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CARMEL

MAGAZINE



DIRECT IMPACT

REVOLUTIONIZING AND ELEVATING WINDOW AND DOOR
INSTALLATION WITH FACTORY DIRECT



Children's TherAplay

Nonprofit Clinic Helps Kids
Through Therapies on Horseback



Celebrating Our Local Women in Business

OCTOBER 2024

DIRECT IMPACT

REVOLUTIONIZING AND ELEVATING
WINDOW AND DOOR INSTALLATION
WITH FACTORY DIRECT

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FactoryDirect
Master Window Installer



"At Factory Direct, we believe in a consultative approach that respects our customers' time and decisions."

—Brad Bird

Established in 1991, Factory Direct has fostered strong partnerships with over 30 leading American manufacturers, such as Pella, Andersen, Marvin, Simonton, Alside, Polaris, and ProVia. These collaborations provide customers unparalleled flexibility in choosing products that match their preferences and budgetary requirements. Whether customers are searching for energy-efficient windows, trendy siding options, or secure and attractive entry doors, Factory Direct offers various choices to meet diverse needs. In addition to providing exceptional service and lifetime guarantees, Factory Direct offers factory-direct pricing on materials, ensuring that customers only pay for installation.

Brad Bird, the vice president, highlighted, "Our pricing model is designed to make high-quality products affordable. This approach makes home improvement projects more accessible than ever, ensuring you can enhance your home without breaking the bank. Our core value lies in our dedication to installation quality, demonstrated by our team of skilled installers specializing in windows, doors, and siding to ensure precise and perfect installations every time".

Factory Direct goes above and beyond by providing premium materials that surpass industry standards and manufacturer lifetime warranties that also surpass the industry standard. This commitment to quality ensures that customers receive top-tier products at wholesale prices, giving them peace of mind about their home improvement investments. Factory Direct also emphasizes sustainability and energy efficiency, offering innovative green products, including those with Most Efficient Energy Star ratings, to help you lower energy costs and enhance home comfort.

Over the last 30 years, Factory Direct has built a reputation as a customer-focused business that prioritizes its clients' needs and preferences above all else. This dedication is evident because nearly 60% of its business comes from referrals.

Bird states, "At Factory Direct, we believe in a consultative approach that respects our customers' time and decisions. Unlike many competitors who rely on aggressive sales tactics, our consultants visit your home, take precise measurements, offer guidance on product options, and provide estimates - all within a brief 20-minute window. We want you to feel informed and in control,





not pressured into a sale”.

Furthermore, Factory Direct offers a price guarantee and commits to beating any competitor’s quote by 10 to 60% when comparing the exact same windows and doors. On average, most quotes are beaten by 30%, leading to savings of over \$5,000 on average in many cases.

Bird emphasizes, “This guarantee ensures customers are receiving the best value for their investment without compromising

on quality.”

Factory Direct’s website, factorydirect4homes.com, offers comprehensive information about its products and services. The website effortlessly caters to potential customers’ needs, from exploring different product options and pricing to making purchases online and scheduling in-home estimates. Additionally, the website features videos showcasing actual Factory Direct installers working on home improvement projects

and brochures and galleries of recently completed projects.

Whether you are planning a home renovation project or looking for inspiration, visit Factory Direct today!

Factory Direct is located at 8888 Keystone Crossing, Suite 1300 (13th floor) in Indianapolis. For further details, don’t hesitate to contact them at 317-228-3300 or visit factorydirect4homes.com.