

HOMEOWNER'S GUIDE TO



REPLACEMENT WINDOWS

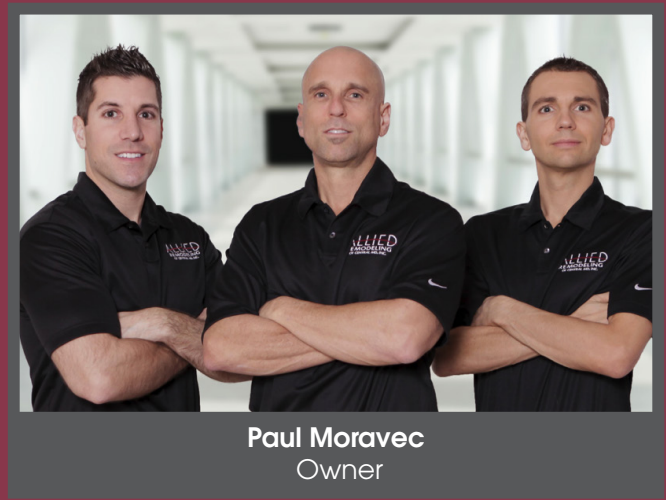
Compliments of Allied Remodeling of Central Maryland

ALLIED
REMODELING
OF CENTRAL MD, INC.

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Dear Homeowner,
This free informational report
exposes the **truth**, the **deception**,
and the stuff everyone in this
industry simply wants to **keep**
under wraps.



Are you a homeowner who is tired of cleaning and painting your windows? Do you have outdated wood, vinyl, or aluminum windows, which have long lost their luster and are taking away from the value of your home? Are your windows falling apart? Is air and moisture infiltrating your home? Are you tired of paying high heating and air conditioning bills? Or, do you simply want to improve the overall appearance and value of your home?

Hello, my name is Paul Moravec of Allied Remodeling of Central Maryland. Here at Allied Remodeling of Central Maryland, we take pride in offering the best insulated window system on the market today. Now before you start getting the wrong idea about the partiality of this report, you need to know that I intend to be as un-biased as possible. Sounds hard to believe, I know.

See, I started my home improvement company, Allied Remodeling of Central Maryland, after already having worked on hundreds of consumers' homes just like yours.

Back Then, You Could Trust In People And Their Products.

Unfortunately, times have changed and it's tough to believe much of anything that you see or hear in the media, especially when it comes to product performance. I understand that consumers have become increasingly disappointed as a result of products not living up to their claims.

This trend in consumer skepticism led me to one conclusion – if I truly believe I have the best product on the market today, then it is my responsibility to share what I know with the people. So that is exactly what I intend to do. If you are considering replacement windows of any kind – I challenge you to read this report and find out what the rest of the industry doesn't want you to know.

Sincerely,

Paul Moravec

Paul Moravec

Owner of Allied Remodeling of Central Maryland

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Why Should You Replace Your Windows?

People replace their windows for many reasons. If you find yourself always complaining about cold drafts, or heat that's coming from in and around your windows, you probably already know that your windows should be replaced. Windows 10 years old or more should be replaced to improve comfort levels and to maximize energy savings. **Remember, new construction is rarely a guarantee that your windows are energy efficient.** In most cases, builders use low grade materials to lower costs, which results in poor quality and poor efficiency.

In addition to saving dramatically on energy costs and enjoying comfortable temperatures, you can dramatically alter the exterior appearance of your home without major construction. You can set your home apart from similar looking homes in your neighborhood by choosing from a wide array of brands, styles and colors.

Purchasing replacement windows should be an easy and comfortable process, one that allows the buyer to be in control. Here is a more detailed explanation surrounding the reasons why most people purchase new windows:

Energy Savings

Did you know that the single largest source of energy loss in a home is its windows? Moreover, older homes with standard windows typically have higher-than-normal energy bills – in part because of doors and windows that seal poorly or offer no insulation. Energy exits the windows in three different scenarios; **infiltration**, **conduction**, and **radiation**.

Infiltration occurs when cold air leaks into your house through your windows, making your home feel drafty and uncomfortable. As cold air is coming in through the leaks, and warm air is escaping through other leaks, the biggest leaks for escaping air are often found in the windows, entry doors, the attic, and recessed lights. Does this sound like your home?

Conduction occurs when Mother Nature is heating and cooling the glass from the outside, while your home is trying to do it from the inside. Guess who wins? An example of Mother Nature winning the conduction game is icicles forming around the edge of the window. It's no accident that heating and cooling vents are placed in front of windows.

Radiation is just what it means. Like a car's radiator, your windows, will radiate your heating or cooling dollars right out the window.

From 2004 to 2010, the price of natural gas tripled. We all know that it will never go down. So it's a safe bet that replacing your windows is a sure investment. You can expect to save from 10% to 40% on your energy bills when replacing your windows.

