

NCDC newsletter

More than just garage doors. Your partner for success.

GARAGE DOORS: A POSITIVE RETURN ON INVESTMENT



Improve the Look of your Home with a New Garage Door

No matter the home improvement or remodeling magazine or website, time and time again, surveys and reports show how a new garage door is a great investment for homeowners compared to other home renovation projects. In fact, most surveys show a ROI of 77% - 92%!

Affordable Curb Appeal

Whether your customers choose a North Central Door Special Reserve, Aspen Ridge, Forest Bay or Timberland collection door, they will immediately improve their curb appeal while adding a premium built garage door. Plus, replacing a garage door is more affordable for homeowners compared to other home renovation projects.

Besides being a good value, homeowners choose a new garage for several reasons:

- Competitive real estate markets – updating the look of their home
- Safety and security
- Features such as having windows and thermal construction



Thinking about a new door?

Go to: www.NorthCentralDoor.com and click on **DOOR DESIGNER** to design your door! Upload a photo of your garage door to see what style, color & window options work for you.

Return on Your Investment

According to the most recent Realtor® Remodeling Impact Report, a new garage door provides an 87% score for appealing to potential home buyers. Also, according to the same survey, homeowners themselves are 95% satisfied in choosing a new garage door. Plus, a new garage door was the second-lowest product investment in the survey.

The Remodeling.com Cost Vs Value report shows similar findings. A midrange garage shows a 77% ROI while an upscale door offers an 85% ROI. Again, a new garage door was one of the lower priced investments for homeowners in this survey.

In the end, it's a win-win for both homeowners and NCD dealers. Homeowners will be satisfied investing in a product that not only helps create a positive first impression for their home, it provides good value and a strong ROI. For you, our dealers, you have the opportunity to sell a high quality and appealing garage door and accessories, plus the opportunity to build a strong customer relationship to grow into other home improvement products and projects!



ABOUT NORTH CENTRAL DOOR AND OUR VALUES

Every day, thousands of times a day, in locations across the upper Midwest, North Central Door's residential and commercial garage doors are used to gain access into homes and businesses in a variety of conditions, environments and uses. We're proud of that fact. Founded over 50 years ago, North Central Door began as a small company wanting to build a better garage door. With each success, we increased our manufacturing capacities, grew in staff and industry expertise, strengthened our relationships with customers and partners, and expanded our reach throughout our home state of Minnesota and across the Great Plains.

Today North Central Door continues to be a growing company that hasn't forgotten its roots. We look forward to creating and building lasting partnerships and personal relationships with our dealers and distributors, backed with hands-on customer service and an experienced sales team. As a North Central Door dealer, you'll truly experience a difference in prompt communication, partnership involvement and product knowledge.

Sincerely,
Steve Palmer - President/CEO



Steve Palmer
President/CEO
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Signature quality and innovation since 1966.