

BEFORE



AVERAGE PERCEIVED VALUE OF HOME: \$532,083

AFTER



AVERAGE PERCEIVED VALUE OF HOME: \$547,858 (+\$15,775)



A NEW FRONT DOOR.
A BIGGER FIRST IMPRESSION.

IN A VISUAL HOMEOWNER STUDY,
UPGRADED ENTRYWAYS LIFTED
PERCEIVED HOME VALUE BY ABOUT 2-3%**.



BEFORE

AVERAGE PERCEIVED VALUE OF HOME: \$554,474



AFTER

AVERAGE PERCEIVED VALUE OF HOME: \$565,489 (+\$11,015)



BEFORE

AVERAGE PERCEIVED VALUE OF HOME: \$559,818



AFTER

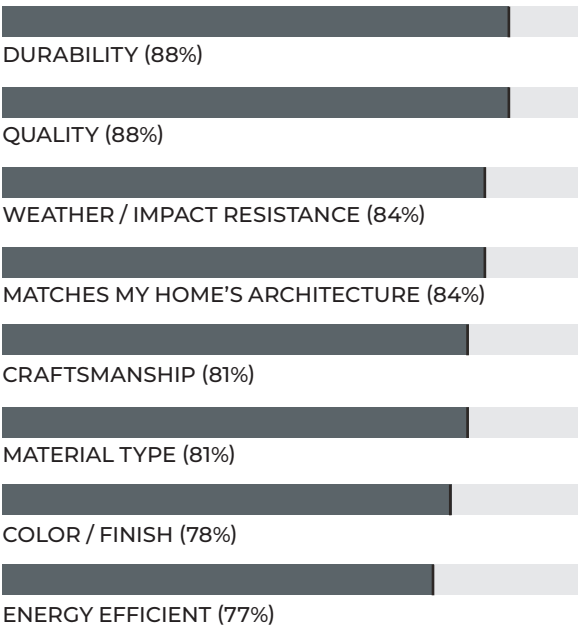
AVERAGE PERCEIVED VALUE OF HOME: \$576,269 (+\$16,450)

WHY HOMEOWNERS DON'T SKIP THE DOOR

- Upgraded entryways increase perceived home value by about 2–3%, according to a visual homeowner study
- Upgraded entries improve first impressions and "welcoming" perceptions across multiple doorway concepts
- Entry doors aren't just products — they're value multipliers: first impressions, resale appeal, buyer satisfaction

**\$10,000 - \$16,000 value is based on a home price of \$350,000. Not a guarantee of investment returns, increase in value, or selling price. Results may vary based on region, door style and home style. Study was commissioned by ODL and conducted by Hanover Research, an independent research provider.

BEAUTY MEETS PERFORMANCE—CRAFTED GLASS, DURABLE MATERIALS, AND A RANGE OF DESIGNS BUILT TO LAST.



REVEAL THE SURVEY RESULTS



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