



Why Does Window Pricing Vary So Much?

A Homeowner's Quick Guide To
Avoiding Paying Too Much (Or Too Little)



What's the deal with window pricing?

Homeowners are understandably confused by the extremely wide range of replacement window pricing.

This one is advertised for \$400, but then this one is almost a jaw-dropping \$3,000. What should you really be paying?

Homeowners almost never shop for windows, so they don't have the inside information that window replacement companies - who deal with window pricing every day - do.

Homeowners are just automatically at a disadvantage.

In this report, we'll reveal all the secrets that many companies in the window replacement industry would never want to tell you.

SECRET 1

There are 3 different categories of quality

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The first factor in window pricing is something that probably won't surprise you and that's quality.

Just like you'd expect to pay more for a brand-new luxury sedan over a used compact car, you'd anticipate paying more for better windows.

And you'd be right.

Just like for cars, windows fall into different categories of quality:

- **Builder Grade | LOW QUALITY**
- **Replacement Grade | MIDDLE QUALITY**
- **High Performance, Energy-Efficient Grade | HIGH QUALITY**

Let's explain these further

Builder Grade Windows

When you see a window for \$300 or \$400, that's what is known as a lumberyard grade or builder's grade window.

These are windows sold through big box stores or directly to builders, who are trying to keep new home building costs to an absolute minimum.

SECRET 2

Since the focus with builder grade windows is to keep costs the lowest possible, quality is the last priority.

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Because quality is the last priority on these windows, the following are the most common problems you'll find:

- Frames are made from recycled vinyl that will chalk, fade, or peel.
- The glass has no energy-efficient coatings.
- Most of these windows are single pane, and even when there are double panes, there's no argon gas between them to insulate your home more efficiently.
- These windows are screwed together at the corners, which easily begin to separate over time.
- There's no consideration of where the window will be installed – Different climates require different windows if you want them to be energy efficient.

The verdict on builder grade windows? *Don't do it!*

It will cost you more in the long run in energy costs and you'll have to replace your windows again in just a few years.

Replacement Grade Windows

Next up are windows of a mediocre quality – also known as replacement grade windows.

The quality of these windows varies somewhat, but here's some of what you can expect in this category:

- The frames can be either recycled or virgin vinyl, but usually the vinyl is at least a bit higher quality than a builder grade window.
- The corners are welded instead of screwed – better but still not as strong as possible.
- Glass usually has at least some energy-efficient coating, even if it is not as much as it should be.
- Frames tend to be hollow, with little to no reinforcement making them susceptible to give out.

The bottom line on replacement grade?

Better than builder grade, but only acceptable if you absolutely can't find a way to afford better windows.

SECRET 3

Replacement Grade Windows are not the best long-term value because they don't last as long and aren't as energy-efficient as our next category.

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High Performance Energy-Efficient Windows

High-performance windows with superior energy efficiency are specifically made to last a lifetime, maximize energy efficiency, and are the highest quality category of windows.

Here are some of the key advantages to this kind of window:

- The window frame will be made from a high-quality material like 100% virgin vinyl.
- Glass will have several coatings of Low-E.
- Glass will be manufactured specifically for your climate.
- Frames will not be hollow – they will be reinforced for durability and strength.
- Frames are strongly constructed, heat fusion welding (no screws or caps are used).

So, estimating price should be simple, right? Invest a little more and get the best windows for your home, right? Well, it's a little more complicated.

SECRET 4

**Different home improvement companies
use different pricing strategies**

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Because of differences in pricing strategies, you'll see high-performance windows starting at around a \$1,000 but then others that go upwards of \$2,500- \$3,000 per window!

Why such a huge difference?

To be blunt, it's about pricing games.

Some window companies choose to jack up their prices and then run super specials like buy one window, get one free or similar big discounts.

SECRET 5

If it sounds too good to be true, it is

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What's really going on here is that these window companies are hyper-inflating their prices first, just to be able to apply a huge discount.

For example, we've heard of quotes that start off at \$25,000 to \$30,000 to replace all the windows on an entire house and then after some fancy discounting and negotiating, the price falls all the way to \$9,000 or \$10,000.

What they're hoping you see is a 50%+ discount, but what really happened was a 50%+ price inflation first.

So is it possible to find a high performance energy-efficient window from a home improvement company that gives a fair price up front?

SECRET 6

Improveit offers the best window with no pricing gimmicks

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At Improveit, we combine the best of everything.

We really do have the best window. And we really don't play pricing games.

Let's talk a little more about our window.

Even among the other high performance energy-efficient windows in our category, our window stands above. How? We don't use metal spacers.

This is a big deal because metal spacers are the #1 cause of seal failure.

This is because metal conducts heat and cold. With a metal spacer where the glass meets the frame, there is constant expansion and contraction going on during temperature swings. This puts pressure on the seal between glass and frame, and eventually you get failure -often in as little as 5 to 7 years. **That doesn't happen with us.**

So what about price?

At Improveit, we price with integrity and give you a fair price up front. In fact, we've taken it so far, we have put it in writing & named it our Buyer Protection Plan.

The Improveit Buyer Protection Plan promises the following to all of our customers.



Buyer Protection Plan

100% Accurate and Fair Pricing

Our pricing structure is the same for everyone. This means the price you pay is the price your neighbor pays for the same scope of work.

An Exact Written Proposal

We don't provide estimates that can change, only exact written proposals, to the penny, that's good for one full year.

No Hidden Promotions or Discounts

Just because you might not know about an active discount doesn't mean you aren't entitled to it. All available promotions and discounts will be automatically applied to your project.

No 'Good, Better, Best' Product Offerings

We only offer the ultimate performance window. It's designed for our climate, the conditions of your home and guaranteed to last a lifetime.

Zero Pricing Games or Gimmicks

We don't have misleading or unbelievable discounts designed to fool you.

2-Year Guaranteed Pricing

All customers are entitled to receive the same discount on any future purchase as well as today's pricing on the initial purchased product for two years.

100% Satisfaction Guaranteed

We'll do a final walk through to ensure your satisfaction and you will be asked to sign a completion certificate before we are paid for the project.



Schedule Your Free Window Quote Today

Call 855-931-2120