How Much Should Windows Cost?

24 Reasons Why Windows That Cost $189 Are Not Worth Buying.

(What the $189 window guys hope you don't read.)

by Gerry Rogers
24 Reasons Why Windows That Cost $189 Are Not Worth Buying

Don't get blinded by the too-good-to-be-true price... $189 windows don't qualify for the Energy Tax Credit and can't provide you the energy savings and installation confidence you need.

The answers are here, PLUS, an incredible offer on quality replacement windows!

Hans Andersen, the founder of America's biggest window manufacturer, Andersen Windows, once said, “Only the rich can afford poor windows.”

Hi, I'm Mr. Rogers, of Mr. Rogers Windows.

I remember hearing that quote when I started in the window business... and I remember thinking well, some people just want cheap windows and they don't pay much attention to anything else. I didn't fully appreciate the meaning behind Andersen's words until several weeks later...

It was at the home of a retired couple and I stopped by to give them an estimate on replacing their windows that were yellowed and fogged up. I asked the owner how old the windows were. He knocked my socks off: “Five years old,” he said.

I couldn't believe it. After only five years, those windows had failed completely, and now this man had to shell out for more replacement windows. He told me his story, his challenges on a fixed income and the regret he had for buying the cheap windows. He was determined not to make that mistake again.

Unfortunately, I meet homeowners like this all the time. And the stories are similar. “If I knew then what I know now...” You can imagine after 25 years in business, the stories multiply.

“We had interviews with other window companies before we chose Mr. Rogers. They said you can get a window for $189 dollars...I'm just glad we didn't do that.”

-Paul Elliott
Hampton, VA
So I decided I had to tell *my story*. The story about what makes a window worth buying. And why you don’t have to replace windows over and over again.

You need a window that’s going to last. That’s professionally installed, so it doesn’t fog up. That cuts your energy bills. That looks good and won’t ugly up your home after a few years.

Here you will read the insider secrets behind window price and quality. You’ll take a look at some cheap, vinyl windows. And you'll get a good idea about what to look for when you are comparing windows. You’ll find out what a good window really costs. And why a good window lasts. It’s not complicated, it’s just not your typical dinner conversation. But it’s my story and I’m telling it. And then I’ll let you in on an amazing opportunity to get a free window.

**Deconstructing the value of a $189 window**

Since the $189 window advertisement is so well known, I thought we’d start by breaking down that cost so you could appreciate the value it offers. These $189 window companies typically pay subcontractors around $35 to $50 to install each window. They pay their salespeople around $15 for each window they sell. That leaves a window that costs you about $129.

This $129 has to include caulking, vinyl wrapping material, shipping, overhead, and a profit for the window company. So, maybe the window costs them about $60.

That's cheap. And sometimes cheap is exactly what you want. Like gas, for example, we all like to buy cheap gas.

However, when it comes to windows, let's use common sense. Will a window that only costs $60 provide the level of quality you want? Will you get the energy savings you really need? And can you trust the window company to provide you service and support if anything goes wrong? Are you rich enough to afford this poor window?

**Get the window that will save you money.**
**Contact Mr. Rogers Windows 888-677-6437**

*I don't think you can get a window for [$189], because they don't tell you all the little extras you have to put in there.*

-Beth Elliott
Hampton, VA
The truth is these $189 window companies actually sell most of their windows at a higher price

The $189 window is the lowest model window available, and because it lacks energy efficiency features it will not qualify for the Energy Tax Credit of $1,500. In an interview with a $189 window salesman, the representative admitted that he would not put that window in his mother's house because he knew the window just wouldn't last.

According to Replacement Contractor magazine (July 2008), their next tier of windows costs $235. Then add $69 to get features like locks, Low-E glass, and an extended warranty. And although they advertise "$189 installed," several vital services cost extra. These include sill and jamb repair for $45; sill and jamb replacement for $125; exterior trim for $50, and landfill disposal for $100.

So altogether a $189 window can actually cost anywhere from $499 to $579. And that window still compromises on some of the quality features I will discuss here. The article further asked the low-priced companies to respond to the charge that they “...employ bait-and-switch tactics to get in the home, then upsell owners...” According to the article, each of the companies denied the charge.

Check the Better Business Bureau online. The most trusted consumer advocate organization in America gives one of the better known of these $189 companies a rating of “F”. Specifically, the BBB requested that this $189 company substantiate its advertising claims...

