



The 2013 Carriage House Door Sales Report

# Survey Reveals Popular Carriage House Styles, Ideal Customer

One out of every five residential garage doors sold today in North America is a carriage-style door. That is one of the findings of a new nationwide survey of door dealers conducted in early August by Door & Access Systems newsmagazine.

The survey also revealed (1) the most popular carriage door styles and (2) a demographic description of the homeowner who is most likely to pay more for a carriage-style garage door.

#### **Sales Triple Since 2005**

According to the survey, carriage house doors now account for 19 percent of the typical North American door dealer's residential garage door sales. In 2005, our first survey

revealed that 6.4 percent of dealers' residential garage door sales were carriage doors. That number has been continually increasing and has tripled to 18.8 percent in 2013. (See survey methodology at the end of this story.)

"I believe the increased popularity of the carriage house design is due to the closing of the price difference between them and traditional doors," said Wayne Pawlowski of Garage Door Guy in Barnegat, N.J. "Homeowners are also tired of the plain-vanilla look of traditional doors."

#### **The Secret Is Steel**

Our survey asked dealers, "Of all the carriage-style doors you sell, what door-section material do you sell most often?"

## The Likely Carriage House Door Customer

Of all the demographic categories below, which one describes the customer who is most likely to pay more for a carriage-style door? (Check all that apply.)



About six out of 10 dealers (59 percent) checked the box that said, “steel sections with a stamped design,” while three out of 10 (31 percent) checked “steel sections with overlays.” Together, 89 percent of dealers said that steel was the most common material for the door sections, while 9 percent said wood and 1 percent said aluminum sections with overlays.

“My customers like the upscale look and the affordability of the stamped steel carriage house doors,” said Lynne Gramling of Overhead Door Company of Johnstown, Pa. “A variety of colors, window designs, and decorative hardware make these doors very desirable.”

### The Most Popular Styles

Seeking to learn whether homeowners are attracted to a particular look, we then asked dealers, “What is the most popular upscale carriage-style door model you sell?” Not wanting to lead them to identify a particular model, we asked the dealer to type the door manufacturer and the door model.

Remarkably, 27 different manufacturers and 63 different models were mentioned by dealers. This wide range of manufacturers and models identified demonstrates the abundance of carriage house doors available today. Virtually every manufacturer has a carriage style that will meet any customer’s need.

Yet, in this long list of models, it was clear that five particular models were mentioned

more than all the others. Not surprisingly, they come from five of the largest manufacturers.

It’s noteworthy that all five doors are made of steel. Several wood door manufacturers were also mentioned, but less frequently than the makers of steel doors.

The top five models, listed in alphabetical order, are: Amarr Classica, C.H.I. 5200 Series, Clopay Gallery Collection, Overhead Door Courtyard 160/370 Series, and Wayne Dalton Model 9700. Noting that each of these models are offered in dozens of styles and configurations, we present them here to give dealers and manufacturers a visual image of the most popular models in today’s market.

*continued on page 38*

*continued from page 37*



### **Amarr Classica**

Launched in January of 2004, Amarr's Classica features a unique three-section design with many optional patterns that are pressed into the steel without the use of overlays. All Classica doors are 2" thick and come uninsulated or with polystyrene or polyurethane insulation. Now 10 years old, the expanding Classica Collection continues to add new designs, colors, and options.

*Classica Collection in Northampton design with Madeira windows in walnut and Canterbury handles and hinges.*



### **C.H.I. 5200 Series**

C.H.I. unveiled its 5200 Series Carriage House Doors in 2004. This steel door is typically four sections high in a short- (5200) or long-stamped (5900) steel design with a vertical beadboard look. The door is 2" thick and comes with polystyrene or polyurethane insulation and a variety of decorative hardware, decorative windows, and colors, including the new Accents Woodtones and Images.

*C.H.I. Model 5283 in Dark Oak Accents with optional arched Madison windows and wrought iron hardware.*



### **Clopay Gallery**

In 2005, Clopay launched the Gallery Collection as an entry-level addition to its line of steel carriage house garage doors. These 24-gauge steel doors are available in three thicknesses, 1-5/16", 1-3/8", and 2", insulated with polyurethane or polystyrene, and in a variety of colors and options.

*Clopay Gallery Collection with Arch1 windows in a medium Ultra-Grain finish and with standard hardware.*



### **Overhead Door Courtyard 160/370 Series**

In 2008, Overhead Door introduced its new Courtyard Collection of carriage house garage doors. The Courtyard Collection features polyurethane insulation and many styles and options, but its distinctive features include its overlays and thicknesses: 1" for the 370 Series and 1-3/8" for the 160 Series.

