

HOMEOWNER'S GUIDE TO



Purchasing Home Improvements

Compliments Of



Connecticut's Solution to
New England Weather

Section 4

Now It's Up To You

Why would you want a free price quote on home improvements? We understand most people aren't comfortable talking with sales people because they feel they may not be able to afford the improvements, or they may not be ready to invest in improvements for their home. We understand this, which is why we don't employ those high-pressure sales tactics like other companies do. That's why we provide this information guide for you. It's in your hands to help you make the best decisions concerning your home "if and when" you're ready.



Many of our present customers felt as you probably feel right now, though they found that we're a unique company because we don't advertise entirely on expensive mass

media vehicles like TV and radio. By avoiding the typical high costs of advertising, we're able to pass on QUALITY and SAVINGS whereas those other companies pass on high advertising COSTS.

Product makes, models, colors, sizes, a customer's preferences all play a factor into the quote. Having one of our representatives out to your home allows us to tailor the quote to your specific circumstances and budget, and allows us the opportunity to show you what's possible. Having such a detailed and customized quote gives you the benefit to plan and budget for the future. We have several different programs you can take advantage of that can even lock in your quote.

Home improvements can be a sizable investment; but it is an investment in your home. One of the biggest reasons people don't proceed with improve-

ments is because of the money obstacles. At Weathertite Systems we offer a variety of ways to make your home improvement dreams come true, we have many ways for you to invest, save money and get these important improvements done. Three of our most popular with customers are:

Our Flexible Financing Programs: This can offer you low monthly installments with no money down. We've had clients able to secure up to 12 months with no interest, no payments. We also accept all major credit cards.

Our Partial Program: Not everyone is ready to invest in an entire home improvement project. We're the only contractors in the area with the ability and willingness to "price freeze" projects for clients. Here's how our Partial Program works. We'll come to your home and perform a complete analysis for your project. You get to pick out the styles, colors and products that are right for you, and we then develop a price quote for the entire project. Once you know the entire scope of the project and investment, you can pick which part of the project you want to begin. We'll start only on what you approve us to start on and we then price freeze your investment for the rest of the project for up to 6 months. For example; with replacement windows, you decide if you want to start in the front of your home with only a few windows or ones that are a problem. This program allows you to start out with a smaller project, and take advantage of the discounted rate on the larger project. You can start with the more problematic areas as well as saving on inflation by letting us lock in the price. You also take advantage of the maintenance problems and save on energy costs.

Often, when you receive a quote from other companies, you'll see them only guaranteed their quote for 90 days. Unfortunately many of the product's pricing is controlled by petroleum prices, and you know how quickly gas prices can go up and down. We price freeze for up to 6 months. We'd like to offer a longer period of time, though we can't guarantee the cost of materials from the manufacturer.

Advertising Home Program: Customers who take part in our Advertising Home Program allow us to pass out and mail fliers to feature their home improvements to other homes in the area. We can also place a sign on your front lawn for 30-days advertising the improvements you've invested in. And finally, customers provide testimonials and allow us to take pictures of their improvements to share online, in social media, and in advertising. By allowing us to do all of these forms of "home advertising", you can

save a substantial amount of money on your project because we're able to save a substantial amount of money on high-priced advertising mediums like radio and television.

It's NEVER an Inconvenience for Us

Often we find people are worried about inconveniencing us by having us come out even when they're not ready to move forward with their improvements. It's never an inconvenience to us because we'll already have representatives in your area over the next several weeks as we're doing work at many of the homes in your neighborhood. You're smart to have requested this information guide and you should take advantage of this rare opportunity to get a quote on improvements specific to your home and needs.

One of 3 things happened as a result of our representative first meeting with you a few days ago.

You Set Up An Appointment For An In Home Estimate: About 24-hours before your scheduled appointment, you'll receive a call from our company confirming it to make sure you will be able to keep the date and time you set aside to meet with us. On that confirmation call, we'll provide you with all the details of what to expect when our representative arrives at your home.

You Requested We Call You Back To Set An Appointment: In the next few days, one of our highly trained representatives will call you to find a day and time that is convenient for you to meet with us in your home to create a comprehensive price quote for your home and situation. Rest assured we'll find a day and time that will be convenient as we have people in your area all the time.

You're Not Ready To Set Up An Appointment: This information guide is a smart first-step in planning for your home improvements. We've provided a lot of information, though you will surely have more questions. For that reason, we'll follow up with you after you've had a chance to review this guide with a courtesy call to make sure you received it, had a chance to review it, and answer your questions. After you've had a chance to review this guide you may find it beneficial to set up an appointment to receive a free price quote. Feel free to call us and we'll find a day and time that's right for you. No question is too trivial, and no project is too small. Don't hesitate to set up an appointment. Once you have a price quote for your particular needs, you'll have the information you

need to plan and budget for the future.

As an aside, the home improvement business is very driven by weather. If you lived in Connecticut through any winter or summer season you know the weather to be unpredictable. For example, several winters ago we experienced what weather forecasters were calling the 'winter vortex'. Extreme cold, snow and high wind situations created a lot of work for us, and many of the local home improvement companies in the area. We were called out on so many emergency, '911' calls to relieve the snow weight from people's roofs and remove ice dams from improperly installed roofs and gutters our installers were overwhelmed and our inspectors couldn't keep up with the demand. As a business that could be viewed as a good thing, but it creates a potentially adverse situation for customers.

You do not want to find yourself in a situation where you have to make such an important investment decision because you're in a dire situation, as so many did years ago. It's bound to happen again. You should be in control of the situation. Often this can be accomplished by preplanning. Simply having a qualified consultant or advisor like Weather-tite out to assess your situation, and present you your options. If after a preliminary inspection everything checks out okay, then you have that peace of mind too.

With more than 24+ year's experience, we've seen many products and companies come and go. We wouldn't have stayed in business as many years as we have without providing the best customer service and care that we can. Behind every project that we do, there's a family and their home. When we see home improvement possibilities we see people. When our work is done and we leave the customer's home, we know the family living there is in a better position than they were before we started their project. We don't take our responsibility to provide you with the best products and services lightly.

Thank you again for requesting this guide and we look forward to working with you very soon.

Scott Fennelly - Founder



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