During a review of local and national advertising, the BBB questioned the following advertising concerns (and I quote):

“-whether the advertised price accurately reflected all charges involved in the purchase
   and whether a window could be purchased for $189 installed
- the truthfulness of lowest prices claims
- whether the company could indeed offer any size window for $189
- an explanation and clarification of the promise 'guaranteed lowest price or double your money back.'”
The BBB website states that while this company provided the BBB with a response, it did not address the BBB’s concerns nor has it changed its advertising. According to the improvement industry magazine, Replacement Contractor, in its article entitled “Window Wars,” this $189 company ended up “electing to withdraw from the BBB.”

**So how much does a good window cost?**

Obviously the real cost of a good window is much higher than $189. How much higher? I’ll tell you.

First, though, I want to describe what’s "under the hood" of a quality window and what you should know before you pull money out of your wallet and buy windows for your home.

**Window frames make a big difference in the price of windows**

Window frames today are typically made of four different materials...wood, vinyl, aluminum and fiberglass.

1) **Vinyl Windows are cheap...and not in a good way**

The least expensive windows, including the $189 windows, are made of vinyl. By itself, vinyl is one of the worst window materials available. Don’t take my word for it, though. Just read these statements by individuals and organizations who have spoken against vinyl:

- **The US Department of Energy** has issued four warnings since 1994 that vinyl windows warp, twist, bow and crack.

- **The City of Oakland, California** passed a resolution to phase out vinyl windows.

- **Consumer Reports** warns that vinyl scored low in areas of temperature resistance, rain resistance, and durability.

- **Bob Vila** advises not to buy cheaper windows, calling them "unsuitable for your home." Whatever money you save initially will be lost later on down the road.
Lowe's Complete Home Improvement guide cautions buyers of vinyl's tendency to "distort when exposed to extremes of heat and cold, making them harder to operate and allowing air leakage."

Reader's Digest New "Do It Yourself Manual" says, "All vinyl becomes brittle in extreme cold. It expands and softens in heat."

More expensive vinyl windows have steel rods and metal support frames so the windows hold up a little longer. However, all those rods fatten up the vinyl frame, covering up the glass and ruining your view. No matter what price you pay for vinyl windows, you are still going to get shiny plastic windows on your home. One homeowner told me she thought vinyl windows looked like plastic beach chairs... I guess they do at first. And after time the vinyl will discolor, bow and warp.

2) Wood Windows can't stand up to rot

You can find wood windows at a range of prices, too, from cheap to expensive. However, wood is not a trouble-free investment. By itself, wood is under a constant threat from rot. If you've ever seen an old log in the woods, you know what this looks like. Water gets in the wood. This encourages the growth of fungi. The fungi break down the wood. And the wood rots, creating a perfect haven for termites and mold.

Wood windows usually have some type of coating on them to delay rotting. The coating won't keep the rot away forever, though. You'll have to perform regular maintenance to protect them and keep them from looking shoddy. It's a time-consuming process. And eventually, the rot catches up anyway. Not only can your window fall apart, but the rot also releases dangerous and harmful mold into your home—especially bad for anyone with allergies.

And be cautious: even expensive wood windows, especially ones with blinds between the glass, may not qualify for the Energy Tax Credit of $1,500.

"The moment your installers started the project you could tell that they were well trained and passionate about their task at hand. I can't imagine what kind of workmanship and service we would have received with Lowe's or Home Dept."

- Martin & Jackie Stamm, Gastonia, NC
3) Vinyl-Clad Wood Windows-Still Not Good Enough

More expensive wood windows are made from a combination of wood and vinyl. Many companies sell wood windows wrapped in vinyl or aluminum-vinyl-clad or aluminum-clad wood. Eventually, though, the vinyl or aluminum warps from changing temperatures and peels away from the wood just enough so that water can seep inside. Once water gets beneath the vinyl, it soaks into the wood, and can't evaporate. The wood begins to rot and you're faced with mold and rotted wood.

Only now you can't even see it. In fact, the largest aluminum-clad and vinyl-clad wood manufacturer has been slapped with several class action lawsuits because their windows have rotted from the inside out.