*Overhead Door Courtyard Collection Model 166T in sandstone with sandstone overlays, Stockbridge windows, and spear handles.*



### **Wayne Dalton 9700**

Wayne Dalton launched its Model 9700 Series of steel carriage house doors in 2004. A polyurethane-insulated steel door with overlays, the 1.57"-thick 9700 comes in three sections on 7'-high doors and four sections on 8'-high doors. It is available in a wide variety of carriage house designs with many window, paint, and stain options.

*Wayne Dalton Model 9700 Charleston with two-tone paint finish, 6-window square, and Spear decorative hardware.*

*continued on page 40*

EVERY INSTALLER • EVERY DEALER • EVERY HOMEOWNER • EVERY UNIT



# EVERY ONE COUNTS

## RESIDENTIAL GARAGE DOOR OPENER INSTALLATION SWEEPSTAKES

In November 2013 a single Genie residential garage door opener will make  
one installer, one dealer and one home owner each a winner...

**\$10,000 CASH** **\$10,000 CASH**

**INSTALLER  
GRAND PRIZE**



**DEALER  
GRAND PRIZE**

### HOW IT WORKS:

- 1 REGISTER**  
Go online and register at: [www.GenieRegistration.com](http://www.GenieRegistration.com)
- 2 INSTALLER: INSTALL**  
Install as many Genie residential garage door openers as possible  
**DEALER: PROMOTE**  
Encourage your installers to install Genie residential garage door openers
- 3 SUBMIT**  
Submit the serial number of each installed garage door opener on-line.  
Each installed Genie opener will count as **one entry** in the sweepstakes.  
**Submit entries to: [www.GenieRegistration.com](http://www.GenieRegistration.com)**  
**SWEEPSTAKES RUNS: May 8 – November 22, 2013**  
**DRAWING: On or about November 29, 2013**

### WINNING

ON OR ABOUT NOVEMBER 29 **ONE ENTRY**  
WILL BE DRAWN AT RANDOM.

- ▶ **INSTALLER:**  
If your submitted serial number  
is drawn **YOU WIN \$10,000!**
- ▶ **DEALER:**  
If the serial number your installer submitted  
is drawn **YOU WIN \$10,000!**
- ▶ **HOME OWNER:**  
If the serial number of your installed Genie residential  
unit is drawn **THE HOMEOWNER WINS \$500!**

#### ABBREVIATED RULES

GENIE EVERY ONE COUNTS RESIDENTIAL GARAGE DOOR OPENER INSTALLATION SWEEPSTAKES

NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR WIN THIS SWEEPSTAKES. PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. VOID IN PUERTO RICO AND WHERE PROHIBITED.

Sweepstakes begins 12:00:01 AM Eastern Time (ET) May 8, 2013 and ends at 11:59:59 PM ET November 22, 2013. Open only to persons who are Professional Installers and Dealers of Residential Garage Door Openers and are legal residents of the United States and District of Columbia who are at least 18 years of age or the age of majority at the time of registration. Not open to general public. See complete Official Rules available at [www.genieregistration.com](http://www.genieregistration.com) for free entry information, winner selection process, prizes and other details. Limit of one (1) registration per person. Limit of one (1) prize per person/family/household/business entity. Odds of winning depend on total number of eligible entries received.

Sponsor: GMI Holdings Inc. DBA The Genie Company, Mount Hope, OH 44660

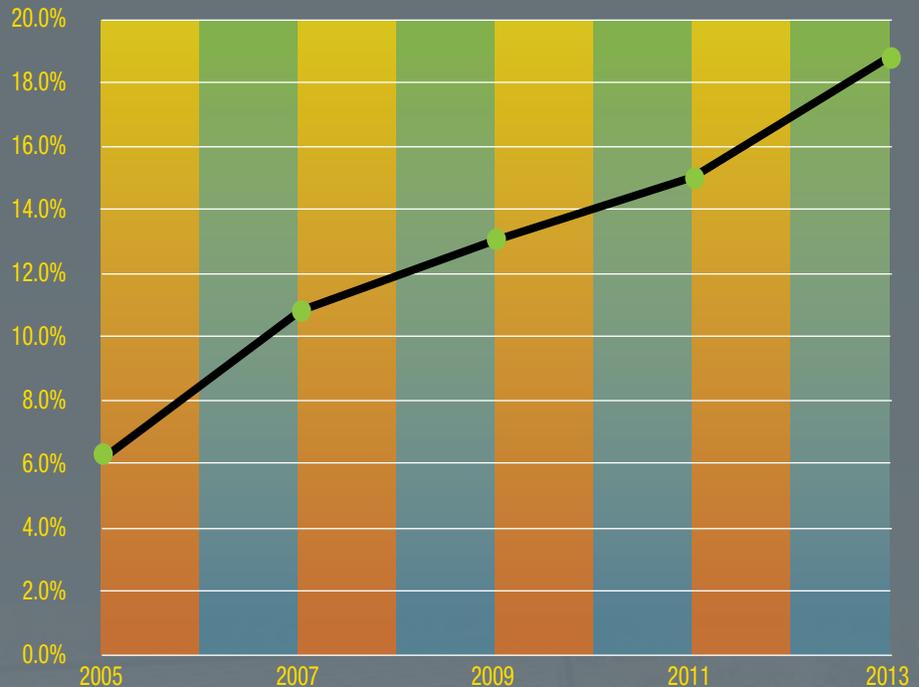
Register Today!

