

LAST CHANCE TO PROMOTE TAX CREDIT HISTORIC OPPORTUNITY ENDS DEC. 31, 2010

earn a
\$1500
tax credit in 2009 & 2010

How often has the government helped you sell garage doors? In case you're unaware, the U.S. government is now helping you sell doors by essentially paying 30 percent of the cost of a qualifying insulated garage door. But it all ends on Dec. 31, 2010.

"To my knowledge, a government incentive of this magnitude has never happened to our industry," says Dan Nixa of Chamberlain, chair of the industry's GarageWowNow committee. "We've spread the word to the industry and to thousands of news media outlets, but I fear that hundreds of door dealers are not promoting this historic opportunity."

An All-Out Effort

"'Get 30 percent off a new garage door,' is a powerful incentive to drive sales," adds Nixa. He says dealers and manufacturers should be making an all-out effort to promote the tax credit during the final months of 2010.

Nixa, a marketing professional for 25 years, urges dealers to promote the tax credit through newspapers, radio, TV, Web, mailers, flyers, or signage. Some manufacturers may have already developed tax credit ads and may be helping dealers pay the advertising costs.

Generating National Publicity

In August, GarageWowNow, the industry's national public relations campaign, distributed a feature story titled, "Time running out to earn tax credits on new garage doors." The story has since been published in dozens of newspapers and on hundreds of news Web sites across the nation.



"Now is your last chance to save 30 percent off the price of an energy-saving curb-appeal-inspiring garage door, courtesy of the U.S. government," says the story. Readers

are urged to go to GarageWowNow.com for details about the credit.

Since the story was developed and funded by DASMA and IDA, door dealers can customize the story and send it to their local media for free publicity. The text of the story is available in the Press Room section at www.garagewownow.com.

Four Reasons to Buy

The article gives homeowners four reasons to take advantage of the tax credit: (1) tax savings, (2) energy savings, (3) improving the home's appearance, and (4) improving the home's value.

With the approach of colder weather in many regions, promotions in October through December can focus on the importance of energy efficiency. After all, saving energy is a primary reason for the tax credit.

In the last five years, curb appeal has also been a successful motivator of garage door sales. "With the government paying 30 percent of the door cost, many homeowners will be motivated to upgrade to a high-end carriage house door," says Nixa.

The GarageWowNow story adds, "Because an attached garage can comprise a third or more of the front of your home, a new garage door can make a dramatic statement." Readers are urged to view the before and after images at GarageWowNow.com to see how new garage doors can greatly enhance the look of a home.

Four Years of Tax Credits to End

The tax credit was first available in 2006 and 2007, but it applied to only 10 percent of the cost of the qualifying home improvement purchase. A homeowner could take a maximum credit of \$500 for purchases made in 2006 and 2007.

In February 2009, however, the tax credit was tripled to 30 percent, offering homeowners three times the incentive to buy qualifying insulated garage doors. The maximum credit is now \$1,500 for purchases made in 2009 and 2010.

The energy tax credit applies to the product cost only, not to labor charges. To qualify, the garage door must be placed in service by Dec. 31, 2010. ■

Which Garage Doors Are Eligible?

Not all insulated garage doors are eligible. The government also requires the following.

- The door must be an insulated residential garage door installed on an insulated garage.
- The door must have a U-factor and a Solar Heat Gain Coefficient (SHGC) equal to or less than 0.30.
- The door perimeter must have a means to control air infiltration.
- The door must be expected to remain in service for at least five years.
- The garage must be part of the taxpayer's principal U.S. residence.

Most garage door manufacturers have posted a list of qualifying door models and the appropriate certification statements on their Web sites.