4) Fiberglass Windows seem like a good option, except the companies who make and sell them come and go

Several years ago, Owens Corning, the world's largest manufacturer of fiberglass (think Pink Panther) set the window world abuzz with the release of a fiberglass window line. They claimed it was strong, durable, and energy-efficient...

Yet, today fiberglass windows make up only 1.7% of the market, and Owens Corning's fiberglass window is sold in a very limited area. In fact, Owens Corning features a vinyl window on their website today.

What happened? If you've ever seen an old boat in need of painting, you can understand the characteristics of fiberglass. fiberglass needs painting regularly, or your windows will fade, flake and peel. That's because when sunlight hits fiberglass, fiberglass begins to fade and disintegrate. **Year after year, you have to paint each window or risk UV rays tearing them apart.**

Fiberglass is also bad for the planet. The threads of glass that make up fiberglass are made with a very toxic epoxy. Once the epoxy is applied, the units will never biodegrade. That means fiberglass windows will sit in dumps, harming the earth for thousands and thousands of years.
5) A Composite Material is the closest thing you can get to "Forever Wood"

The better window material is made out of a wood and vinyl composite. Wood/vinyl composites, like FIBREX from Andersen Windows, are made when vinyl and wood are blended together under extreme heat and pressure. Unlike vinyl- or aluminum-clad wood windows, the vinyl is combined with wood's tough structure in a solid composite. The vinyl can't warp and peel away from the wood, so no water gets to the wood, and the wood can't rot. The maintenance free quality of vinyl protects the wood and provides a worry free window material.

What's even more surprising is that FIBREX is a window material that gives you lasting value—and yet the price of FIBREX windows is often cheaper than the vinyl- or aluminum-clad windows! If only the rich can afford poor windows, then FIBREX is the window anyone can afford. With the strength of wood plus protection against rot, you'll never have to replace you windows again.

And with the newest glass innovation from Andersen, called SmartSun® glass, all FIBREX windows qualify for the $1,500 Energy Tax Credit. I'll talk about that in a little bit...

Get replacement windows that last a lifetime!
Contact Mr. Rogers Windows 888-677-6437
Manufacturing Matters—To You and the Planet

And it's not just what windows are made of...it's also how they're made that affects the price.

6) Custom Manufactured Windows ensure your windows open and close smoothly and fit airtight

Most window makers have assembly plants that churn out their windows. All the windows are made in standard sizes.

The problem is that every house is a different size. And window openings are different sizes. Even when they look like the same size, they often aren't. Whoever installed them had to put extra siding, caulking, or insulation to make up for the fact that the window didn't exactly fit the opening. Go outside and measure a few of your own windows if you want to see for yourself.

Even the natural settling of a house over the years can cause window openings to shift. As the house settles, pressure is put on the openings, causing windows to bend and warp. Hey, I'm not the same size I was 10 years ago. Your house probably isn't either.

For a window to open and close easily and have an airtight seal, it needs to fit your home perfectly. If a window is too small for the opening, the installer will have to try to pad the extra area with insulation and caulk, then cover it up with trim (vinyl you put around the windows). They may leave an ugly gap under there that you'll never suspect, until a few years later...when your home becomes drafty and the window fogs up. It's nearly impossible to properly seal and insulate that big of a gap—so your home is left open to drafts and leaks!

And if the window is too big for the opening, the installer will have to try to force it in the opening. Often the window won't work right, because no room is left for important things like leveling and squaring.

The better windows are custom measured, then custom manufactured to fit your home. At Mr. Rogers Windows, we send a certified technician out to measure each and every one of your windows. Then your windows are made to match your house so you'll have an airtight fit and they'll open and close completely and smoothly. Yes, custom made windows cost a little more, but the cost of choosing one-size fits all windows may end up much, much higher.
Traditionally, windows were made with mortise and tenon construction. This means the individual pieces of the window were glued or screwed together to create an entire window.

Mortise and tenon construction is what gives double-hung windows their traditional look. However, while the look endures, the glue and screws holding the windows together have been improved. Since glue wears down and screws wiggle loose, drafts can sneak into your house or the seal can fail on the windows, fogging up your windows and blocking your view.

A better process for making windows airtight is fusion technology. That's when the individual pieces of the window frame are treated with a chemical that permanently bonds them together. It's like heating them up and having the two pieces melt together into a solid corner. The material is malleable, so the corners can be fused together for a strong, leak-proof fit that won't come apart.

