

The Top 10 Dirty Tricks and Sales Pitches of Cheats, Liars and Scoundrels in the Window Replacement Industry



The highly competitive window replacement market in St. Louis has made choosing a window replacement company harder than ever for homeowners today.

Before you begin your search for window replacement or repair, knowing these tricks of the trade will help you to make an informed decision.

With all the new construction and replacement windows and doors looking the same and all the salespeople saying they have the best windows, homeowners are spending several thousand dollars on windows based on sales hype and glossy manufacturer's literature filled with fluff.

The fact is a majority of replacement windows that are on the market are not much better than the windows they're replacing. Window and door manufacturers know that the average family in the United States stays in a home for seven years, therefore, they build their windows to last 7-10 years.

The heavy competition to sell windows has led companies to use misleading advertisements, high pressure sales tactics and lifetime warranties that aren't worth the paper they're printed on.

I've created this report to keep my friends and clients from getting ripped off by spending more money than you need to and getting tricked by manipulative sales gimmicks. Just enter your name and email and I'll send you this report for free.

The people in the window and door replacement industry aren't going to like what's in this report and the big guys might have me take it down.

In this free report I'm going to share with you the top ten most common tricks used by some of the biggest replacement window companies in St. Louis.



The Top 10 Dirty Tricks and Sales Pitches of Cheats, Liars and Scoundrels in the Window Replacement Industry

1-“Today only! Buy the windows and doors now, we’ll take 25% off!”

2-“All of our replacement windows have a lifetime warranty.”

3-“These windows and doors will save you 25% on your energy bill.”

4-“Buy three replacement windows and get one free.”

5-“Any window installed for \$189.00.”

6-“Do you have your warranty and proof of purchase?”

7-The U factor deception

8-“Vinyl windows warp and yellow.” “All wood windows rot.”

9-“The window has no permanent identification on it.”

10-“They’re just as good as Andersen.”

1-“Today only! Buy the windows and doors now, I’ll take 25% off!”

This sales pitch is a common ‘close’ used by replacement window salespeople to get a commitment from you while the salesperson is still there. I guarantee you if you called two weeks later to buy, that offer would still stand. If it doesn’t they’re crazy and could not make good in the first place. The salesperson will usually start out with a \$1800.00 per window cost. When you decline the first offer they “call the boss” for a better price. They will eventually come down to almost 1/2 of there starting price. Many people just sign the contract to get the salesperson out of their house and call to cancel the next day.

If you don’t buy that night “the boss” will call you the next day to see why you didn’t buy and offer even more of a discount. They don’t want you to find out that they’re priced way too high for the windows and doors they’re selling.

Companies that sell their windows and doors like this are notorious for not providing service to their clients even when windows are under warranty.

I have helped many people with glass repair and replacement because they have given up on trying to get help from their window company.

2-“All of our replacement windows have a lifetime warranty.”

FACT: A warranty is only as good as the company that makes the windows and doors. Most Lifetime warranties are fake.

Window manufacturers are constantly changing frame profiles or parts and putting different model numbers on their windows. Getting service for the replacement window or parts with a different model number or name is extremely difficult if not impossible for the homeowner.

- a) Make note of who is offering the warranty. A lifetime warranty offered by a replacement window company that's been in business a couple of years is worthless if that company goes out of business. The same goes for the manufacturer of the windows and doors you're considering buying. The average time for a replacement window company is 4 years. If the company you hired to replace your windows and doors is out of business, the manufacturer can claim the windows were not installed to their installation specifications and won't honor the lifetime warranty.
- b) How long has the replacement window and door manufacturer been in business? A dirty trick by some window manufacturers is the 5 to 10 year business plan. They make and sell as many windows as possible, sell the business and the new owner keeps the name but not the clients that bought their windows and doors. The new owner won't want to spend a dime servicing the previous owner's clients.
- c) Be sure to check the terms of the warranty. Most often the lifetime warranties are pro rated until you're almost paying the price of a new replacement window to get it fixed. Labor costs are often not included in

Lifetime Warranties. Some warranties are nullified if the windows are in direct sunlight! In other words, normal weathering.

The bottom line, don't assume a lifetime warranty has you covered. The most common parts to fail on a window and the least talked about is the windows glass and seal. When looking for the best windows get the windows made with the Duralite spacer, it's the longest lasting seal on the market today. It has a failure rate of 1/10 of 1% and retains the argon gas longer than any spacer seal! To learn more go to <http://www.envirosealedwindows.com>.



3-“These windows and doors will save you 25% on your energy bill.”

How much you save is dependent on a number of factors, including how bad the original windows are, the direction the house is facing, the quality of the windows and doors being installed, the quality of the installation, the efficiency of your furnace etc.

Nobody can accurately quote you a percentage savings on any product without a whole house thermal performance test.

Plus, if the replacement windows glass seal is made for residential you will end up paying to repair or replace the glass canceling out any savings from

the energy bill. This is critical! I have come across hundreds of replacement windows less than 10 years old with seal failure.