Now, what makes windows energy efficient and saves you a ton of money on your energy bills? You might be surprised to learn that multi-pane glass is no longer the main measure of efficiency. New advanced technologies and designs have dramatically improved the performance of most energy efficient windows. Glass coatings, gas fills, warm edge spacer technology (which eliminates the icicles around the edge of the inside glass), and improved framing materials enable replacement windows to deliver more benefits than just simple double pane windows. As you read further in this report, you will see exactly what I mean when we illustrate "The Anatomy of an Energy Efficient Window."

Bottom Line — Be sure to purchase energy efficient windows that will pay for themselves over time.





Eliminating Exterior Maintenance

Are “maintenance-free” windows really maintenance-free? In the world of windows, many of us are familiar with the outlandish sales talk and advertising claims that we hear and see in the media everyday. So what is the real truth about replacement windows being maintenance free?

Most thermal replacement windows are made of wood, vinyl, or a combination of the two. Vinyl windows require no painting inside or out, therefore eliminating the need to paint windows. By switching to maintenance free vinyl windows, you could save on your painting bills up to 50%. The truth is that vinyl windows still have to be cleaned, so they are not completely maintenance free. This exposes another issue that most replacement window dealers don't tell you or want you to know.

Bottom Line — Replacing your windows with new vinyl windows delivers large savings in maintenance costs and convenience, because newer windows don't require the maintenance and upkeep of older wood or aluminum windows.

Comfort

When you get right down to it—new windows offer more than just saving money on your energy bills. Out of 1000 people

surveyed from the Consumer Energy Alliance, 67% of the respondents said that HOME COMFORT was most important. Let's face it—you want your house to be comfortable. Don't you?

On cold winter nights, do you avoid chairs near the window? Do drafts chase you from room to room? When temperatures drop to the single digits, even tightly sealed double pane windows can still make you shiver. The cold, inside surface of an inefficient window pulls heat away from your body, so you're still cold if you're close to a window, unless you have the thermostat turned way up. With the proper replacement windows, the inside window glass stays warmer, so you can relax in your favorite window seat, even when the temperatures drop below freezing.

In the hot summer months, do your windows seem like giant heat lamps? Do you find yourself, closing all of the blinds, turning off all of the lights—trying to keep your air conditioning unit from running 24/7? A typical doublepaned, clear glass window allows approximately 60% of the sun's heat into your home. That's almost as much as a single pane window. New thermal replacement windows will only transmit 30 % of the sun's heat without noticeably reducing any light coming into your home. (Information is based on NFRC solar heat gain coefficients.)

Bottom Line — No matter if you're battling the freezing cold or the dog days of summer, you CAN relax and be comfortable year round if you replace your old windows with new vinyl energy efficient windows.



Ease Of Glass Cleaning

Parts of our state are exposed to tough environmental conditions, such as areas of heavy industry, areas in wide open spaces, or neighborhoods with a large number of trees. Airborne particles are very common in these environments and stick to windows. That means frequent washing. Thankfully, there are now windows on the market that ease that cleaning process. Many double-hung windows feature tilt-in sash designs that allow the exterior glass to be cleaned from the inside. This is one feature that has made the double-hung window one of the most widely chosen windows in the home improvement industry.

Bottom Line – If one of the most important factors for you when replacing your windows is ease of cleaning, then choosing the double-hung window with the tilt-in sash feature will accomplish this for you.

Add Value To Your Home

A recent national research study examined the cost of replacement windows in an average-sized home. They looked at how much the windows would add to a home's value if sold a year later. This 2009 research study conducted by Remodeling Magazine (a Hanley-Wood, LLC trade publication) utilized professional opinions of over 200 real estate agents and determined that new windows will add 125% of their cost to the value of their home.

The benefits start immediately when you replace your windows. From enhancing your home's interior to adding to its curb appeal, new windows transform a home from ordinary to outstanding. What's more, they provide one of the best returns on investment of any home improvement project. You should never buy windows that are not backed by a full Lifetime Guarantee on the frame, sash, moving parts and performance of the window. Read all guarantees carefully — what the large print gives, the fine print takes away.

Bottom Line — Carefully chosen, few investments can add more value to a home than new windows. Replacement windows add value from every perspective. Read the fine print carefully to determine the best value.

Safety

Every day you whisper a promise to your child, "I'll always love you and keep you safe". As you know, keeping your home and children safe requires more than promises. It can only be done with safety awareness, emergency planning and preventive action. Fires and falls of all kinds are among the leading causes of injury and death in young children. While some falls occur from windows, it's important to realize that in a fire, a window can save a child's life – if the window can be easily opened from the inside. That is why windows play a critical role in home safety. Fire is frightening. All too often, the bodies of young children are found after a fire in places where they tried to hide. Teach your children that they can't hide from fire; they must escape it. Windows provide one of the fastest, easiest ways out of a burning home. Decide on at least two emergency escape routes from your home. Teach children how to safely escape through windows and take time to practice.