You can't do this with wood or vinyl-clad wood—the wood is solid and doesn't melt. Before now, the only material that could take advantage of fusion technology was vinyl. However, since FIBREX has the advantages of wood and vinyl, Andersen created a unique Corner Key technology that fuses the FIBREX frames from the inside out. Plus, with double hung windows, a special process is applied to give your windows the traditional look of mortise and tenon construction—along with the superior strength and seal of fusion technology. No more messy looking, melted together corners.

Some exceptional window companies go the extra mile and think not just about today's world—they also try to protect your children's world, too. This means acting to preserve forests and reduce fossil fuel emissions.

Green Seal, a non-profit organization, is dedicated to promoting, tracking, and recognizing green manufacturing processes. So far they've awarded the coveted Green Seal to: Renewal by Andersen
Andersen’s replacement windows earn the Green Seal by using recycled wood fibers from their own plants. Those wood fibers are reused in their FIBREX windows. So when you buy FIBREX, you know that new trees were not cut down to make your window. Those trees are still standing, cleaning the air and making the world more beautiful.

And although you may think that prices go up when products are made to protect the planet—that often isn’t the case! In fact, green manufacturing often saves money.

Think about it: Andersen doesn't have to pay lumber companies to cut down more trees. They don't have to pay truckers to ship those trees. And since they have one, centralized plant in Bayport, Minnesota, they recycle the wood and make the windows all in one place, saving more on shipping. All those savings in fossil fuels and trees are passed right on to you—and more importantly, to the earth and your children.

Get the greenest replacement window in America!
Contact Mr. Rogers Windows 888-677-6437

To get the best performance from a quality window, you need professional installation

The most expensive window in the world won't give you good energy efficiency if it isn't installed right. Energy Star certification and National Fenestration Rating Council performance ratings like U-Factor and SHGC don't take into account installation.

So if you want your windows to keep out leaks, drafts, and keep your home comfortable, you need to know that professional installers are working on your windows. Many window companies hire their window installation out to subcontractors. At Mr. Rogers Windows, we don't do that. Here's why:

9) Professional installers know windows inside and out

While subcontractors may have a lot of experience, they aren't trained to deal specifically with windows and doors, and specifically with what you bought.

At Mr. Rogers Windows we hire and train all of our installers to become window installation experts. They have the tools and knowledge needed to install your FIBREX windows perfectly and solve any issue that shows up underneath your old windows.
10) **Paid by the window? Or paid by the hour? Who will take more time to do the job right?**

Some installers are paid by how many windows they install in one day. Naturally, they want to put in as many windows as they possibly can. It's how they make their living. Because of this, they often won't spend the time needed to do the structural work that goes on under the window trim. When the window looks good on the outside, they move on to the next window and the next. We discover these "cover ups" when we are hired to replace the old replacement windows.

Installers paid by the hour, though, are paid to do a job well—not quickly. This means they take their time and make sure your windows are installed perfectly inside and outside and underneath the trim. Yes, it costs more to retain installers paid by the hour. But for that extra cost you get a worry-free, professional installation that's guaranteed.

11) **Precision installation means your windows work right year after year**

Installing a replacement window isn't as simple as popping the old window out and snapping the new one in. The new window has to fit snug in the opening, then the individual sashes (the moving parts of the window) have to be adjusted to work properly.

The reason why you want professional installation is that while a window may look level in the opening, it actually isn't. Over time, your house shifts and settles. Everything is at a slight angle, so when an installer puts a window in the opening, the window is no longer square—and windows have to be square to open right and seal properly.
A professional installer takes your window and carefully measures and adjusts it to be square. This is another reason why custom manufactured windows improve energy efficiency—if there isn’t a little wiggle room, the installers would not be able to square the window. Squaring the window in the opening can be a tedious and time-consuming task that not all installers take the time to do; however, it is absolutely necessary if you want your windows to open and close easily year after year.

12) Insulation: Too much or not enough?

After the installer puts the replacement window into the opening, levels it, and makes it square, a gap is left between the window and the wall. To protect your home from heat loss and drafts, you need insulation in that gap. Some installers just stuff insulation in or use cheap, expanding foam. Or even worse, they don't use any insulation at all. In a recent interview with a $189 company, the salesman told us, "It was not required." This isn't the best solution for your window, for several reasons:

- The insulation needs to be uniform to cover the entire area. Stuffing in insulation often leaves gaps and holes that heat and cold can pass through, raising your energy bills.

