

Add “Style” to Your House Packages

Few things add more to a home’s appearance as easily as alternative window styles. So many of today’s houses are constructed with basic single hung window units. The reason is obvious...save money on the construction costs. But think about the lost opportunity. A simple adjustment on a few windows could add profit to everyone in the supply chain, AND add value and style to the home.

Most homeowners would willingly pay a few dollars more to have double hung windows, especially on the second or third level. The easy cleaning feature is an easy sell to anyone who has ever climbed a ladder through the bushes to clean those outside panes. And what about over the kitchen sink? You have to be a giant to reach over a sink and lift a bottom sash, or even lower a top sash. A casement window opens easily with a few turns of the crank that a 12 year old can reach. Each of these window styles complements the home’s aesthetics and its value, not to mention the added convenience to the homeowner.

The easiest way to sell these upgrade styles is to add an Energy Star compliant glass package. When a homeowner combines the mortgage and energy bills each month, the savings generated by Energy Star compliant products more than makes up the difference. Please visit www.energystar.gov and www.efficientwindows.org for more information and calculation comparisons. There may even be money left over to add those upgrade appliances and granite countertops!