through 2025, ROI for steel entry doors jumped from 64% in 2022 to 101% in 2023 and then jumped again from 188% in 2024 to 216% in 2025.

Equally impressive is that the steel entry door project had the second highest ROI of any other project in seven out of the nine regions examined in the 2025 report. Clearly, replacing your entry door with a steel upgrade is a great investment in every part of the country.

FUN FACTS:

- Since 2015, the average cost of a garage door replacement project has increased by 61%, yet the ROI has increased by 223%.
- The top five projects exceeded 100% ROI.
- In 2025, 28 projects were evaluated. That's six more projects than in 2024, and yet garage door replacements still top the list for ROI by far!
- The garage door replacement project has earned the highest ROI position for eight out of the past nine years.

Tell a friend

The information in the new Cost vs. Value Report (www.costvsvalue.com) is great news for our industry. Garage doors and steel entry doors are the two least expensive projects in the report and the top two projects for ROI. That's good math! As a bonus, upgraded doors also continue to have a huge impact on a home's curb appeal, which is a feature that homebuyers highly appreciate and value.

Consider marketing this story to your customers, because every door manufacturer and door dealer can benefit from touting the results of the 2025 Cost vs. Value Report. And, based on 2025's ROI values, every homeowner could potentially profit from a door replacement. ■



*The report's definition of garage door replacement: "Remove and dispose of existing 16x7-foot garage door and tracks. Install new four-section garage door on new heavy-duty galvanized steel tracks; reuse existing motorized opener. New door has a lifetime warranty, and is made with high-tensile-strength steel with two coats of factory-applied paint, is foam insulated to minimum R-12, and includes thermal seals between pinch-resistant panels. Windows in top panel are 1/2-inch insulated glass. Hardware includes galvanized steel hinges and ball-bearing urethane rollers."

*The report's definition of steel entry door replacement: "Remove existing 3-0/6-8 entry door and jambs and replace with new 20-gauge steel unit, including a clear, dual-pane half-glass panel, jambs, and aluminum threshold with composite stop. Door is factory finished with same color both sides. Exterior brick-mold and 2.5-inch interior colonial or ranch casings in poplar or equal prefinished to match door color. Replace existing lockset."

Source: ©2025 Zonda Media, a Delaware Corporation. Complete data from the Remodeling 2025 Cost vs. Value Report can be downloaded for free at www.costvsvalue.com.