- A better solution is to use insulating foam which expands to fill gaps and holes. However, some foams are better than others. Cheap foam can expand too much and press against the window frame, causing the frame to warp slightly. The window can be slightly hard to operate, and eventually lose its seal becoming drafty or fogged.

The best insulation foam expands slightly. The foam expands just enough to fill any gaps or holes; however, no pressure is put on the window frame, so the integrity of the window remains intact.

13) Insurance: Are the installers covered? Or are you liable?

Most window companies do not insure their subcontractors, and subcontractors usually do not have insurance. **If they get hurt at your home, you may be liable.** And if one of them accidentally hurts you or damages your property or your neighbor's—you'll pay for it, not them.

"After the crew had finished working each day and had left, I looked over my new windows with a different attitude towards my home. I had a good feeling of pride in my home and knew that my wife and I made a very good choice with Mr. Rogers Windows. I feel I received more than what I expected."

-James & Lynn McClellan
Virginia Beach, Virginia
At Mr. Rogers Windows we insure all of our installers. If they get hurt at your house, we cover it—not you. And if by accident your house or property is damaged, we'll pay to have it repaired or replaced.

A solid warranty guarantees Worry-Free Windows for Life

The warranty and guarantee are in some ways the most important part of the windows. If you have a good warranty, the risk is on the company who installed the window. And if they're willing to come back and repair or replace your windows for free, you can feel confident you probably have the best window and installation available.

14) Does the company honor its warranty?

Read the warranty. Discover what it covers and what it doesn't cover. Look around online to see if anyone has had problems getting the company to honor its warranties. You can check the Better Business Bureau for reliable and up-to-date information. And www.consumeraffairs.com is a great place to research manufacturers and their products. Some businesses are notorious for shuffling the blame between the manufacturer and the retailer or subcontractor, putting you and your money in eternal limbo.

15) Buy from a company that has a good reputation—so you know they'll be there tomorrow

See how long the company has been around. Be suspicious of any company that has been around for less than five or ten years. According to the Department of Commerce 95% of all small businesses fail in the first 10 years. And the small home improvement businesses are some of the most infamous businesses for starting up and disappearing a few years later—especially in a tough economy. And particularly companies that sell cheap products.

“If everyone ran their business the way you do, there would be a lot of unemployed lawyers.”

-Mary Cullen
Norfolk, VA

When the Diazes' old windows rotted, they called the major window company who had installed them and were told the parts for that window were no longer carried.

“We got the best warranty they offered,” said Suzie Diaz. But the company would not honor the warranty.

Now they have Mr. Rogers Windows and an Unconditional, Lifetime Performance Guarantee.
Or they change the brand of windows they install to improve revenue. But where does that leave you? When something goes wrong, you want the company to be there to honor its warranty on the brand of windows you bought.

Mr. Rogers Windows was established all the way back in 1986. Since then, the company has grown and expanded, so you know it will be there to keep its promise. And Andersen Windows is over 100 years old. That's a worry-free combination.

**16) Can you trust the company to continue carrying parts for your window?**

Have you ever bought an appliance, used it for five or ten years, and had it break? It's been a good appliance till then, and you know if you get it fixed, it'll work fine again...the problem is, you can't find the part to fix it. The company stopped making that model and doesn't carry the parts.

Some window makers do the same thing—even the expensive window companies. So find out if you can order parts for older windows. You don't want to buy a window and end up having to replace the entire thing because you can't order one simple part.

At Mr. Rogers Windows, we order our windows exclusively from Andersen. They keep parts in stock for windows they made back in the 1930s, so you can trust that they'll have everything you need to keep your window in working order.

**17) 100% Parts and Labor—No matter what the problem—For Life**

Few window companies are so confident in their window and installation that they guarantee their windows to perform for life. Even fewer of them give a warranty that covers every problem—even accidental breakage.

I trust in the quality of FIBREX and the skill of my installers, that's why I give you a **Worry-Free Windows For Life Performance Guarantee**. That's 100% parts and labor for as long as you have the home, no matter what the problem. (Yes, even repairing your caulk lines. Now that's something no other window company would do.)

