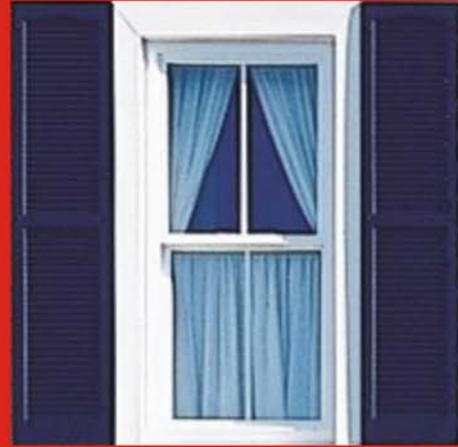


Foreword by
Sal Alfano
Editorial Director

REMODELING Magazine



WHY...Buy Replacement Windows? *(Not for Dummies!)*

By Dave Yoho

Acknowledgements

With deep appreciation to all those who participated in the research and the many stages which precede the publication of this book.

To the associations, government agencies and information sources, the Better Business Bureau, and the numerous manufacturers as well as those individuals involved in manufacturing research and those who market and sell replacement windows who granted us interviews, we give a deep bow and say – **thank you – thank you.**

To Brad and Brian, two of our executive managers, who developed the concept, created the network and worked with the numerous technically related sources, it is more than a **thank you**. Because of their awareness, creativity and diligence, we are able to provide this “first-of-a-kind” informational source for consumers.

Moreover, to you the reader, we acknowledge your importance in desiring to have and utilize this information.

Dave Yoho, President
Dave Yoho Associates
dave@daveyoho.com

About the Author

Dave Yoho: Presides over one of the oldest and most successful consulting groups in the US – He sits on the board of public companies, has appeared in over 100 video training series and has made over 5,000 speeches in 50 states and in 18 foreign countries.

His first job after graduating from Temple University was as a trainee in a company which soon became a division of Reynolds Aluminum. Here was the ignition that lit Dave's interest in building materials and home improvement products. By age 25, he was a part of its Executive Management team and left before his 30th birthday to found his own business.

The majority of Dave's adult life has been devoted to understanding the needs of others and how to convey messages which would benefit both readers and listeners. He has authored numerous articles on the benefits of various products and services offered to improve homes. He has been a consultant to many companies and management groups who are developing or improving products and services for the building materials industry.

Dave Yoho has designed communication systems used by Fortune 500 companies as well as small entrepreneurial organizations. In 1991, he wrote his first best selling book: How to Have a Good Year Every Year (Berkeley Press) which was circulated internationally in five languages. In 2005, his sequel, Have a Great Year Every Year was published and again became a best seller.

During his career, Dave Yoho has long been a champion of and platformer for consumer protection regulations. He has testified before state and federal legislative groups and his advice has been solicited in numerous cases for contractor licensing regulations.

Now he has been selected to research, develop and write this book: *Why... Buy Replacement Windows? (Not for Dummies)*. It is hoped that you, the reader, will benefit from his research.

Additional biographical information is available via his website:

www.daveyoho.com

Introduction

by Sal Alfano - Editorial Director of Remodeling, Replacement Contractor and Upscale Remodeling Magazine

If you're like most people, your home is your largest investment. In addition to what you paid when you purchased it, you've invested time and money in upkeep and maintenance to protect that investment.

The fact that most Americans take great pride in how well they maintain their home is the main reason that home improvement expenditures in the United States now stand in excess of \$300 billion annually. As the editorial director of several magazines aimed at professional remodeling and home improvement contractors, I have the inside track on first-hand information about many of the products and services that homeowners purchase to keep their homes up to date while also reducing the cost of maintenance.

One of my publications, Remodeling Magazine, produces an annual survey entitled **"The Cost vs. Value Report"** which compares the construction cost of many popular home improvement projects to the amount which they contribute to resale value. The portion of the report dedicated to replacement windows is included in this book.

Dave Yoho, the author of this book, is a recognized expert within the home improvement industry. In addition to his many accomplishments, he at one time owned and operated what was the largest home improvement company in the United States. The companies who originally developed and promoted the replacement window sought from Dave and his company the advice and direction which enabled the replacement window to become an industry in and of itself.

Since that time, replacement window projects have become a high priority for most American homeowners. In 2007, more than 33 million replacement windows were

manufactured for use in residential housing. This figure represents 50% more windows than were manufactured for new construction in residential housing.

This book represents knowledgeable research applied in a way that enables homeowners to read and understand why replacement windows are a key ingredient for energy management and ecological balance. I think you will find that Dave Yoho's personal experience and expertise enables him to deliver information that is invaluable to all homeowners. The information found in chapters 5 (*"Who Should Install the Replacement Window?"*) and 6 (*"How to Select a Replacement Window Contractor"*), are particularly helpful.

While I may be a representative of the home improvement industry, I am also a homeowner. Do yourself a favor and read this book more than once. Learn as much as you can about replacement windows. The resulting value will startle you.

(This book is also available in an audio format that can be easily downloaded - or - it is available on CD.)