Every family member should know how to operate the windows used for fire emergencies. Delays in escaping from a fire, cost lives and increase injuries. Often paint, dirt, or weathering can seal a window shut. Make sure your windows open easily from the inside and are not blocked by furniture or other objects. Remember that security bars, grilles, grates and window guards not only keep intruders out; they can also lock you in. Everyone should always be able to get out through a window without using tools, keys, special knowledge or effort.

Another important point to research is the amount of egress, or space that you would have to escape through a window. You get more space to escape through a window if the sash (the framed glass panel) can be tilted, removed, or opened quickly.

Bottom Line — Replacement windows can provide added safety to your family and your home.

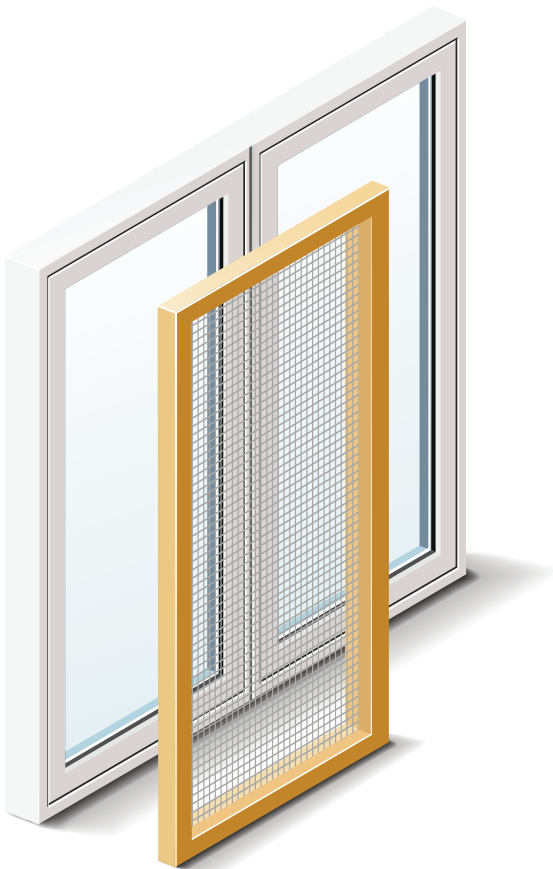


What Type Of Windows Should You Buy?

With the wide variety of choices and configurations available on the market today, choosing the right windows for your home can get complicated. That's why it's so important to work with a professional that you like and trust. I cannot emphasize this point enough. Many times, salespeople will sell you what's in their best interest, instead of yours. Find a reputable dealer that will help you choose the right windows based on your needs and your budget.

So in order to help you choose the right windows, please take note that each room in your house has different operating and ventilation needs. For example, a slider or casement window makes more sense above a kitchen sink, because both provide easier operation than a double-hung window.

Let's take a look at some of the different options and possibilities, so that you can figure out what type of windows fit your home best.



Casement Windows

Casement windows give you unobstructed views top-to-bottom and side-to-side. Casement windows are hinged from the sides of the frame and open from the side. They open fully, thereby catching breezes and directing the flow of fresh air into your home. This is one of the primary reasons people consider casement windows. Modern concealed hinge casement windows are also designed to let the sash slide out and away from the jamb and open past 90 degrees. The window screens are connected on the inside of the window, which allows you to easily clean the outside glass surface from inside the house.

Casement windows crank open which alleviates the need to lean forward and lift, so they are usually installed over sinks, countertops or appliances. They're also great for decks and patios. **Casement windows do require some exterior space when open, and I always recommend adding folding handles to casement windows to avoid interference with window treatments.**

Double-Hung Windows

Double-Hung windows do not consume exterior space, so they are a good fit for walkways, porches and patios. The primary feature in double-hung windows is that both window sashes open vertically. The appearance of the double-hung is stacked, so that both sashes can slide past each other. The number one benefit of the double-hung window with the tilt-wash version is that you may never have to go outside and wash your windows again. **Important:** Look for windows in which the top sash will tilt open, too. This will make it easier when the windows are up high to open for cleaning.

The glass openings in the upper and lower sash are typically of equal size. The ability to open both sashes allows for cross ventilation, and it provides additional safety for your children. For example, in a hot and steamy bathroom, you can just open the top sash to allow for ventilation without having air blowing right at you, while still maintaining your privacy. You may even want to consider special privacy glass in either just the bottom sash or in both top sash and the bottom sash.



Bay or Bow Windows

Bay windows are combinations of three windows projecting outward from a room, typically with a large fixed center glass panel. Bow windows are a variation of bay windows, made up of three or more equal sized window units joined at equal angles to form a curve. Typically the center windows are stationary with the outside sections being either casement or double-hung windows, however custom orders can allow for any of the windows to be opened or permanently fixed.

Bay and bow windows offer a number of benefits. They maximize space, provide multiple views, and increase the flow of light into your home. Bay and bow windows are best suited for new construction. Before adding one or both to your new home, please note that bay and bow windows are big and heavy, so they must be installed in an area of your home that can properly support the weight. In addition, bay and bow windows require special cuts and wall preparation by a skilled craftsman, so make sure your bid includes all the costs necessary to properly complete the construction.

