

Never Too Soon to Start Window Shopping

STORY AND PHOTO BY
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The number one mistake consumers make when shopping or purchasing windows, according to David Perkins, founder of Window Town, is caving under pressure from pushy salespeople.

"Customers feel they may never get this 'deal'

again, so they impulse buy" he said. "They're not looking around and comparison shopping, they take the salesperson's word, and they are only considering price instead of looking at the window's features and the benefits it delivers."

Perkins offers a few recommendations for those ready to take the big step

toward a total home transformation, inside and out.

He suggests looking at the architecture of the home, the appearance and structure of the windows, and then trying to stay true to the original look.

Additionally, consider what improvements will be necessary to save on energy, lower drafts in the home, and provide a perceived feeling of comfort.

Lastly, homeowners should think about their safety and security by installing extra preventive features like child-proof and double locks, and double strength or tempered safety glass where appropriate.

Perkins sees a huge opportunity in the Utica-Rome market, and has already expanded into the Albany area.

He's also differentiating Window Town in the marketplace by selling a high quality, regionally manufactured product but with none of the sales pressure, and offering personalized service, the best warranty in the business, and technologies that provide speed, efficiency, and a competitive edge.

"We can zip off five different quotes with a variety of options in 20 minutes,"

Perkins said. "Our entire sales process is electronic. We can provide a quote and all the customer has to do is click 'approve' and we're notified. We can sign documents electronically and we don't have to come back, they don't have to take time off. It's a huge convenience for both sides."

Window Town's pricing is standardized, and customers can essentially build their own windows, pick the parts and features they want, and customize their selection, or they can choose from bundles that are available.

"It's all there in black and white," Perkins said. "There's no negotiating back and forth, no pressure, no hard selling. The price is the price for the time period we specify. We always treat people with respect, we give them the information, and they decide."

Apparently, they're deciding in ever greater numbers, and telling family, friends, and relatives.

"We've had huge growth already, and the biggest engine driving that growth is happy people," Perkins said. "One job turns into six or seven. I've never seen word of mouth referrals like I've seen here." **A**



Window Town founder David Perkins



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