

Small Business Saturday: Support Local Utah Window Company

advancedwindowsusa.com/small-business-saturday-support-local-utah-window-company



Why is it best to choose a small business in Utah when shopping for products or services in your local area? For example, Advanced Window Products is a local company that has served the Salt Lake City, Utah, area for the past 36 years. We've grown by building a great local brand based on superior energy efficiency and durability of our home improvement products and excellence in customer service. That's all great, but what are some specific reasons why it makes more sense to buy windows from a local small business like ours vs. a local branch of big box stores?

First, Generally Speaking, Why Shop Locally?

What happens when you do business with a locally owned small business like Advanced Window Products instead of at a branch of a national or international retail corporation in your local area?

- The money you spend stays in your local economy: Three times the percentage of each dollar spent at a local business is re-spent in the local economy than of a dollar spent at a national retail location in your market area.
- It helps create local jobs: Small businesses are more effective than large chains at generating new jobs from the same amount of new revenue.
- You receive better quality workmanship and service: A small local company has a more personal interest in providing the people in their community with the very best.
- Your taxes work *more* for your city: With less corporate overhead to siphon off profits, more tax dollars are left to enhance our community.

- You contribute more to your community: Local businesses donate about double the rate of contributions to charities than large corporations do.
- It helps the environment: It reduces fuel use for transportation of many materials and supplies to and from the point of production, packaging, shipping, etc., and from there to the point of sale.
- You build a successful community around you. Helping nurture entrepreneurship in your city develops a thriving population of aspiring and innovative people around you.

Benefits of Buying from a Local Window Company

Having a window manufacturer in your area that directly serves residential consumers offers many advantages compared to buying from a big corporate retail chain branch location:

The Most Knowledgeable Installer: A major problem when buying from a big box store is that you still need to make sure you're using the most professional window installer.

Knowledge Gap: There's a natural shortage of product knowledge of the manufacturer's windows and a general retailer's employees who sell them among many thousands of other product types across many departments.

More Custom Product Knowledge: Local companies know more about the right features for your custom windows in your climate area.

Buy Local Factory-Direct: There's no retail middle-man to cost you higher prices, increase the likelihood of miscommunication, and cause results with lower product and service quality.

Warranty: Having the same company that sells you your windows also installing replacement windows for you and providing the warranty service directly is a major benefit for homeowners.

Wider Range of Custom Options: There is a much wider range of custom window features available to buyers when dealing directly with the manufacturer. Windows can be built to precise specifications, whereas windows from a big box store are much more limited in options.

Higher Quality at the Lowest Price: Naturally, the window manufacturer can sell windows and doors at the lowest possible prices because there is no retail markup.

Certifications: Factory-trained and industry-certified window installers have certifications that big retail stores can only talk about as third parties or not at all, depending on where they bought the windows.

Dealing Directly with the Manufacturer: When you have a problem with a product you bought from a big retailer, they just send you to the manufacturer, especially if they can't get a refund from the manufacturer. Working directly with the manufacturer is a major service advantage.

Why Choose Advanced Window Products?

We are Utah's leading energy-efficient replacement window company and the region's best vinyl window manufacturers. Our customers benefit from superior window quality at the best overall value. That's because buying factory direct eliminates the retail markup and our factory-trained installers bring the greatest knowledge to help ensure the highest performance from the window and door products to be installed.

For information about locally built custom energy-efficient replacement windows, call Advanced Window Products at (801) 505-9622, or contact us here on the website!
