

A NEW GARAGE DOOR PAYS FOR ITSELF... TWICE

New national study reveals highest-ever ROI for garage and entry doors

By Vicki Jones, Editor

Editor's note:

The ROI for garage door replacements in 2024 takes the "profit" we reported last year and blows it out of the water. Find out just how fantastic of an investment a garage door can be in the following Cost vs. Value Report results.



Spread the word! Replacing a garage door has never been more cost-effective. It not only pays for itself, but you can also potentially double your investment dollars.

In the 2024 Remodeling Magazine Cost vs. Value Report (www.costvsvalue.com), the approximate \$4,513 cost of a garage door replacement delivered an estimated resale value of \$8,751, which equates to a whopping 193% return on investment (ROI). The return is almost double the 103% ROI reported last year and helped place the “garage door replacement” project back on top of the Cost vs. Value (CVV) project list. The “entry door replacement [steel]” project took second place with a 188% ROI.

Remodeling Magazine’s survey examines typical home improvement project costs and the value each project adds to the sale price of a home. The 2024 report calculated the average cost versus value for 23 popular remodeling projects in nine U.S. regions and 150 U.S. markets. The two door projects included in the study ranked first and second for ROI.

Garage doors take back number one spot

Garage door replacements have consistently ranked in the top five ROI projects since first being included in the 2010 CVV report, and it has had the highest ROI of all projects for seven out of the past eight years.

Last year, the new “HVAC conversion | electrification” project narrowly edged out the garage door replacement project for the number one spot. In 2024, the HVAC

DOUBLE YOUR INVESTMENT

LET YOUR CUSTOMERS
KNOW THAT A GARAGE
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project fell to #12 with a 66% ROI. Garage door replacement, however, not only reclaimed its reigning number one position, but it did so convincingly, earning an astounding 194% ROI.

ROI soars for both doors

The overall cost-value ratio for all 23 projects is not only impressive but notably higher than the dismal ROI numbers seen in 2023. The average ROI for all 23 projects in 2024 was 75%.

The two projects with the highest average ROI are the garage door replacement project (194%) followed by the steel entry door replacement project (188%).

Entry door ROI is on the rise. We saw a significant increase from 2022 (64%) to 2023 (101%). In 2024, the entry door project jumped again to 188%. It also continues to remain the least expensive project on the CVV project list at \$2,355. As a relatively cheap upgrade with extremely high ROI, replacing your entry door is an upgrade that offers a big bang for your buck.

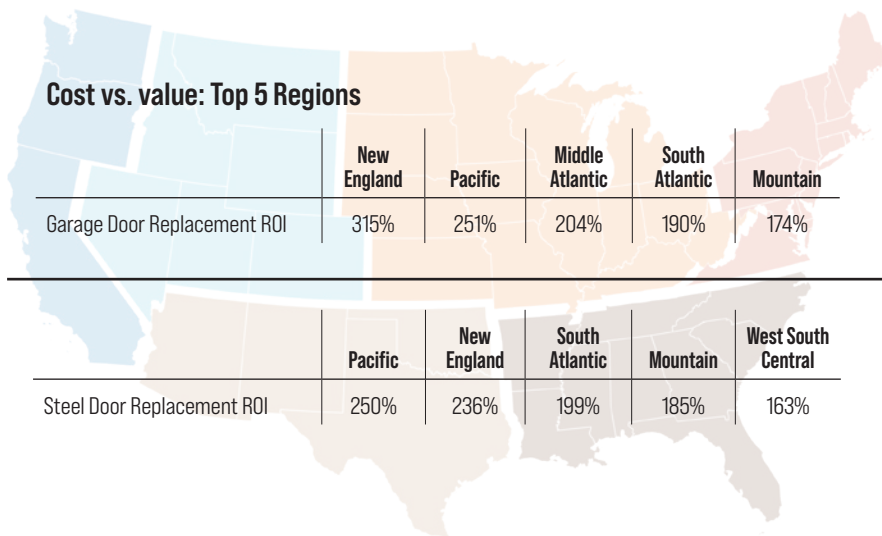
Incredible garage door ROI nationwide

In 2024, the garage door replacement project exceeded 100% ROI in every region. The West South Central region had the lowest (if we can even say low) with a 149% ROI, and the New England region had the highest with an incredible 315% ROI.