Slider Windows

Many people choose slider windows because of their modern look. Slider windows are commonly found on more contemporary homes. The slider window has two sashes framed side-by-side, both frames slide horizontally. Slider windows are an economical option for filling large openings and allowing maximum viewing. As a matter of fact, sometimes one slider can more economically fill the opening of two side-by-side double hung windows.

Specialty Windows

There are many different variations of specialty windows to choose from. When considering Picture, Garden, Geometric, Awning, Sky Light or Roof Windows, I recommend that you consult with a window dealer before you finalize your decision. A professional can help maximize the value, performance and ventilation of your home.

What Type of Glass Should You Choose?

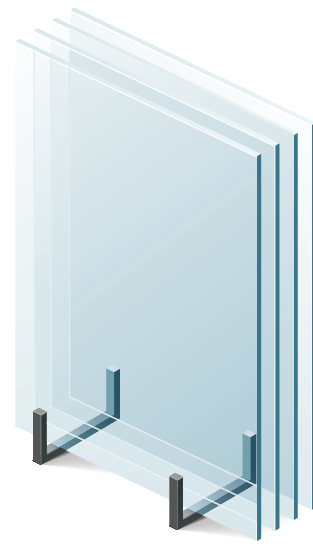
Multiple panes improve the energy efficiency of windows and increase impact resistance, but because of the rising cost of both heating and air conditioning, other advanced technologies are also necessary to achieve the greatest efficiency. Such technologies are; Low-E coatings, gas fill, warm edge spacers, and improved framing materials. (Note: It makes sense to pay for a thermal upgrade on your windows or frames to increase the R-Value).

The heart of any window is in the glass. The glass type influences the energy efficiency, glare, furniture fading, comfort and view into and out of your home. Insulating values of thermal glass panes can range from R-2 to R-10.

Double pane windows typically are insulated with Argon gas, which is 4 times denser than air. Triple pane windows can be insulated with Krypton gas, which is 8 times denser than air, and hence a better insulator. Some companies will offer a mixture of Argon and Krypton as a middle point between the two. This is a complete waste of money because the Krypton sinks to the bottom of the window while the Argon rises to the upper portion. Does it make sense to have the bottom portion of the window more insulated than the top? You will be better off with just the Argon.

Some manufacturers will offer a product called “Heat Mirror” as a triple pane or quadruple pane window. Heat Mirror is just a plastic film similar to Mylar and over time it will yellow. There have also been some issues with rippling of the film. These same manufacturers will claim that they are offering three to four panes. In reality, only two of the panes are glass, and the remaining panes are plastic.

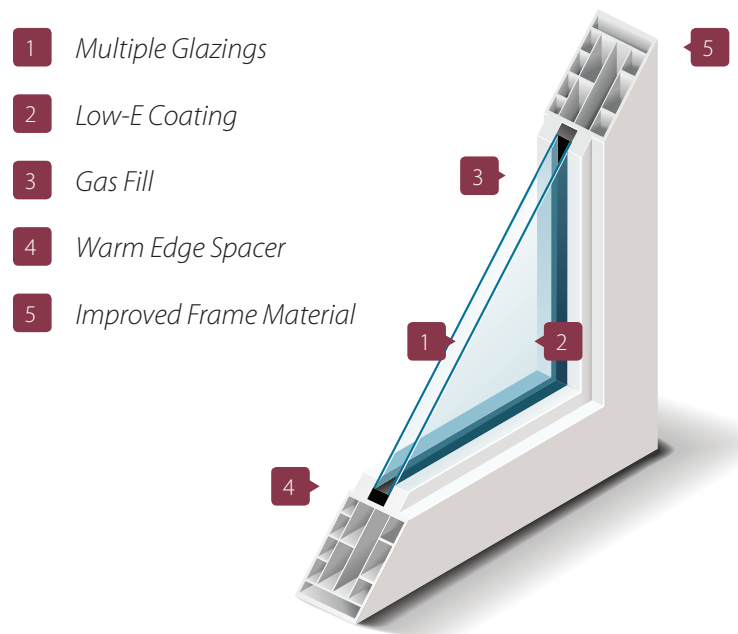
Almost all glass packages include Low-E (Low-Emissivity) glass. Low-E reflects the heat on the outside and the inside of your home. It also decreases the UV light entering your home. Hence your furniture and drapes will tend not to fade as much as



with clear glass. Less expensive windows will use Hard-Coat Low-E (tin finish), which will look splotchy on the glass. Quality windows will have double-layered Soft-Coat Low-E (silver finish), which will be more efficient and uniform across the glass.

Anatomy of an Energy Efficient Window

What makes windows energy efficient? As we mentioned earlier in this report, **multi-pane glass is no longer the main measure of efficiency.** In the past two decades, new advanced technologies and designs have dramatically improved the performance of the most energy efficient windows. Glass coatings, gas fills, warm edge spacers, and improved framing materials enable ENERGY STAR qualified windows to deliver more benefits than simple double pane windows.



