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## THE GARAGE DOOR – THE NEW FRONT DOOR

Garage door as a hot new fashion statement? Absolutely! Because so many homes are now built with the garage door as THE most prominent feature, style-conscious Americans are replacing old, drab doors with fashionable new garage doors to increase their home's curb appeal.

Let's face it – you don't get a distinct personality when you buy into a development. Your garage door looks pretty much like every other garage door on your street.

A trendy new garage door is not only a fashion statement, it says something about your personality. You're unique. You've got style and flair. Unless you're selling your house, you've got to look at that huge garage door day in and day out as you come and go. Why not liven it up with a stylish new look?

### Hot New Garage Doors Add Dollars to Home Value

Garage door makers heard the demand for more decorative doors, and boy, have they answered! You can now choose from more than a thousand different looks in elegant and stylish carriage-house doors.

"People are definitely becoming more style-conscious when replacing their garage door," said Chris Long, editor of *International Door & Operator Industry*, a garage door industry magazine.

And replacing your garage door with a new upscale model just may boost the resale value of your home. A recent online survey revealed that a whopping 71% of homeowners who recently replaced their garage door believe it definitely increased the value of their home.

It makes sense. For most homes, garage doors take up 30 percent of the front view of the home. With one easy purchase, you can add dazzle to a major portion of the curb appeal of your home.

And with professional installation, the job can be done in a few hours. But don't try to install the door yourself. It's a complex and dangerous task. A professional door dealer can help you find the right look for your home and install the door correctly, quickly and safely.

### More Than Just a Pretty Face

There's more to new garage doors than just beauty. We use the garage door as the main way to get in and out of our homes more than ever. Another survey said that 71 percent of homeowners use their garage door openers to get in their homes every day. The key to the front door is now the garage door's remote control.

It's just more convenient. Getting in through the garage makes it easy for us to get groceries into the kitchen. You can leave muddy shoes or boots and drenched coats in the garage and keep your house cleaner. And with a keyless entry pad, you don't have to fiddle with a key, and neither do your kids.

"Once you have a keypad, you'll never go back. It's a small luxury that quickly becomes a necessity," said Tom Wadsworth, editor of *Door & Access Systems*, another industry magazine.

And you can kick-up your garage door opener as well with a battery back-up system so that even in a power outage, you're good to go – in or out of your home, that is. Your kids will never be locked out of your home in a storm again, even in an extended outage.

### **Accessorizing Access**

Would you like your garage door opener to switch on lights in your home as you're pulling up the driveway? Or alert you if you left the garage door open? It's all now possible with new garage door accessories. You can even make a fashion statement with your garage door remote by customizing it to match your car's interior.

And once you're inside your garage, there are attractive new organizers and storage units, rubberized flooring for a smooth entry, and appliances designed just for the garage. "The garage has become the new focus of home makeovers," added Wadsworth. "The garage is no longer the junkpile of the home. Today's homeowners want an organized, clean garage that looks great, inside and out."

For the latest information, be sure to keep checking [GarageWowNow.com](http://GarageWowNow.com)!