



Window & Door Certified Installer

WINDOW BUYING MADE SIMPLE

Middleman vs. Manufacturer-Direct



## New Energy-Efficient Windows add Value and are Sensible

Across Arizona, many homes are 20–40 years old and face intense sun exposure, extreme summer temperatures, and rising cooling costs.

Homeowners and buyers alike value comfort, predictable expenses, energy efficiency, and expect high quality. Advanced Window Products give you that and much more.

### THE MIDDLEMAN MODEL (Traditional Window Dealers)

- Due to multiple companies being involved, warranties are often limited-lifetime warranties with exclusions and separate coverage depending on the dealer, manufacturer, and installer
- Glass and window frame quality can vary depending on the manufacturer used
- Renewals by Andersen®, Marvin®, Pella®, Window World®, and similar brands operate under the dealer / middleman model
- Salesperson works for a dealer
- Dealer buys from an out-of-state manufacturer
- Manufacturer/dealer hires a third-party subcontractor
- Multiple companies involved
- Dealer and manufacturer markups
- Measurements passed through several parties
- Installers are often not factory trained
- Longer production and installation timelines
- Multiple phone numbers for service or warranty
- Accountability spread across several companies

## **THE MANUFACTURER-DIRECT MODEL (Advanced Window Products)**

- One local company from start to finish
- Direct order written by company representative with no middlemen
- Windows frames (vinyl with FiberX®) and glass are manufactured locally using our premium Cardinal® Lo-E argon-filled glass construction
- In-house, factory-trained Installation Masters® team
- Precise measurements taken by our own team, every window custom cut
- Measurements integrated directly into manufacturing
- No dealer markups
- Installation often 1–2 months faster
- Most homes are installed in one day
- One local phone number for service and support
- Lifetime warranty handled locally

## **THE DIFFERENCE**

### Middleman Model:

More layers • More delays • More cost • Less accountability • Warranty Limitations

- Real possibility of inconsistencies in installation quality caused by sub-contracting

### Manufacturer-Direct:

Faster installs • Precision-built windows • One company responsible — for life

### Advanced Window Products

Manufacturer-Direct | Locally Built | Lifetime Warranty

### WHY THIS MATTERS IN ARIZONA HEAT:

Extreme Arizona temperatures demand consistent glass performance, high-quality frames, and precise installation. Variations in glass coatings, frame materials, or installation standards can lead to increased heat transfer, reduced indoor comfort, higher energy bills, and a shorter window lifespan.

## **SENSIBLE HOME SERVICES**



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Sensible Home  
Website



Advanced  
Windows  
Website