Get the warranty that covers you 100% parts and labor.
Contact Mr. Rogers Windows 888-677-6437
Glass is robbing you blind when it comes to energy efficiency

Glass by itself is not a good insulator. That’s why glass is commonly used for baking and ovenware. Glass lets heat pass through evenly, whether it’s in your oven or in your windows.

Window glass needs a little help if it’s going to save you money on energy bills. Unfortunately, not all window companies go the whole nine yards when it comes to energy-efficiency. Sure, they can charge a little less for their windows, but you end up paying the difference over and over again with higher energy bills.

18) Low-E Glass: The first step in saving you money on energy bills

Low-E is a micro-thin coating of metals like oxide and more precious substances like silver layered on the glass in your window. You can’t see it, and it doesn’t block the light. Instead it helps keep the sun’s heat out in the summer and your snuggly warm air inside during the winter—providing you comfort and lowering your energy bills. Almost all replacement windows have Low-E glass these days. Don’t buy one without it. Seriously. Without Low-E, your energy efficiency improvement will be marginal.

19) If Low-E Glass is essential to energy savings, why not make it even better?

You can double your energy efficiency with double-glazed Low-E glass. Your window now has two pieces of glass with a thin layer of air sandwiched in between. The Low-E coating still reflects the summer’s heat and keeps your house warm in the winter. With the air pocket between the two pieces of glass you gain increased insulation value, further working to stop heat transfer.

And now you can get the most energy-efficient Low-E coating: SmartSun® glass, only available on Andersen FIBREX windows. It improves on regular Low-E coatings by adding in an extra layer of silver. The silver reflects even more heat back to its source.

This is especially valuable in the summer, when the sun’s heat pours into your home. SmartSun® blocks the heat, giving your air conditioning a much needed rest, and putting energy savings in your wallet. SmartSun® is 70% more energy-efficient than regular double-pane windows in the summer, and 44% in the winter.
Plus, SmartSun® blocks 95% of harmful UV rays from entering your home. UV rays can damage and fade furniture, fabrics, and hardwood floors. SmartSun® glass is, well...“smart.” And it’s only available on Andersen FIBREX windows.

Normally, SmartSun® costs more—but right now you can get the SmartSun® glass upgrade for FREE. I’ll talk more about that a bit later.

**20) Improving the insulating value of Double-Glazed, Low-E windows with Gas Fill**

Yes, you can improve the insulating value of a double-glazed, Low-E window. But it’s not by adding another pane of glass! Triple pane glass is available, but increased energy savings are marginal. And triple-paned windows are very heavy adding extra weight to your window, the operating mechanisms and extra bulk to the frames.

The insulation improvement I’m talking about is between the panes of glass. That pocket of air can be filled with argon gas. It’s a harmless, odorless, invisible gas that is heavier than air. Argon is like a blanket for your home in the winter, holding the warmth inside where it belongs. Later in the year, argon keeps the brutal heat of summer outside. And all year round, argon keeps more of your cash in your pocket when it comes to energy bills.

The gas fill process is more expensive, but with energy costs being so unstable, at least the investment in your window is one fixed cost you know will make a lasting difference in energy savings. Statistics have demonstrated that double-glazed, gas-filled, SmartSun®, Low-E windows are 70% more energy efficient in the summer and 45% more energy efficient in the winter.

“*Our power bill for the months of June through September has been under $62 a month.*”

- Mike and Hiroko Edwards of Charlotte, NC after installing Mr. Rogers windows

Slash your sky-high utility bills with energy-efficient FIBREX windows.
Contact Mr. Rogers Windows 888-677-6437
Keep your windows fog-free and energy-efficient with high-quality spacers

Double-paned windows can add significant insulation to your house—especially with argon gas inside. However, to keep the two pieces of glass evenly set apart, windows have something called a spacer. And traditional spacers have proven to be a problem:

21) **Aluminum Spacers: Toss your energy savings out the window**

Double-paned windows can add significant insulation to your house—especially with argon gas inside. However, to keep the two pieces of glass evenly set apart, windows have something called a spacer. And traditional spacers have proven to be a problem.

Some window makers use aluminum spacers in their double-paned windows, like what was used in the past. The problem is that aluminum conducts heat very well, letting the sun's heat into your home in the summer, and helping warmth escape in the winter. When companies skimp on this material to make their windows cheaper, they saddle you with higher energy bills, and you're left wondering where you went wrong.

