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FOR IMMEDIATE RELEASE

GARAGE DOOR UPGRADE CONTINUES TO RETURN HOME RENOVATION VALUE
Insulated Garage Doors Offer Sales Opportunity for Dealers

Lewisville, Texas (May 9, 2012) – Garage door distributors will find good news in results from a recent national home renovation study, thanks to findings that reveal garage door replacement continues to be one of the best value renovations homeowners can make.

For the second year in a row, the [Cost vs. Value Report](#), published by *Remodeling Magazine*, found that homeowners who upgrade their garage door to either a mid-range or upscale model will reap one of the best returns on investment (ROI) for home improvement projects. At 71.9 percent on average, mid-range garage door replacement is a top-five improvement for returning value at resale, ahead of both bathroom and major kitchen remodels. Meanwhile, an upscale garage door replacement delivers a 71.1 percent ROI, making it the second highest-rated upscale improvement.

“Garage door replacement remains one of the best investment decisions homeowners can make,” said Ali Isham, Brand Manager of Wayne-Dalton. “At a relatively low cost, this investment can greatly enhance a home’s curb appeal and improve resale value while reducing both maintenance and operational costs of the homeowner.”

A world leader in the garage door industry, Wayne-Dalton’s Model 8300 and 8500 insulated steel garage doors add both beauty and increased efficiency to a home. Available in a range of prices and colors, Model 8300 and 8500 garage doors are insulated with Wayne-Dalton’s polyurethane foamed-in-place insulation, providing excellent insulating ability to control energy costs. With features that block drafts and help save energy, Model 8300 and 8500 garage door systems remain one of the top garage door systems for protecting homes against adverse weather conditions and energy loss.

“As homeowners choose to upgrade their old garage doors, dealers have the opportunity to explain the value and benefits of insulated garage door systems to the consumer,” said Isham. “The innovative features available on garage doors today help reduce high energy expenses and enhance a home’s exterior, offering long-lasting improvements for the homeowner both in and outside the home.”

The 2011-2012 survey found that garage door replacement was again among the top five value-returning projects among 35 most common home renovations. The survey came to this conclusion after evaluating a typical \$1,500 cost to replace a basic garage door with a mid-range garage model. The survey determined the value of that replacement at home sale to be nearly \$1,100, which equates to a 71.9 percent ROI and makes it the fourth highest-rated project a homeowner can undertake. Meanwhile, the roughly \$3,000 cost to replace a mid-range garage door model with an upscale one had an estimated value at sale of about \$2,130, equating to a 71.1 percent return.

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Now in its 25th year, the Cost vs. Value Report is conducted in partnership with the National Association of Realtors (NAR). The study asks NAR members nationwide to evaluate a variety of home remodeling jobs and then project the ROI homeowners could expect to receive when they sell their homes. The study details not only the national average value returned on common renovation projects, but the expected ROI in nine U.S. regions and 80 U.S. cities. For access to detailed renovation data on the go, an [iPhone-app](#) is also available through the Apple iTunes store.

Hanley Wood, publisher of *Remodeling Magazine*, conducted the survey via email. Surveys contained project descriptions, construction costs and median home price data for each city and were sent to more than 150,000 appraisers, sales agents and brokers. Survey respondents were asked to use this information to estimate the value that the remodeling projects would add to the house at resale in the current market, assuming that the project was recently completed. For each project, the value data (“cost recouped” in the tables) are aggregated for estimates provided by NAR members.

About Wayne-Dalton

Wayne-Dalton, a division of Overhead Door Corporation, is a world-class leader that has designed and manufactured residential and commercial garage doors for over 50 years. For dealers, the company is known as a proactive business partner that prides itself on providing a wide variety of easy-to-install innovative products and smart sales tools that help them grow their business. At the same time, Wayne-Dalton simplifies the purchase process by providing a full range of door options and styles through conveniently located dealers. Nine manufacturing facilities, over 70 Sales Centers, and over 2,000 independent dealers, both domestic and international, ensure unmatched distribution. Wayne-Dalton continues to expand its offering into other building material categories, and offers a complete line of Fabric Shield Storm Protection Products. For more information, visit www.Wayne-Dalton.com.

About Overhead Door Corporation

Overhead Door Corporation, based in Dallas, Texas, is a leading manufacturer of doors and openers for residential, commercial, industrial and transportation applications. The company has five divisions: Access Systems Division (ASD), which features the Overhead Door and Wayne-Dalton brands; The Genie[®] Company, manufacturer of remote-controlled garage door opening systems; Horton Automatics, a manufacturer of automatic entrance systems; TODCO, the largest producer of truck doors for the transportation industry and Creative Door Services, Western Canada’s leader in providing door products and services to the residential, commercial and industrial markets. Overhead Door Corporation created the original overhead garage door in 1921 and the first electric garage door opener in 1926. Overhead Door now employs more than 3,500 people, has 22 manufacturing facilities, 78 regional sales and service and installation centers and more than 5,000 distributors and dealers that service national builders, national accounts, architects, general contractors and homeowners, as well as major retailers in the U.S. and Canada. Overhead Door Corporation is a subsidiary of Sanwa Holdings Corporation of Tokyo, Japan. For additional information, visit www.overheaddoor.com, our Facebook page or follow us on Twitter.

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