



Viewpoint



Winter 2005/2006

ADVANCE NEWS AND INFORMATION TO HELP DEALERS DO BUSINESS

Capture More Remodeler Business with the Andersen Custom Remodeler Program

The Andersen Custom Remodeler Program (CRP) empowers you to offer the products, services and expertise it takes to build profitable relationships with remodelers.

CRP tools will help you craft a business plan, and an Andersen remodeler specialist can train your staff on the nuances of this market.

Participating remodelers get access to high-impact Andersen marketing tools, along with numerous training opportunities and other exclusive resources. This includes the popular HomeTalktours.com (see *article to the right*), which showcases the work of local remodelers and builders in an exciting, interactive environment. Remodelers will also be first to get information when Andersen launches new remodeler-friendly products.

All these tools share a common objective: positioning you as remodelers' indispensable resource for the products, services and expertise they need to serve their expanding customer base.

If you'd like to make the most of the growing home improvement market, contact your Andersen representative about the Custom Remodeler Program.

Showcase the Work of Your Best Trade Customers

Enroll them in the popular, high-impact HomeTalktours.com.

Imagine a resource that promotes the work of your best builder and remodeler customers—on a high-impact, well-promoted web site that provides room-by-room virtual tours through their projects.

This is precisely what Circle of ExcellenceSM dealers get with Andersen HomeTalktours.com. Available to dealers that are committed to supporting the Andersen brand, this unique tool makes it simple for homeowners to find the best builders and remodelers in your area. It also demonstrates your commitment to your customers' success, helping to strengthen the bond between you and your best trade customers.

Amazingly Simple

By visiting HomeTalktours.com and selecting the state and community where they would like to find a builder/remodeler, homeowners get a list of reputable local contractors that you enroll in the program, with a simple form that takes only a few minutes to complete. Consumers can then take virtual, room-by-room tours of projects from builders and remodelers.

Easy-to-Manage Advertising Generates Local Awareness

Our new HomeTalk advertising program is the only manufacturer-offered, dealer-sponsored advertising campaign that puts promotional emphasis on your contractors. It's also easy to participate, with no advertising for you to develop and buy, and no claims to submit for reimbursement.

We'll help you get the word out through professionally produced, 60-second radio spots and newspaper and magazine ads promoting your participating contractors and HomeTalktours.com. Each HomeTalk



Forge strong customer relationships by showcasing your area's best builders and remodelers on **HomeTalktours.com**.

campaign can be extended with local *Parade of Homes* and *Home & Garden Show* advertising, where available.

In-store promotional materials will also help promote HomeTalk to consumers.

Get Your Customers Involved Today

Talk to your Andersen representative or visit <http://coe.andersenwindows.com> for more details and availability. Thousands of homeowners across the country have already connected with builders and remodelers through HomeTalktours.com. Encourage your best builder and remodeler customers to participate today. It's in their best business interest—and yours.

Andersen Experience Wins National Award

This best-in-class tool is available to you

The Andersen Experience has impressed thousands of visitors so far this year. It has also caught the attention of the Guest Relations Association (GRA), which gave Andersen the 2005 Award for "Best Private Tour" and "Best Marketing Materials" at a recent conference in Louisville, Ky.

The Andersen Experience is a proven way to thank customers and convert prospects with an unforgettable inside look at Andersen. Your guests will be treated to a first-class experience from the moment they enter our Bayport facilities. Personable hosts will greet them in a world-class conference center and treat them to a factory tour that is equally entertaining and impressive. The experience can be customized with useful training seminars, ongoing education credits, and business presentations tailored to each visiting group's needs.

A portion of *The Andersen Experience* qualifies for Andersen co-op marketing dollars, so it's an efficient marketing investment for you. Your Andersen representative can help determine if *The Andersen Experience* is a good fit for your business. Contact your representative today to take full advantage of this cost-effective and award-winning tool.



The Rewards of Recognition

A Florida Andersen ExcellenceSM dealer capitalizes on special events to strengthen contractor relationships and elevate sales.

In business, as in any relationship, people like to be recognized. For Andersen ExcellenceSM dealer Florida Wood Window and Door, this truism has made all the difference in building customer loyalty, converting prospects and reaching higher Andersen sales levels, year after year.

Collaborating closely with local Andersen representative Tom Mizwa, this dealer uses measures beyond traditional marketing to build a profitable base of Andersen cus-

tomers. Specifically, it hosts regular events that help builders and remodelers do their jobs more efficiently—and enhance their confidence in the Andersen[®] brand.

One such event is a window installation seminar that Florida Wood Window and Door offers free to area contractors, which is partially funded using Andersen cost-sharing marketing dollars.

"As building code requirements have changed over the last few years, we've noticed some recurring window performance issues," said dealership co-owner Dan Shannon. "After discussing this trend with Andersen, we ultimately identified faulty installations as the culprit, and decided that education was the best way to eliminate these issues."

A Proven Relationship Builder

Two window installation seminars have been held at Florida Wood Window and Door in the last eighteen months, with future seminars planned on an ongoing basis. The events are held after business hours, and attendees are served pizza and refreshments as they're led through a step-by-step tutorial of installation best practices. Techniques are communicated through a PowerPoint presentation and a live installation demo on



Andersen ExcellenceSM dealer:
Florida Wood Window and Door, Inc.