Window Ratings and What They Mean

There are several rating systems that provide information about the energy efficiency of a replacement window and how that window performs. The two most widely accepted are “U-Factor” and “Solar Heat Gain Coefficient.”

The **U-Factor** is a measure of the rate of heat loss through a window, the lower the “U-Factor”, the lower the amount of heat loss. This is important in colder climates, where installing windows with a lower “U-Factor” will reduce the percentage of heat that leaves your house.

The **Solar Heat Gain Coefficient** measures the rate of heat gain through a window. The lower the solar heat gain, the lower the amount of heat that will enter from the outside. This is important in warmer climates, where air-conditioning is commonly used on a regular basis.

The **R-Value** is the resistance that a window has to heat flow. If a window has a high R-Value, it will lose less heat than a window with a lower R-Value. Simply put, the R-Value is the inverse to the U-Factor. **However, when rating windows, the U-Factor is more important because it is indicative of the efficiency of the whole window not just the glass.**

The **Energy Star Label** was developed by the U.S. Department of Energy and the Environmental Protection Agency for products meeting certain energy performance criteria. Since the energy efficiency performance of windows can vary due to climate, four different climate zones are designated:

1. *Northern: mostly heating*
2. *North/Central: heating and cooling*
3. *South/Central: cooling and heating*
4. *Southern: mostly cooling*

The **National Fenestration Rating Council (NFRC)** is a non-profit organization created by the Window, Door and Skylight Industry. (Fenestration is an architectural term for window opening.) The NFRC provides a Window Energy Ratings System that measures U-Factor, Solar Heat Gain, Visible Light Transmittance and Air Leakage. Energy Star and the NFRC are the two most trusted labels in the window rating industry.

We recommend choosing windows that include both the NFRC label and the Energy Star label.





SECTION 5

What Type Of Frame Materials Should You Use?

The overall effectiveness of a window is determined by the quality of its frame. If you measure the window opening, you will find that the window frame accounts for a substantial percentage of the total opening area. The most common frame materials are **wood**, **aluminum**, and **vinyl**.

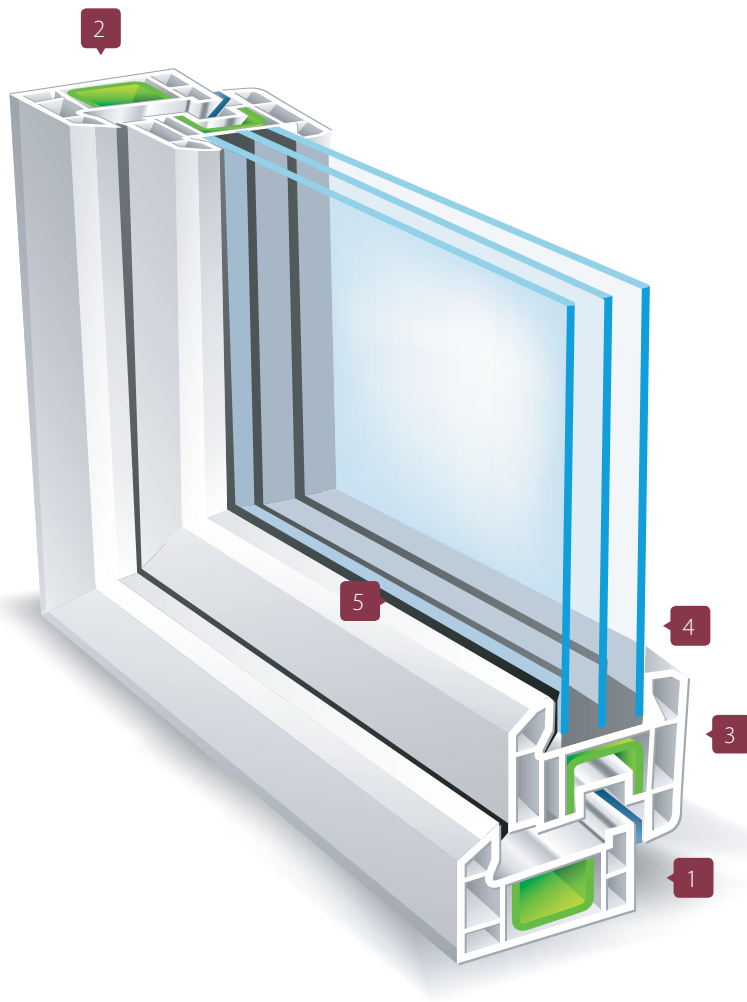
Wood windows have been around for a long time, but are not considered as efficient because wood expands and contracts. Moreover, wood windows require a great deal of maintenance and typically are not guaranteed for more than ten years. The Therma-Broke™ extruded aluminum frame is more energy efficient than other aluminum frames on the market. Vinyl frames are typically more energy efficient than aluminum frames, but not as sturdy as extruded aluminum frames.