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2024 Top 5 Projects	Type of project	Cost	Recouped Cost
#1 Garage Door Replacement	Exterior	\$4,513	194%
#2 Entry Door Replacement (Steel)	Exterior	\$2,355	188%
#3 Manufactured Stone Veneer	Exterior	\$11,287	153%
#4 Grand Entrance (Fiberglass)	Exterior	\$11,353	97%
#5 Minor Kitchen Remodel (Midrange)	Interior	\$27,492	96%

Source: Cost vs. Value Report (www.costvsvalue.com)



Standout regions

Although all regions produced an impressive ROI, there were two regions that stood out — door dealers who work in these markets should take note. According to the 2024 Cost vs. Value Report (www.costvsvalue.com), garage door replacements in the New England and Pacific regions tend to produce a higher ROI compared to those of any other region in the U.S.

Six of the six cities in the New England region and 15 of the 15 cities in the Pacific region generated a return that more than doubled the cost of the garage door replacement project. The national average ROI for a garage door replacement is 194%. Of the nine regions evaluated, these two topped the list:

#1: New England (Conn., Mass., Maine, and Vt.): Cost recouped — 315%

No other region's ROI was close to New England's. A garage door replacement was the number one project in New England, returning a whopping 315% of its cost. Every city in the region had a return of 249% or higher.

#2: Pacific (Calif., Ore., and Wash.): Cost recouped — 251%

In the Pacific region, a garage door replacement was also the number one project of all 23 projects, returning 251% of its cost.

Projects that pay

2023 marked the first time ever that garage door replacement returns surpassed 100%. In our summer 2023

cover story, "Door replacements — a profitable upgrade," we touted how the garage door replacement project exceeded 100% ROI and for the first time could be considered a profit-generating upgrade.

In 2024, the ROIs for garage and entry doors put last year's numbers to shame. With a 194% and 188% ROI, respectively, the two door projects don't just generate some returns, they almost double a homeowner's investment dollars compared to last year. The CVV summary said, "These 'hot returns' are the highest in the history of the Cost vs. Value report."

Right now, the value add for replacing a garage or entry door is astounding. Not only can customers upgrade their exterior door and improve their curb appeal — they can actually make money doing so.

Clopay Vice President of Residential Marketing Justin Evans said, "If homeowners have money to spend on curb appeal projects, replacing the garage door should be at the top of the list based on the return on investment."

An even better bang for your buck

In addition to their notable ROIs, both garage and steel entry door projects are inexpensive compared to the other exterior projects included in the report. At an average cost of only \$4,513, a garage door replacement costs nearly three times less than the average cost of an exterior project (\$17,506). A steel entry door replacement is even more of a deal — with an average cost of \$2,355, it costs seven times less than the average exterior project.

Additionally, during a time when everything seems to be increasing in price, the average cost of the garage door project increased by

only \$211 from 2023 to 2024, and the entry door project rose by only \$141. So, compared to other home improvement projects, replacing an entry or garage door is a phenomenal deal and remains a relatively inexpensive upgrade.

The price is always right

Job costs for garage door projects have increased less than every other exterior remodeling project.

Exterior Project	Job Cost Increase (From 2010-2024)
Garage Door Replacement	27%
Roofing Replacement/Metal	29%
Window Replacement/Wood	41%
Roofing Replacement/Asphalt Shingles	44%
Grand Entrance/Fiberglass	47%
Siding Replacement/Fiber - Cement	54%
Manufactured Stone Veneer	58%
Deck Addition/Wood	61%
Entry Door Replacement	93%

Note: No cumulative data was available for the following exterior projects: "Siding Replacement (Vinyl)" and "HVAC Conversion | Electrification".

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IF HOMEOWNERS HAVE MONEY TO SPEND ON CURB APPEAL PROJECTS, REPLACING THE GARAGE DOOR SHOULD BE AT THE TOP OF THE LIST BASED ON THE ROI.