4-“Buy three replacement windows and get one free!”

You know it's a bait. There is no free lunch. Last month the same company was probably offering a 25% discount. Most 'deals' aren't deals at all, but a ruse to get you to call for an appointment, known in the ad business as the 'bait' or the 'offer.' The poor business owner is just trying to get a return on the high cost of advertising. It's not really free.

5-“Any window installed for \$189.00!”

\$189.00 is just the beginning. These replacement window companies get into your home, and then start adding on items that most window replacement companies have in the base price. Some of the 'add-ons' include \$82.00 for an aluminum replacement; \$67.00 for capping wood around wood window replacements; \$17.00 for removing *storm windows*; 7% shipping and handling fees; \$55.00 for super spacer (warm edge glass technology) and \$98.00 for 'environmental' disposal fee. Most \$189.00 windows end up costing \$389.00 or more.

6-“Do you have your warranty and proof of purchase?”

One of the dirtiest tricks I've seen recently was a customer had a fine gliding patio door that was barely even 5 years old. Both patio door panels of insulated glass had lost the seal and turned cloudy white. When she called the company that installed her patio door they wouldn't even look at it. Probably couldn't look her in the eye. They wanted proof that it was their door. When she couldn't produce the warranty and proof of purchase, the company said they “only keep their clients files for 3 years and then shred them. Sorry, we can't help without your warranty and proof of purchase.” This window and door company is local and could have helped. Servicing a failed product is a hassle for companies, so choose a company with a conscience, they're likely to carry windows and doors that don't fail!



7-The U-Factor Deception

The U-factor measures the windows ability to keep heat in your home in the winter months and a/c in the summer. The lower the U-factor the less utilities goes out the windows and doors. If the frame and sash is poorly designed and has cheap weatherstripping you'll have cold air pouring in around your new windows and doors.

Some lying cheaters will try to deceive you by only testing the center of the glass U-factor.

To avoid this scam, check the U-factor at www.nfrc.org. The National Fenestration Rating Council is a third party organization that manufacturers voluntarily sign up for to have their windows tested for the whole window U factor. If the window is not NFRC rated, it's likely a loser.

8-“Vinyl windows warp and yellow.” “All wood windows rot.”

When unsuspecting homeowners want Andersen windows and doors for replacement, there is a company that bears the Andersen name and reputation. They sell a type of window that appears to have all the benefits of wood (strong, stable, stiff, good insulator) without the maintenance, like vinyl. They use a visual sales trick gimmick that discreetly implies that all vinyl windows warp and discolor and all wood windows rot.

The window salesperson will first show you pictures of rotted wood windows, then hand you a piece of a pure vinyl extrusion that's been yellowed with ultraviolet light and is very thin and flexible, planting the idea that all wood windows rot and all vinyl windows warp and yellow.

Next, they will hand you a piece of their fibrex composite which is a blend of wood fibers and vinyl. They sell the windows for \$1100.00 per unit.

You may not know it, but for every 1 window you buy from them, you could get 2 high quality vinyl windows or genuine Andersen windows! The Genuine Andersen wood windows that's been around over 100 years are still in homes from the 1930's and still performing!

Quality vinyl extruders make a thicker walled extrusion for strength than what they show. Quality extruders add UV protectors, stabilizers and stiffeners for long term looks and performance and actually prevents the vinyl from going back to liquid state. There are many vinyl windows made with quality extruded vinyl in St. Louis that are 30 years old and still performing fine.

So if you want authentic Andersen windows don't be fooled by this little trick. Genuine Andersen wood windows and doors will last you a lifetime for half the cost of the composite and they look better too!

9-“The window has no permanent identification on it.”

If the replacement window you're considering buying does not have the manufacturer's name on the locks or stamped in the glass corner, it's most likely going to cost you more money to repair that window in a few short years.

Whoever made the window does not want you calling them when the seal of the glass fails and fogs up or the window's hardware fails and won't stay open. Many new construction windows and replacement windows are not identifiable.

10“They're just as good as Andersen.”

A common lie told by salespersons is, “our windows are just as good as Andersen.” I have heard that hundreds of times from people who need glass

repairs or window repairs. The salesperson talked the homeowner out of using Andersen by claiming that their company's windows are just as good as Andersen. Windows are never as good as Andersen. The company either could not install them because they require a skilled carpenter or couldn't get them. Window companies are notorious for losing their credit accounts with suppliers and end up going from one supplier to the next, burning bridges as they go.

Dennis McHugh is a business owner and sales manager in the window and door replacement and repair business for 19 years. His experience and expertise is valued by the many referrals from industry professionals and repeat clients that he continues to serve proudly. He is known for his honesty, integrity and dependability.

He is highly versed in Andersen windows and doors, Pella and Marvin. His company built the Renewal by Andersen franchise in St. Louis, Missouri. Dennis was the first to be inducted into the million dollar sales club in 2001.

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