Stainless steel spacers are the better solution. The stainless steel spacers used in Renewal by Andersen FIBREX windows resist heat conduction four to five times better than traditional aluminum spacers. So very little heat or cold gets into or out of your home.

And because stainless steel is so strong, it maintains a better seal with the two panes of glass. Some low-quality aluminum spacers wiggle and squirm until the glass loses its seal—and your windows fog up. Some companies even cut their costs by using plastic spacers that eventually melt—ruining your window! That's a risk you don't want to take.

22) **The Government Will Pay You $1,500 To Choose Energy-Efficient Windows!**

Energy efficiency has another benefit thanks to the 2009 Stimulus bill passed by President Obama and Congress. That's because the federal government is now giving you a tax credit for 30% of the cost of qualifying replacement windows, up to $1,500. This is a tax credit. Not a deduction. The government is actually paying you to start saving money on your energy bills.
All you have to do is install new, qualifying windows between January 1, 2009 and December 31, 2010. You must choose windows with a U-Factor and a Solar Heat Gain Coefficient (SHGC) of .30 or less. Both numbers must be .30 or less! .31 on one and .29 on the other won’t cut it.

By encouraging homeowners to install windows with such high energy-efficiency ratings, the government is hoping to save you money on energy bills and set the country on a path towards greater energy independence. The U-Factor keeps warm air in during the winter, cutting on heating costs. The SHGC helps block the sun’s heat during the summer, lowering your need for AC. Both values cut your energy use and keep your home at the temperature you want.

But you have to shop smart. Many windows DON’T qualify. Even some very expensive windows from major brands you know. Make sure you check out the National Fenestration Rating Council (NFRC) sticker on every window. This will tell you the U-Factor and SHGC. Or you can check directly with the NFRC.

Luckily, there’s an easy way to make sure you get your Energy Tax Credit. Just contact Mr. Rogers Windows. You’ll find Andersen FIBREX windows in all your favorite styles to qualify you for the tax credit. You’ll get your $1,500 while you increase your comfort and start filling up your wallet with energy savings.

Plus, in addition to your $1,500 Energy Tax Credit, I have more savings to offer you. But before I tell you about that, I want to be sure to talk about cleaning your windows.

**Easy to clean windows? That's too good to be true....**

Windows can be a pain to clean. Climbing up on ladders with a bucket and a sponge. Trying to hose off dirt...

You want your windows to have a clear view without lots of work. Luckily, some windows are designed with that in mind.

**23) Glass that saves you time cleaning!**

One of the newest innovations in glass technology is a coating that makes glass cleaning easier than ever. This is done by coating the window with a micro-thin layer of titanium dioxide. Like the Low-E coating, this is an invisible coating. But this coating is placed on the exterior of the glass. It’s called Low-E4.
What's in a window?
Frame, glass, manufacturing, installation, warranty, service....

You've just seen 24 things that factor into the quality of windows and their long-term performance. Some of these points affect the cost more than others...and some, like a worry-free lifetime warranty, are priceless.

The Low-E4 coating activates when the glass is wet and sunshine strikes it. The titanium dioxide reacts with the sun's UV rays and the moisture to break down biological materials on the glass such as dirt and insect residue. This keeps your windows cleaner longer and makes the glass much easier to clean, saving you time and preserving your window's view.

This is such a revolutionary innovation from Andersen that you'll want to see Low-E4 technology for yourself.

Get the ultimate E4 glass cleaning technology.
Contact Mr. Rogers Windows 888-677-6437

24) No more climbing up ladders to clean your windows

Scaling a ladder to clean hard to reach windows can be risky. You need to be able to clean the outside of your windows from inside. FIBREX windows from Mr. Rogers Windows help you do this. The sashes that hold the glass run on tracks. You pull them down, and then tilt them inside for easy access to the entire window—inside and out.

“I trust Andersen products and more importantly I trust your installation to be correct, neat, and to improve the value of my home. In today’s market, those qualities are rare.”

-Andrew Malloy, Chesapeake, VA
Every one of these 24 points is something Mr. Rogers Windows takes to heart. So if you want to know how much it costs to have a window that takes all 24 points into consideration... I’m going to tell you, it is not $189. Because a window investment is like putting a force field up in your home that keeps the energy thief out of every room and away from your wallet. And that window is not going to need replacing again.

