

# Profit Opportunities

**AWDI  
Approved  
Dealer**

**AWDI  
Certified  
Installer**



# Look What They're Saying about AWDI:

## Consumer Reports Recommends finding Installers at AWDI

"Even the best windows won't deliver the look or comfort you expect if they're installed poorly. Look online for certification from the American Window and Door Institute".

*Consumer Reports Magazine; January 2015:*

<http://www.consumerreports.org/cro/home-windows/buying-guide.htm>

**A.M. Best: AWDI Members and Installers get more favorable insurance rates** "...it is a positive underwriting sign if the insured is a member (of AWDI) and the insured's workers are certified."

*A.M. Best Company's guide to underwriting Risk Insurance.*

*October 2014: <http://www.multibriefs.com/briefs/awdi/Special.pdf>*

## EPA/EnergyStar Version 6 Installation Resource

All of the required elements (for compliance with Version 6) are present when the entirety of the documents are considered *AWDI's WIXSYS Program EPA acceptance confirmation, September 2014. Seek out trained professionals.* Ask about certification from the American Window & Door Institute (AWDI).

*EnergyStar Sept. 2014: [http://www.energystar.gov/index.cfm?c=windows\\_doors.pr\\_buying\\_installing](http://www.energystar.gov/index.cfm?c=windows_doors.pr_buying_installing)*





### Certified Home Services You Can Trust

When you choose an AWDI Certified Professional, you are working with a dealer and installers who have years of proven experience providing service and satisfaction.

**Quality Products. Quality Installation.**  
Endorsed by AWDI Window Fitters Guild.

## AWDI Window 8-Point Service



### ✓ Window and Installation Appraisal

- AWDI Certified Window Consultants assess your window needs and the work to be done.
- Full written estimates for Product and Installation.



### ✓ Careful Removal of the Old Windows

- Complete removal of your old window with minimal disturbance to your interior and exterior walls.



### ✓ Preparation of the Openings

- Opening is cleaned and made free of obstructions.
- All cavities or holes are covered and insulated.
- Wood framing is treated to prevent rot, mold, mildew and insects



### ✓ Installation of Your New Windows

- Each window is shimmed to plumb, level and square.
- Window is properly anchored.
- Interior/Exterior finished equal to or better than at start.



### ✓ Full Comfort Barrier Installation

- Cavity between the new window and the opening is fully insulated, sealed and complete weather management is restored.



### ✓ Clean-up and Disposal of Debris

- Complete cleanup and disposal of your old window and parts.
- Your home is left as clean as we found it.



### ✓ Clean and Inspect Your New Windows

- Each window is checked for proper operation.
- The window is cleaned, labels are removed and any needed adjustments are made.



### ✓ Satisfaction Forms and Warranties

- The AWDI Satisfactory Completion Form is completed.
- All Warranties are reviewed and delivered. Tax or Weatherization Credit opportunities fully explained.



**DONE RIGHT THE FIRST TIME... TO LAST A LIFETIME**

# 5 Ways AWDI Can help You

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- Differentiation
  - Sell Against Your Competition



# 5 Ways AWDI Can help You

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- Consumer Reports Magazine  
Recommendation- *10 straight years!*
  - The most trusted independent consumer magazine/resource says ***trust***  
AWDI Certified Installers



# 5 Ways AWDI Can help You

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- Use Government Registered Certification Mark
  - Same influence as Energy Star or UL Labs and other marks.
  - 2-Free Certifications when you become and Approved Dealer



# 5 Ways AWDI Can help You

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- Enjoy Affiliation with Energy Star Partner
  - Only installer organization recognized by Energy Star, EPA and DOE as stakeholder in Directive 6 initiative in window installation



# 5 Ways AWDI Can help You

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- **Make More Money**
  - Consistent installation even with subs reduces service and call backs
  - More than Double allowable Energy Tax Credit
  - Strong In-Home presentation that completes the sale
  - Offer up-sell installation features and benefits





# Opportunity One- Endorsement

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- When selling intangibles in a competitive market, strong, consumer identified, third-party endorsements can gain leads and sales.



# Opportunity One- Endorsement

- Perhaps the most influential consumer media is:

The screenshot shows the ConsumerReports.org website. At the top, there's a search bar with 'Find Ratings' and an 'A-Z Index' link. Below the search bar is a navigation menu with categories: Cars, Appliances, Electronics, Home & Garden, Babies & Kids, Money, Shopping, and Health. The main content area is titled 'Home windows buying guide' and includes a 'Home window buying guide' section with a 'Last updated: August 2013' note. There are social media sharing options (Like, Tweet, G+) and a 'SUBSCRIBE ONLINE' button. A 'ShopSmart Magazine' advertisement is also visible, along with a 'Check: Manufacturer Sites Industry Groups' section featuring the ANDI logo. The page also includes a 'Getting started' section with a photo of a window and a 'Find Ratings' section with a 'Windows' link.