If you are considering a custom window, be sure to verify that you are purchasing a **custom made** window versus a **custom fit** window. **Custom fit** windows are purchased by cheap window dealers off the rack of a hardware store and are

installed quickly (within a week). The windows are shimmed to fit into the opening, which causes large gaps between the opening frame and the window frame. The large gaps allow air and moisture to leak in. Worse yet, the shims will eventually collapse over time, which causes the frame to crack.

A **custom made** window is carefully measured by a technician. Since the window is made to your specifications, it usually takes three weeks for the windows to arrive to the dealer. The window will fit tight into the opening to ensure little infiltration of air and moisture. Even better, the window will stay square and the sashes will raise and lower smoothly for a long time.

Not all **vinyl** is created equal. Windows that advertise PVC or PVC with virgin vinyl may have up to 49% or more regrind plastic in the vinyl. UPVC or un-plasticized vinyl is the strongest vinyl material available. The difference between the two will be obvious. UPVC is considerably whiter than PVC and it is stronger and more flexible.



I Beam Construction 1

Air Chambers 2

Header Pocket 3

Sill Pocket 4

Steep Sloped Sill 5

Some companies will state that the foam insulation inside the frame will provide an “R” value of R-24. However, this is a waste if your walls are R-19 (the standard rating), so avoid this option if it is offered as an upgrade. The NFRC, which is non-biased, does not recognize any significant energy saving benefits resulting from inside frame insulation. However, one benefit of insulated frames is that they reduce noise levels from outside your home.

The window should have protection built into the frame to prevent air and water infiltration. The outside sill should be steeply sloped to drain away any rainwater, and it should have several areas to drain water to avoid mold problems.

While foam insulation is not necessary inside the frame, a flexible foam or fiberglass wrap is critical for the outside of the frame. Many issues with water and air infiltration are caused by gaps around the frame created during installation. A foam or fiberglass frame wrap will eliminate frame infiltration.

Above is an example of a great frame. Note that there are numerous air chambers. If you look close, you can see the I-Beam construction. The window sits in a pocket on both the sill and header, and on the bottom you can see that the exterior slope is very steep.

I recommend that you choose only windows that have been heat welded on all four sides at the same time. This technique gives a sturdier frame that will remain square. Ensure that the welds go all the way through the frame without interruption. Avoid manufacturers that make “cut and notch” products. Cut and notch products include a weld that only goes part way through the frame. The notch part looks like a crack and allows air infiltration and moisture to collect in the frame.

The frame should be thick and contain multiple air spaces. Many windows are metal reinforced or include insulation within the frame air spaces. In higher quality windows, metal is typically used to support the weight of the glass to avoid potential sagging from the additional weight. As we noted earlier in this report, metal reinforcement will conduct heat and cold, so an energy efficient window will avoid contact between the metal reinforcement and the vinyl frame. The best manufacturers perfected this technique back in the late 1980s. Make sure the metal-reinforced frame design is such that the metal does not make direct contact with either the inside or outside surface of the vinyl frame.

SECTION 6

Window Trim — Exterior

A quality window and a quality installation will be negated by poor outside trim work. Proper trimming seals gaps and enhances the appearance of your home. Many home improvement companies will reel you in with a low bid, and then add the cost of trim after you agree to the project.

How to Choose the Proper Window Contractor

Making a major home improvement purchase, like replacing your windows can be a scary proposition. Unlike buying a washing machine or even a new car, most homeowners rarely make major home improvement purchases. The lack of experience can easily bring about fear of making the wrong decision, uncertainty, and general uneasiness.

Unless you have a trustworthy relative or a good friend in the business, it will be necessary for you to work with a window dealer. Your success in finding a reliable, honest, and dependable dealer will probably dictate your ultimate happiness or disappointment in your project.

Important Note: Be wary if a company does one or all of the following; Requires a 50% down payment. If a company needs your money for materials or to gain trust-watch out! Companies that promise below market interest percentages rates or financing with over 12 months before first payment. Companies advertising very low prices in the media. If they mislead you to get into your home, they will embellish other aspects of the job.

It is also very common to see companies advertising very cheap windows as a bait and switch tactic. Beware of two common bait and switch tactics. The first occurs when a company representative initially offers a cheap, low quality window to the customer, just to get an opportunity to schedule an in-home meeting. Once the representative is in the

home, he attempts to sell the customer a higher cost window, a window that will earn a higher commission. As a result, the advertised cost sometimes doubles over the initial offering. Bait and switch companies are misleading you and have no credibility in the marketplace. Anytime you see windows advertised for less than \$250, you should beware.

A reputable contractor should provide you with the following:

- Numerous Customer References
- Pictures of Completed Work (with the homeowner in at least one picture of each job)
- Detailed Proposal of the Work and Specific Costs of the Work to be done
- Written Warranties for Both Product and Workmanship
- Proper Liability Insurance
- Proof of a Long Term Service Reputation
- Financing Options
- Amount of Deposits Paid Up Front
- Standards for Installation and Installation Crews

Should I Finance My Replacement Windows?

