



10 Things Window Companies DON'T WANT YOU TO KNOW

10 things every homeowner should know when purchasing windows.

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1. Always be sure to check each company with a third party Reporting Agency.

- The Better Business Bureau and Angie's List are two of the most common reporting agencies that are checked today.

If you are looking at the BBB always scroll down to the COMPLAINT HISTORY to see the 36 month complaint history.

If you are looking at Angie's List be sure to always take a look at the reviews that specifically have a "Yes – Work was Completed". This will give you the best information and accuracy of a report due to the fact the member actually had the work completed.

Make sure to check both Angie's List and the BBB.

2. Go see a project and meet the installers.

Many homeowners don't meet the installers until after they sign on the dotted line. By meeting the installers and going to see a project that they are currently working on will ensure you are going to get the finished desired project you expect.

The installers are a very important part of the installation process. The best window in the world installed incorrectly is not effective and will not give you the energy efficiency you are looking for.

At the very least make sure you see a picture and bio on the installer and take a look at a video of an actual installation project. (Know exactly who is installing your windows)

3. Don't feel pressured to buy, shop around to find better options, products, service, and price.

- At Factory Direct you get the Factory Direct pricing and you only pay for the installation
- Select from over 30 of the top manufactures in America
- Our top 3 installers have over 90 years of experience combined installing windows and doors ONLY.

WE'LL BEAT ANY QUOTE BY 10 TO 60%!

4. NFRC LABEL

- NFRC: National Fenestration Rating Council - Every reputable window company will have a NFRC label on each window. This will show the U-Factor, Solar Heat Gain Coefficient, Visual Transmittance, Air Leakage, and Condensation Resistance.
- SHGC: Solar Heat Gain Coefficient - Anything below .30 is great. SHGC will measure the ability to keep heat rays out of your home...The lower the better.
- U-Factor: Once again, anything below .30 is great. .25 or lower in most cases will be a triple pane glass pack. The U-Factor will measure the ability to insulate and keep the cold out of your home in the winter...The lower the better.

Below is a NFRC sticker that comes on all reputable windows. Some window companies don't want you to see the NFRC sticker.

ALL ENERGY PERFORMANCE RATINGS ARE LISTED ON THE NFRC LABEL.

	Manufacturer Product Make and Model Options: Low E, Argon, Foam Filled Frame...
ENERGY PERFORMANCE RATINGS	
U-Factor (U.S./I-P)	Solar Heat Gain Coefficient
ADDITIONAL PERFORMANCE RATINGS	
Visible Transmittance	Air Leakage (U.S./I-P)
Condensation Resistance	—
<small>Manufacturer stipulates that these ratings conform to applicable NFRC procedures for determining whole product performance. NFRC ratings are determined for a fixed set of environmental conditions and a specific product size. NFRC does not recommend any product and does not warrant the suitability of any product for any specific use. Consult manufacturer's literature for other product performance information. www.nfrc.org</small>	

5. R-Value: The measure of thermal resistance.

- You can get the R-Value by dividing .01 by the U-Factor and moving the decimal over two.
- This will ensure you are getting exactly what you want when comparing apples to apples with other window companies.

6. Center Glass Rating: Glass Rating ONLY

- This is good to know, however this rating will not give you the Unit Rating like the NFRC Ratings.
- In many cases most window companies will give customers the Center Glass Rating and this rating will be an R-Value, which is always higher than the Unit Rating since they are giving you the glass rating only.
- ALWAYS ASK FOR THE NFRC RATINGS, WHICH WILL GIVE YOU THE TRUE UNIT RATING AND PERFORMANCE OF THE WINDOW.

7. Materials

THE BEST MATERIALS ON THE MARKET SHOULD ALWAYS BE USED WHEN REPLACING WINDOWS.

- Silicone Caulk – Most window companies use OSI Silicone, which last around 5 years. THE BEST SILICONE is ASI Silicone, which is a true 50 year silicone.
- Insulation – Most window companies use fiberglass insulation around the frame of the window. THE BEST INSULATION is a Polyurethane Foam Insulation. (Not from a can...Spray Foam can make it very difficult to adjust the window after used)
- Coil or Exterior Trim – Most window companies use a poly or pvc coil with 1 layer of paint.

THE BEST Exterior Trim will have a better UV Protection, Scratch Resistance, Harsh Climate Coating, Brushed Texture, Satin Inhibitors along with a 30 year warranty.

Coil comes in a 19 gauge 3ft X 50ft Roll...The best installers take pride in their work forming the custom trim around each window.

8. Window Companies and Manufacturers

Most window companies only offer 1 type of window or 1 manufacturer to customers.

- Here at Factory Direct we are able to offer over 25 manufacturers and over 400 different types of windows to our customers.
- You can compare each of the manufacturers and compare apples to apples. If there is a window that you like, with over 25 manufacturers to choose from, you now have access to the exact same windows at factory direct pricing. We can also help you compare windows as well.
- Here at Factory Direct you get factory direct pricing and you only pay for the installation.

9. Company Installers Vs. Sub-Contractors

Company Installers will always take more pride in their work.

- Here at Factory Direct we offer over 90 years of experience from our top three master window installers.
- Our Installers take the extra time and effort to complete each and every project.
- With Factory Direct you get Masters of the trade.

10. FINANCING OPTIONS

Always read the small print. We offer financing at 0%...

- NO Pre-Paid Penalty
- NO High Rate after the Low introductory Rate ends
- NO Documentation Fee
- Here at Factory Direct we offer our customers the best financing available with NO pre-paid penalty, NO High Rate after the low introductory rate ends, and NO Doc Fees. We can help...

Our goal is to help each homeowner make the best decision when purchasing windows.

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When purchasing new windows for your home, always make sure that the ROI (Return on Investment) is around 4 to 7 years. Together we'll look at the curb appeal, value added to the home, sound reduction and energy efficiency to obtain a return on your investment that will last you a lifetime.

To calculate the ROI, take the amount paid to replace your windows and divide by the estimated energy savings (estimated energy savings are always around 40.00 to 60.00 on average when purchasing all new windows with a premium Low E and Argon) you will get the amount of months it will take for the ROI.

Example:

Amount Paid:	\$3,500
<i>Divided by</i>	
<u>Energy Savings:</u>	<u>\$55 per month</u>
Months for ROI	64 Months (5 years and 4 months)

*If the ROI takes over 7 years or the salesman is selling you on the idea you will save more than \$40 to \$60 per month...CALL Factory Direct, we would be happy to give you a Complementary No-Pressure Estimate at Factory Direct Pricing to obtain an ROI with in 4 to 7 years, calculating a \$40 to \$60 per month energy savings, given the energy analysis of your home.