Table of Contents

Chapter 1: You live in a house – so you inherited windows.....1

This chapter addresses why windows are such a vital asset in your home while also introducing important terminology that will give you an idea as to how efficient your current windows are. Furthermore, simple examples are given to test whether you will need to get your window(s) replaced.

Chapter 2: Who needs replacement windows – and why?.....7

This chapter delves into a few eye-opening case studies that we uncovered which will effect your perception of windows. Also, we present the case for more efficient windows through the addition of low-E coating and argon gas. Links are provided to various government agencies, research groups and associations involved with windows.

Chapter 3: A replacement window - not your average window.....15

First, we examine the history of the replacement window industry. We then address the effect that geography has on the type of replacement windows that should be installed in your home. There are also valuable links to window rating systems that you can explore.

Chapter 4: Are replacement windows an expense - or an investment?.....19

Various examples and reasons are provided in demonstrating why replacement windows lead to increased savings immediately. An introduction is given to the financing options that are available and how they can ultimately benefit you.

Chapter 5: Who should install the replacement window?.....25

We present the case for choosing a specialty replacement window company to install your windows - and - along the way we outline all of the tasks that they will perform. Also, we encourage consumers to solicit a company to perform a thorough "window inspection evaluation".

Chapter 6: How to select a replacement window contractor.....30

This chapter advises you on what questions you should be asking, what steps you should be taking and items that could be a cause for concern when assessing whether you have an ideal fit for your window project. We also take you through the steps that are required in order to obtain financing.

Chapter 7: Questions & Answers.....38

Provides answers to the most frequently asked questions regarding replacement windows including, "If I have my windows replaced now, how long can I expect them to last?" "Why do you stress calling the Better Business Bureau before the contractor gives you a price?" "If someone advises me that I need a certain number of my windows replaced, how can I tell whether their information is factual?" "Once I decide to have replacement windows installed on my home and sign a contract, how long should it be before the windows are installed?"

Chapter 8: So - are replacement windows a good investment?.....49

Summarizes everything that we have covered so far and gives an introduction to the “Cost vs. Value Survey” (*provided by Hanley Wood*) which will provide you with vital information on the cost(s) you can recover at resale by replacing your windows.

Appendix: Regional Cost vs. Value Results.....54

A regional breakdown of the “Cost vs. Value Survey” focusing on the nine primary regions in the United States. Make sure you examine the results for where you live or are considering moving to.

Chapter 1: You live in a house – so you inherited windows

“Windows can be one of your home’s most attractive features. Windows provide views, daylighting, ventilation and solar heating in the winter.”

- - Department of Energy

When you bought or built your home did you actually count the number of windows in your house or calculate how many square feet of glass your house is composed of?

Your windows may be double hung, casement, sliders, fixed lite (and there’s more). The glass may be single pane, or multi-paned. They may have frames made of wood, metal, vinyl, fiberglass or composite materials. They may have obsolete hardware and outdated balances (they’re the things that help the window go up and down).

If you’re like the majority of homeowners, you liked the general design of your home, the layout of the rooms and its proximity to schools, places of worship and shopping. Much of the other “stuff”, including the windows, was something you took for granted.

I have spent most of my adult life in and around the construction industry, as well as home remodeling and home improvement. Despite this, I am - like you - a homeowner. Much of what I will write about in this book is biased because of that fact. I have sat through hundreds of presentations for new products and new manufacturing methods. I have been privileged to know and work with many of the pioneers who created, manufactured and marketed windows of all kinds. However, this book is being written to and for homeowners who are fairly similar to myself.

The concept of glass in the walls of your home is a given. Yet, the fact that glass has existed as a method for transmitting light and visage for hundreds of years has been of little importance to most homeowners. In the last 30 years the advancements in the production of glass as well as the many options available have been a great benefit to our society in general and homeowners in particular.

As you read this book, remember that our goal is to aid you when the time comes to replace your windows, and also to give you a better understanding of the kind of replacement windows and glass packages which will have the most beneficial effect on your lifestyle and your budget. In chapters 5 and 6 we will examine in detail the best methods to install replacement windows and how to select a replacement window contractor.

First, let us examine some history to better understand the original intent of a window vs. the needs of homeowners today. Most wordsmiths agree that the word window is Scandinavian in its origin and is a conjunction of several words which are interpreted as "the eye of the wind" or "wind's eye".

Unquestionably, those ancient Norsemen were motivated by the fact that the word "home", literally translated, was a place where people lived. They cooked in and heated the interior of their homes by whatever methods were available at the time. Most of these were enclosures that provided no ventilation or opening for visage - and so the absence "of" created the need "for."

In all probability the original openings were installed high on the building and maybe even in the roof. We speculate that this opening being high up in the enclosure offered a view of the sky (thus the part of the word meaning eye). Probably because Norwegian winters consist of low temperature and howling winds, the name "wind's eye" seemed appropriate. Later, in typical fashion, we would create the English word based on this translation: window.

Thank You for previewing this eBook

You can read the full version of this eBook in different formats:

- HTML (Free /Available to everyone)
- PDF / TXT (Available to V.I.P. members. Free Standard members can access up to 5 PDF/TXT eBooks per month each month)
- Epub & Mobipocket (Exclusive to V.I.P. members)

To download this full book, simply select the format you desire below