Location: Fort Myers, Florida

Number of employees: 11

Year founded: 1997, by Charles Arabie and Dan Shannon

Business: Full-service provider of construction materials and after-sale support



Use your showroom to share Andersen[®] products with your builder and remodeler customers.



BEST PRACTICES

Tips for Optimizing Customer Relationships

From Dan Shannon, co-owner
Florida Wood Window and Door

1. Do the fly-in visits! Andersen quality and heritage speak for themselves—especially onsite, at the company’s manufacturing facility in Bayport. Thank your best customers and convert your best prospects by treating them to *The Andersen Experience*.

Sure to entertain, sure to inspire. Nothing more impressively conveys Andersen’s heritage of quality than *The Andersen Experience*, which features a hands-on, step-by-step tour of our manufacturing facilities. Shown here is a recent tour sponsored by Dan Shannon, co-owner of Florida Wood Window and Door. Funded partially by co-op marketing dollars, the tour’s guests included a combination of Shannon’s best customers and his highest-value prospects.



Dan Shannon,
co-owner of
Florida Wood
Window and Door

a portable “mock wall” that can be taken to any location where training is required.

“Training builds business far better than we ever imagined, because it shows that we understand and can resolve the real challenges of our customers,” Shannon said. “This useful instruction has paid us back tenfold, in terms of both new business and positive publicity among builders.”

More than 40 people have attended the first two seminars, and upcoming seminars have quickly filled to capacity through word-of-mouth alone. Some of the dealership’s largest and most important customers now make the seminar mandatory for their staff.

A Firsthand Look at What Makes Andersen Great

Florida Wood Window and Door also capitalizes on *The Andersen Experience* to recognize loyal customers and convert high-value prospects. This unique relationship-building tool includes a VIP-style fly-in tour of Andersen corporate and manufacturing facilities.

“*The Andersen Experience* has been invaluable for recognizing our best customers and

swaying our conversion targets,” Shannon said. “Without fail, every person we’ve taken has become a passionate Andersen enthusiast and a loyal customer for us.

“And the cost for participating in this remarkable experience is worth the investment,” Shannon said. “Since Andersen co-ops some of the expenses, any costs we incur are easily recoverable through new revenue and general goodwill for our business.”

Tangible Results

Florida Wood Window and Door has achieved monumental Andersen product sales growth since becoming an Andersen Excellence dealer in 2001. Highlights include doubling its revenue during its second year in operation. Andersen-related revenue is up 60% so far this year. Shannon partially attributes these results to his company’s active participation in Andersen-sponsored special events.

“The message in all of this is simple,” Shannon said. “You don’t have to go it alone as an Andersen dealer. And you shouldn’t, because you have all these great people, tools and co-op dollars at your disposal. This stuff really works.”

2. Develop a reputation as an educator.

Unlike traditional marketing tools that merely tell contractors about your capabilities, training *shows* that you understand your customers and their industry. Position yourself as a reliable problem-solving resource by offering educational seminars on timely issues.

3. Make the most of your co-op dollars.

Much like the 401(k) match many businesses offer employees, the Andersen co-op program offers a valuable resource for all Andersen ExcellenceSM dealers. Your co-op funding is a highly affordable way to get the word out and maximize your Andersen product-related revenue.

4. Resist becoming a generalist.

Rather, specialize and develop unmatched knowledge with a particular manufacturer. This expertise will equip you to solve customer challenges in unique and effective ways, and you’ll build a customer base that trusts your opinions and visits your dealership, time and time again.

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CIRCLE OF EXCELLENCE
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WINDOWS • DOORS
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What's in ProViews®?

Your builder and remodeler customers will receive their copies of *ProViews*® soon. Here's an overview of what will be in those issues.



ProViews for Builders:

- A cost-effective marketing strategy for a Minnesota developer
- Luxury home builder insists on Andersen® windows with Stormwatch® protection
- Upcoming builder events

ProViews for Remodelers:

- Reach local homeowners using HomeTalktours.com
- Woodwright® replacement window installation tips
- 2005 Remodeling Show recap

You can view online versions of *Andersen Viewpoint*, *ProViews* for Builders, and *ProViews* for Remodelers at <http://coe.andersenwindows.com>.

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ANDERSEN® 400 SERIES PRODUCTS WITH STORMWATCH® PROTECTION

Help Customers Comply with New Codes in Storm-Prone Areas

Superior window and patio door performance is now a requirement in storm-prone areas along the southern and eastern U.S. coasts.

Codes in these coastal areas include higher design pressure ratings for windows and patio doors. Resistance to impact from wind-borne debris is also required in regions where winds meet or exceed 110 mph during severe weather. (See your local code official for code requirements in your area.)

Increased enforcement of these codes creates a perfect opportunity for you to actively promote Andersen® 400 Series products with Stormwatch® protection to contractors. Featuring structural enhancements and a variety of glass options, Andersen products with Stormwatch protection meet or exceed many of the latest codes for design pressure and impact resistance. Equally important, these products

withstand harsh weather without sacrificing their hallmark beauty and craftsmanship.

Make sure your customers know all their options for protecting the homes they build and remodel from hurricanes and harsh coastal weather. Tell them about Andersen 400 Series products with Stormwatch protection today.



Provide beautiful windows that withstand ugly weather and meet the latest codes.

WINDOWS AND DOORS WITH
StormWATCH
PROTECTION