Any financing over 6 months will cost the company a certain percentage of the sale. The percentage is added to the cost of the job, so the homeowner is really paying for the financing. An honest company will allow the homeowner to pay cash, check, credit card, or a financing option that is less than 6 months, with no additional charge.

There are many options to pay for your replacement windows. Many homeowners like to pay cash. Some like to finance. A reputable contractor should be able to educate you on the options available and secure the best possible method of financing for you.

If you are considering financing, there are several key factors to research before completing the purchase.

- What monthly payments are you comfortable with for what period of time?
- What are the interest rates that are offered and are they competitive?
- Can I finance this through a home improvement loan?
- Can I arrange my own financing?
- Is my interest payment tax deductible?
- How long before my payments begin?



SECTION 9

What To Do Next?

Contact a replacement window contractor and arrange for a no cost, no obligation **FREE QUOTE**.

Insist on a firm proposal cost. Never accept an “estimate” because it gives the contractor license to add up to 20% more. Your contractor should be open and willing to answer all your questions, so that you can be in control of your decision.

An exact price for a complete installation should include:

- The cost of measuring CUSTOM MADE windows by a window technician.
- The cost of material and ancillary installation materials, such as caulk, trim, extra insulation, etc.
- Any and All Necessary Options
 - Low E Glass
 - Argon Fill Insulation
 - Exterior Foam/Fiberglass Frame Wrap
- The replacement of exterior or interior wood if applicable.
- The removal of obstructions such as storm windows, old windows, and/or window treatments.
- The cost of complete installation.
- The cost of window capping, i.e. exterior trim work around the window.
- A complete clean up that includes disposing of the old windows.
- A clear and detailed explanation of the warranties.
- A clear and detailed explanation of who is responsible for warranty work.
- A clear and detailed explanation of the Homeowner’s responsibilities.

No additional costs should arise after the technician has inspected the existing openings and taken exact measurements. If an unforeseeable problem arises after the job begins, a separate quote should be provided by the contractor. Then, the customer can choose to accept the additional cost, find another contractor to do the additional work, or simply do it themselves. However, because of the complexity of window jobs, it is best to have only one contractor responsible for the overall project. This will insure the validity of all warranties and guarantees that apply to the initial agreement.





SECTION 10

About Allied Remodeling of Central Maryland

We've been in this business a long, long time, and I've seen lots of products and lots of companies come and go. One lesson I've learned after over a decade of installing windows is that QUALITY PAYS. Sometimes, it's a little bit more expensive up front - but products that last longer, look better, hold up better, and conserve energy better ALWAYS end up costing less in the long run. Always.

That's why we've made a commitment as a company to only sell high quality products to our customers, and to back those products with the best workmanship and warranties in the industry. We offer fair prices, a no-pressure sales environment, and unbeatable quality. We also offer a multitude of financing options to make your project easily affordable. We're looking forward to meeting you at your home and helping you have an exceptional experience with your project.





SECTION 11

Why Allied Remodeling of Central Maryland

As the owner of Allied Remodeling of Central Maryland, my goal is to create a window replacement company that is guaranteed to be different. We don't have a staff of telemarketers calling for appointments. We will not advertise a low price to get in your door and then up sell in the home. We will never provide a high price and then lower it to get your business today. I want you to be treated the same way that I would expect to be, with respect. I will respect you and your home. You will always have direct access to the owner.

Most companies sell over-inflated prices, so they must put on a real "show" to get people to pay their outrageous prices. Average sales appointment's commonly last 1-3 hours. This process is known as "wear them down". It is such a long drawn out process. Our solution is simple: we respect you, your time, and your home. We never resort to pushy sales tactics.

I understand that today's consumers are more educated when it comes to purchases. The internet has allowed us to research products and companies. As you know, there are good windows on the market and there are poorly built ones (that may have a very low price point but are high risk for a number of types of failures.) After installing thousands of different types of windows, we have partnered with a manufacturer that has a proven track record and over 50 years of experience.

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Common Window Questions

Why is there such a range in new window pricing? I see \$190, \$600 and \$1200.

Like most people, we all want to know, how much is it, how much is it. We don't have a clue what we're getting. We don't know if what we're getting is worth the money or not. In this industry there is a saying "buy cheap buy twice."

New replacement windows ranging from \$180-\$400 will leave you with what is called a rental window. A "rental window" means that you put a band-aid on your home and in the near future you will be replacing your window again. There are many reasons for this and they range from it being an inferior product to a poor or severely lacking window installation/warranty.

Here's the good news. A new \$1200-window is the same as a new \$600 window. How can that be? The answer is simple. In the home improvement industry, there are many replacement window companies just out to make a quick buck, selling as many window replacement jobs as quickly as they can to as many people who are unfamiliar with their product. In this model they capitalize on un-savvy replacement window shoppers, and the company makes a lot of money very quickly and is gone in a flash. The window they sell may turn out to be good, the installation may be good, but the company may not be in existence for a long time with this type of care for their customers.