You can't get value like this for $189:

- Ultra-strong, energy efficient FIBREX
- Double-glazed, argon-filled, Low-E4 glass
- SmartSun® Glass—The newest innovation for energy efficiency
- Professional installation by certified technicians, insured and employed by us
- Worry-Free Windows For Life Performance Guarantee—including 100% parts & labor
- Customer care and service professionalism that is unmatched

Get better value with a better window.
Contact Mr. Rogers Windows 888-677-6437

When you add it all up, you’ll be surprised to learn that Mr. Rogers Windows are not the most expensive windows in town. In fact, the cost of our windows is less than vinyl clad wood windows, and even some vinyl windows. Unbelievable, but true.

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“At age 80, I've had many tradesman and their companies do work for me in my 60 years of owning homes. But never have I had dealings with any company that gave me better workmanship than yours.”

Matthew Moore
Virginia Beach, VA
According to Remodeling Online’s 2008 Cost Versus Value report, the cost of replacing 10 of your windows with FIBREX windows from Andersen and Mr. Rogers is actually $1,000 to $2,000 less expensive than choosing mid-range vinyl or wood windows. And you’ll save anywhere from $4,000 to $8,000 by going with FIBREX over high-end wood and vinyl windows. And those high-end windows offer the same, or in many cases, worse performance than FIBREX. You don’t have to be rich to afford FIBREX.

The report, which averages the cost of remodeling jobs across the nation and compares the cost with the value added to the home, didn’t even consider low-end windows like the $189 window. Probably because those windows add negligible value to your home. On the other hand, with FIBREX you can regain 80% or more of your investment if you ever sell your home.

**The Real Cost of Good Windows**

So how much do our windows cost? Depending on type, size, installation, hardware, wood veneers, and grilles, **Mr. Rogers Windows cost between $700 and $900 each**. You’ll find this information helpful in ball parking the cost of your window project.

And then there is our "Buy 9, Get One Free" bonus savings option going on now. Look at your window replacement project in phases. You can buy nine windows and get one FREE. Whether 10 windows is all you have to replace or if it's just one-third of the project, installing those 10 windows makes a dramatic effect in your home's energy efficiency, and you get a free window.

Plus, you’ll also get a free upgrade to SmartSun® glass. This is the most energy-efficient glass we offer, and it qualifies you for the $1,500 Energy Tax Credit. You’ll start saving money on energy bills right away, especially in those hot summer months. That’s because SmartSun® is 70% more energy efficient than regular windows in the summer.

**Get 10 quality FIBREX windows for the price of 9!**

**Contact Mr. Rogers Windows 888-677-6437**

One homeowner who replaced 10 windows in the first phase of a large home called to tell me that he saved $172 on his energy bill in the first month—and this was without SmartSun®! Imagine your energy savings with it. That adds up fast. Energy efficiency is not something you can see—and you won’t know if it’s there until after your windows are installed.
So no matter what you buy, feel free to use this letter as a checklist when shopping for windows. The 24 points are straight facts and will help you get the best window you can afford.

When making a decision to buy replacement windows, start with four basic questions:

1. What level of quality, energy efficiency, and service do you want?
2. Will the U-Factor and SHGC rating qualify for the Energy Tax Credit?
3. How much are you willing to invest to get that quality?
4. What company do you trust to deliver what is promised?

Making a quality home improvement not only gives you pride in your home—it should also give you a return on your investment. By the way, just check out how many real estate professionals mention Andersen windows as a feature in their ads. They know Andersen windows bring a value to a home that is accepted and understood. After all, Andersen has been in the business since 1903.

I know I can't be everyone's window man, but I sure want to be yours. Give us a call at 1-888-677-6437 and let's get your window project started today.

See ya' around the neighborhood,

Gerry Rogers

P.S. Be sure to visit one of our window showrooms to see full size FIBREX windows on display. And right now when you buy 9, I'll give you the tenth window free. Plus I'll upgrade your entire window purchase to include FREE SmartSun® glass. And you'll qualify for the $1,500 Energy Tax Credit this year.

Get the 10th window free! Contact Mr. Rogers Windows 888-677-6437

P.P.S. Don't choose cheap windows then start kicking yourself in a few years when they fail. You know the facts now, so choose the window that will save you money on energy bills, qualify you for the $1,500 Energy Tax Credit, and free you from the hassle of replacing your windows forever!