KEY 2024 STATISTICS FOR DOORS

- A garage door replacement in the New England region offers the best ROI in the country, returning an average of 315% of its cost.
- The garage door replacement project ROI skyrocketed from 103% in 2023 to 194% to 2024.
- The entry door replacement project ROI increased from 101% in 2023 to 188% in 2024.
- The garage door replacement cost of \$4,513 is nearly three times less than the average cost of an exterior project (\$17,506).
- Garage door and steel entry door replacements and manufactured stone veneer projects had a ROI of 150% or higher. The remaining 20 projects examined were under 100%.

Over time, the garage door replacement has maintained a fantastic price point compared to other exterior projects. “Door dealers are competing against other remodeling projects, and they’re in a great spot to sell garage doors,” said Evans. The 2010 Cost vs. Value Report (www.costvsvalue.com), reported that the average job cost of the garage door replacement project was \$3,545 with a 70% ROI. In 2024, the average cost is \$4,513 with a 194% ROI.

So, in 14 years, the cost of the door project has increased by 27%, yet the ROI has increased 177%. The only other project that costs less is the entry door replacement project.

The garage door project has seen a minimal price increase over the years, especially

IN 14 YEARS, THE COST OF THE GARAGE DOOR PROJECT HAS INCREASED BY 27% YET THE ROI HAS INCREASED 177%.

compared to other projects in the CVV study. For example, while garage door job costs increased 27% since 2010, the manufactured stone veneer upgrade had a 58% job cost increase. Both exterior projects have consistently generated high ROI, but garage doors are obviously far more cost-effective.

Exterior projects still reign

Exterior home projects once again dominated – nine of the top ten projects evaluated in the CVV were exterior upgrades. The average ROI for the 11 exterior projects was 108%, while the 12 interior projects had an average ROI of 45%.

For homeowners, it’s clear. Making upgrades to the exterior of your house offers the best potential ROI. A garage door replacement is

the best remodeling project. “The cost has not gone up much relative to other exterior remodeling projects making it a great value proposition to homeowners. And it pays for itself two times over,” said Evans.

Real estate agents continue to stress the importance that home buyers place on a home’s curb appeal. So, investing in exterior projects like door replacements is a smart and significant value-add upgrade for home sellers.

In Amarr’s “A breakdown of the Cost vs. Value Report,” Todd Tomalak, a principal of Zonda Advisory, said, “A new garage door or new entry door can make a pronounced difference and it could be the thing that makes one house stand out against all the others, making the home worth a higher price.”

Everyone benefits

Garage and entry door replacements are the least expensive projects included in the Cost vs. Value Report and the best projects for ROI. They also boost a home’s curb appeal, which we know is a feature that homebuyers appreciate and value.

Amarr’s story highlighted a few of the most popular door options in the CVV report that help generate high values:

- Heavy-duty galvanized steel tracks.
- Durable steel doors.
- Insulated to a minimum of R-12.

Door dealers – spread the word!

Consider sharing our story with your customers, because every door manufacturer and dealer can benefit from touting the results. And, based on the 2024 ROI values, every homeowner can significantly benefit from a door replacement. ■

*The report’s definition of a garage door replacement: “Remove and dispose of existing 16 x 7-foot garage door and tracks. Install new four-section garage door on new heavy-duty galvanized steel tracks; reuse existing motorized opener. New door has a lifetime warranty and is made with high-tensile-strength steel with two coats of factory-applied paint, is foam insulated to minimum R-12, and includes thermal seals between pinch-resistant panels. Windows in top panel are 1/2-inch insulated glass. Hardware includes galvanized steel hinges and ball-bearing urethane rollers.”

*The report’s definition of a steel entry door replacement: “Remove existing 3-0/6-8 entry door and jambs and replace with new 20-gauge steel unit, including a clear, dual-pane half-glass panel, jambs, and aluminum threshold with composite stop. Door is factory finished with same color both sides. Exterior brick-mold and 2.5-inch interior colonial or ranch casings in poplar or equal prefinished to match door color. Replace existing lockset.”

TOP 5 BEST CITIES FOR GARAGE DOOR ROI

Five of the top ten best cities for ROI were in California.

Rank	City, State	Cost Recouped
#1	San Jose, Calif.	351%
#2	Rapid City, S.C.	298%
#3	Los Angeles, Calif.	294%
#4	Burlington, Vt.	286%
#5	Boston, Mass.	282%

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