Now let's talk about the \$600-window – same product, same installation, even better warranty, because this company is in it for the long haul. This type of window company is not here to make the quick buck; this company is here to build a life-long relationship with its client. This company will be here in 20 years when you call it for either a service call or more home improvements.

So why the diversity in price? Most window companies are in business solely for profits, but then there are some in business for relationships plus a small profit. The latter of these companies, build their business through word of mouth and impeccable reputation for integrity, honesty and service. This type of window company has clients that know that at any given moment they can call on their company and know the phone will ring, someone will answer, and within 24 hours their problem will be solved.

In summary, the \$600 and \$1200 windows are exactly the same product. Ironically, the product that costs ½ as much is the better value for dealing with an ethical window company that has been or will be in business for decades, if not more. This should give consumers not only a benefit to their wallets but also a peace of mind for the future of their largest investment, their home.

Why do window bids differ so much?

There are very good windows and there are very poor windows in the market. Generally speaking many people, when shopping for replacement windows, will acquire three bids. In the same geographical area, sometimes the bids are very close in range and sometimes they differ dramatically.

There are many reasons for this but the root cause is that replacement window pricing generally is a direct function of the overhead of the company providing the replacement window quote. For example, I recently completed a window job for a couple in the area. I was their third estimate with all three products being extremely similar. The first price they received was \$48,000, the second estimate was for \$29,000, and my bid was \$15,000. With a perplexed look, the homeowners asked me how there could be such a drastic range in pricing.

I comforted them by letting them know that the other two companies are reputable, offer fine products and installation, and are not necessarily trying to take advantage of them. Furthermore, I explained to them that in any business model, businesses try to be profitable. In doing so, a company may have opulent office space, a staff of 50 telemarketers, 50 canvassers, 20 salespersons, 10 managers and so forth and so on. These window replacement companies have to build all of this



overhead into the price of the windows being replaced. Add on top of that the many marketing expenses. By adding television, radio, newspaper, coupon books to their business model, once again that gets added to the price of the replacement windows. (Never mind the huge commission you are paying the window salesperson.)

You see, our business model at Allied Remodeling of Central Maryland is rather unique to the replacement window industry. It not only works for me, but in conjunction works for the homeowner. We keep the purchasing experience rather painless and unique. What clients find with Allied Remodeling of Central Maryland is that the business model works for everybody.

How do I know if my installation is good?

This is a great question. There are so many other things involved in your window project than just the window. The installers are literally going to be tearing your home apart. Here are some of the questions that should be asked:

- What happens if you find rotted wood is there an up charge?
- Will you help me move large cumbersome furniture?
- Does my house need lead safe renovation practices and are you licensed to do so?
- Will you be providing me new casing, stops, and capping the exterior?
- Will you be removing and reinstalling my awning?
- Will you be insulating around the windows and in the corners?
- Will you be caulking my windows?
- Do the installers have carpentry experience?
- What if a sill or casing is damaged, will you charge me?
- Will you be hauling away all debris from the jobsite?

These are just a few things that will insulate you from ever being up charged for your project, or even worse, having an inferior installation.



Why should I choose vinyl replacement windows?

Installing new vinyl replacement windows is becoming more and more popular as energy costs continue to rise. Engineering has improved dramatically since the original vinyl replacement windows hit the market. Replacement windows are constructed to handle all of Mother Nature's elements, looking great and keeping out the weather all the while.

- Vinyl replacement windows save money. New windows will deliver significant savings thanks to the efficiency they promote in your home. This is especially notable when compared to old wooden sash windows with single pane glass. The money savings can add up quickly over the course of a few years.
- New windows promote green living. Beyond the financial rewards of installing new vinyl replacement windows, there's also the fact that you'll be doing your part to reduce overall energy consumption – it's good for the planet.
- New vinyl replacement windows are easy to clean. When compared to windows made over the decades, newer windows feature smart design and engineering which promotes easy cleaning. Especially convenient for two story homes, the tilt in window sashes let you clean the outside glass safely and conveniently from the inside.

- Vinyl windows fit the budget. Vinyl windows are economical to purchase and install. Vinyl windows are a fraction of the cost of custom wood windows; and the cost of installing wood windows costs more also.
- Vinyl replacement windows are low maintenance. Vinyl windows are virtually maintenance free, these windows will need almost zero attention after they are installed. Besides the occasional hosing down and washing of the glass, there's not much else that needs to be done – no painting, staining, scraping, or anything.
- These replacement windows are available in all kinds of styles. Just like custom wood windows, vinyl replacement windows are available to match nearly any architectural style imaginable. They'll look great in every application they can be used in. With a extensive product portfolio and technological innovations we provide great design flexibility. Every window and door is designed for style, durability, energy efficiency and ease of installation.



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