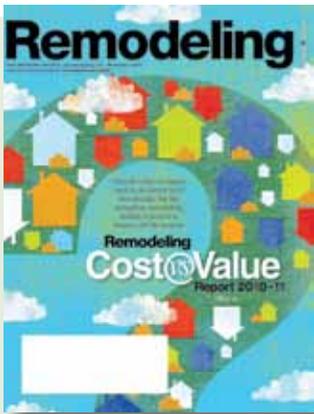


Reporters Praise Garage Door Replacement



As we reported in the cover story of our winter issue, the #2 ranking of “garage door replacement” in Remodeling magazine’s 2010 “Cost vs. Value Report” has the potential to greatly enhance sales of garage doors.

Since November, the excellent value of a garage door replacement has been widely reported in scores of news media outlets throughout the nation (see abridged list below). In other words,

without our industry spending a single dime for advertising, garage doors are being praised in the press as an ideal home renovation project.

What Reporters Are Saying

Here is a short list of quotations taken from the articles.

“An average garage door replacement costs a little over a grand and can impact your curb appeal in a very positive way. It’s an easy way to update your house.”

– CBSMoneyWatch.com, Dec. 17, 2010

“Looking for the home improvement with the best return on investment? Try a new front door or garage door. You may even cut your energy bills.”

– MarketWatch, Feb. 3, 2011

“In Hawaii a new garage door costs a bit more than \$1,500 to install and adds an estimated \$2,769 to the value of your home, a bump of a whopping 180.8 percent.”

– Honolulu Star Advertiser, Jan. 24, 2011

“The midrange garage door replacement ... is expected to recoup 83.9 percent of costs. Curb appeal remains king – it’s the first thing potential buyers notice when looking for a home, and it also demonstrates pride of ownership.”

– Dallas Morning News, Jan. 9, 2011

Headline: “Need instant curb appeal? Replace your garage door”

– Deseret Morning News (Salt Lake City), Jan. 2, 2011

“An updated garage door that not only looks good but functions well and saves energy will leave a great first impression for guests or prospective buyers.”

– Deseret Morning News (Salt Lake City), Jan. 2, 2011

“If you want the most bang for your buck on home improvements when you resell, stick to exterior projects. Those are the upgrades that have curb appeal – the first thing a potential buyer notices when looking at your house.”

– New York Newsday, Dec. 21, 2010

“The two projects, based on data and costs for the Los Angeles area, that will return more than what is spent on them for a midrange home are replacing the garage door and replacing the entry door ... A new garage door estimated cost is \$1,609, and it adds an estimated \$1,647 to resale value.”

– Orange County Register, Nov. 26, 2010

11 Million and Growing

The following is an abridged list of news sources that have specifically mentioned garage doors as a cost-effective home improvement project. The articles below have been exposed to more than 11 million people.

News Media	Publication Date	Impressions
San Jose Mercury News	Jan. 3, 2011	1,656,837
Dallas Morning News	Jan. 9, 2011	1,552,205
Orange County Register	Nov. 26, 2010	1,232,292
MSNBC	Dec. 15, 2010	1,158,289
New York Newsday	Dec. 21, 2010	994,103
Deseret Morning News (Salt Lake City)	Jan. 2, 2011	760,673
Fort Worth Star Telegram	Jan. 9, 2011	748,340
Charlotte Observer	Nov. 20, 2010	573,755
CBSMoneyWatch.com	Dec. 17, 2010	543,660
CNNMoney.com	Nov. 16, 2010	445,971
Forbes.com	Feb. 11, 2011	425,838
Honolulu Star Advertiser	Jan. 24, 2011	321,134
REALTOR Magazine	Jan. 2011	303,033
Fort Lauderdale Herald Tribune	Feb. 12, 2011	297,133
Boston Globe	Dec. 14, 2010	178,687
MarketWatch (video)	Feb. 3, 2011	166,305
Philadelphia Inquirer	Nov. 29, 2010	157,501

WHAT YOU CAN DO

- For Your Customers:**
 Copy this article and give it to your customers.
- For Your Sales Staff:**
 Make sure your sales staff understand and use the report (see www.costvsvalue.com).
- For Your Advertising:**
 Broadcast our #2 ranking in your local advertising.
- For Spring Selling:**
 Make this topic a key part of your spring selling season.