[www.GenieRegistration.com](http://www.GenieRegistration.com)

# Carriage House Door Sales as a Percentage of the Residential Market

## SURVEY DETAILS

- The 2013 online survey was conducted Aug. 3-13, 2013. Email invitations were sent to 1,996 garage door dealers throughout the United States and Canada. A total of 225 dealers (11%) responded, which is consistent with the 2011 study.
- The survey defined a carriage house door as “any sectional garage door that appears to swing open via side hinges. It can be made of steel, wood, aluminum, vinyl, fiberglass, or any composite material.”
- The survey’s final averages (2005 = 6.1%, 2007 = 10.8%, 2009 = 13.0%, 2011 = 15.1%, 2013 = 18.8%) were calculated by taking the average percentage of each range offered in the survey. For example, when dealers said their carriage house door sales were “1-3%,” we assigned each of those dealers a sales percentage of 2%. When they checked “7-10%,” we assigned them a percentage of 8.5%. If “16-20%,” then we assigned them 18%, and so on.



*continued from page 38*

As a general rule, all manufacturers offer carriage house doors in a multitude of styles, configurations, and price points, giving customers an almost endless range of choices. “I like the fact that there is a carriage house door for every budget, and it does not cost a lot to enhance it,” said Rob Jones of Best Overhead Door, Tualatin, Ore.

## The Most Likely Customers

For the first time, our survey asked dealers, “Of all the demographic categories below, which ones describe the customer who is most likely to pay more for a carriage-style garage door?” Listed were various customer characteristics pertaining to age, sex, and population type.

Dealers identified women as much more likely to pay more than men, as 65 percent of respondents said women were more likely, while only 21 percent said men were.

When it comes to age, the most likely carriage house door customer is someone in the 40-49 age bracket (67 percent) followed by 50-59-year-olds (48 percent).

We also asked if the likely carriage customer lived in an urban, suburban, or rural area. Almost half of dealers (46 percent) identified the suburban customer as the most

likely to pay more for a carriage door. Rural customers were checked by 19 percent of dealers, while urban customers collected 16 percent of the vote.

Thus, a 40- to 60-year-old suburban woman is a top prospect for an upscale carriage house-style door.

## Other Key Findings

Survey responses to the question, “Why do customers buy a carriage-style door?” were consistent with the 2011 survey. The top reasons continue to be, “They love the look” (80 percent), “They like having something different than other homes in their area” (69 percent), and “It increases the curb appeal of their home” (62 percent).

As in 2011, we also asked, “Why don't you sell more carriage-style garage doors?” The 2013 responses were remarkably consistent with those from 2011, with one notable exception. In 2011, 41 percent of dealers said, “The bad economy discourages customers from upgrading to a carriage house door,” but in 2013, that number dropped to 24 percent.

Other than that response, the top three reasons for not selling these doors are the same:

- Carriage-style doors are suitable only for limited home designs. (50 percent)

- Steel raised-panel doors are cheaper. (45 percent)
- Carriage house doors are too expensive. (37 percent)

A few dealers added a comment about problems caused by delayed delivery. George Chandler’s response (Chandler Garage Door Service, Fremont, Calif.) summarized this point: “Steel door manufacturers need to stock more doors. Most installations take place in a few days, and customers do not want to wait a few weeks for their door to arrive.”

## “An Easy Sell”

On the whole, dealers continue to increase their sales of carriage house-style doors. Most dealers have embraced them wholeheartedly as they seek to find the right door solution for each customer.

“I always talk about carriage-type doors, depending on home location, style of house, neighborhood, and if the door would add curb appeal to the home,” said Randy Schmitt of All Purpose Door, St. Louis, Mo. “It is usually an easy sell once these factors are answered.” ■

*To comment on this story, send an email to the editor at [trw@tomwadsworth.com](mailto:trw@tomwadsworth.com).*