# Opportunity One- Endorsement

## ■ Look what they' re saying about AWDI members:

...ment names. Use the buying guide to make your selection.

"Stop throwing money out your old windows," some commercials say. With heating costs on the rise, many homeowners may wonder whether aging, drafty windows with efficient, tight-fitting ones.

In addition to reducing your energy bill, new windows can make your home more comfortable. But don't expect to recoup your investment right away. If you now have old-fashioned windows, replacement windows might save you from 10 percent to 25 percent a year for new windows cost from \$7,000 to \$20,000 for an average house, and custom sizes can So it might take 20 years or more before you break even. That's why you might want to windows have deteriorated, when you're remodeling, or when you want windows that are maintain.

Replacement windows have become more energy efficient since insulating features such as Low-E coatings, and inert-gas insulation have proliferated in many manufacturers' lines windows for air and water leakage, durability, and convenience. Here's what we found.

### Finding an installer

Even the best windows won't deliver the look, comfort, or savings you expect if they're installed poorly. Many major window manufacturers, including Andersen, Marvin, and Pella, train and certify installers for their specific products. Using the same contractor for purchase and installation can minimize the chances of problems arising later. Readers who used an installer recommended by the window manufacturer were more satisfied overall than those who used contractors employed or recommended by Home Depot or Lowe's, according to our Home Improvements Survey. Also look for certification from the American Window & Door Institute ([www.awdi.com](http://www.awdi.com)).

Before work begins, find the installation instructions for the windows you've chosen online, and check that the installer plans to follow those instructions, right down to details such as type, amount, and placement of flashing and insulation. Deviating from the manufacturer's recommendations could void the warranty. If you plan to paint



### Home & Garden News



Quick energy-saving tips with long-term payoffs



# Opportunity One- Endorsement

- Put the endorsement in your ads:

**FREE GLASS BREAKAGE WARRANTY!**  
**Low Price Guarantee!** If Anyone Beats Our Price, We Will Double The Difference!

*See the world through our windows*

- Fully Welded Vinyl Replacement Windows
- Tilts In For Easy Cleaning
- Save \$100's On Heating/Cooling Bills
- Lifetime Warranty
- Licensed And Insured
- FREE In-Home Consultation!

**6 months same as cash**  
(with approved credit)  
**Payments as low as \$60 per month!**  
\*Based On 8 Windows

**Get Up To \$500 In Tax Credits**

**AMERICAN WINDOW AND DOOR INSTITUTE**  
**ANDI**  
**APPROVED**  
As Seen in  
"Getting it Done Right"  
**Consumer Reports**  
- October 2007

**WE SELL**  
Replacement Doors,  
Patio Rooms,  
Gutter Protection,  
And Vinyl Siding.

**\$185<sup>00</sup> Installed**  
Any Size White Vinyl Double Hung Window  
See Sales Associate For Details

**VISIT OUR SHOWROOM**

**CALL US TODAY FOR A FREE ESTIMATE**

VISA MASTERCARD



# Opportunity One- Endorsement

## ■ Carry it into the home ^

**ConsumerReports.org** Find Ratings A-Z Index

Cars - Appliances - Electronics - Home & Garden - Babies & Kids - Money - Shopping - Health

Home > Home & garden > Home windows buying guide

### Home windows

Overview Ratings Recommended Buying Guide

Like 123 Tweet +1 A A

#### Home window buying guide

Last updated: August 2013

Getting started | Types | Features | Brands

**Find Ratings**  
Finding energy-efficient windows has become easier, as insulating features such as heat-reflecting low-E coatings and argon gas between panes have become more standard.

You'll also find new options and extras, including fiberglass selection.

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**Check: Manufacturer Sites Industry Groups**

**Home & Garden News**  
Quick energy-saving tips with long-term payoffs

**SUBSCRIBE ONLINE**  
Join today & get 24/7 online access to:  
▶ Expert Ratings ▶ Buying Advice  
▶ Mobile (now included in your subscription)

**ShopSmart Magazine**  
The easy way to get the best deal on the best of what we test. ShopSmart makes the difference.



# Opportunity One- Endorsement

## Verify on the Internet



# Opportunity One- Endorsement

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- Become an AWDI Approved Dealer
- Be listed on the AWDI site and be recommended directly
- Take advantage of the **Consumer Reports** recommendation in home
- Join today!



# Opportunity Two- Selling Service

■ ...and, remember?

Consumer awareness through Consumer Reports and other efforts



Consumer Reports - 2007-2017





# How To Capitalize on the Opportunity

- Certify your Installers so your customers feel confident and you avoid callbacks
- Have your installers proudly show their Certificates.
- AWDI.com verifies their status as Certified Installers.
- AWDI provides 2-Free Certifications (\$300 value) when you become an Approved Dealer





# Profitable Opportunities

