

## Real Windowquoter & Free Lead Quoter for Window Companies - Explained

### What Is Real Windowquoter & Free Lead Quoter

Real Windowquoter & Free Lead Quoter are the products at the centre of a complete business development solution for Window Suppliers.

Real Windowquoter is a UPVC Window and UPVC Door price engine that drives an own-branded Web site (a Web site which we personalise for each of our customers), and also includes an interactive Quote Building tool with Secure Online Purchasing. The system can offer Secure Online Purchasing through the use of SSL certificates and a direct link to Sagepay.

Free Lead Quoter is a similar Web site but this is promoted on a national basis and is designed to capture Quotes from Customers across the UK, who can then locate their nearest Window supplier and "Push" the Quote straight into the Window Suppliers own-branded version of the Real Windowquoter web site.

Window suppliers can have a Real Windowquoter web site with their own colours, logos and images. As part of the website a Control Panel is provided to manage submitted quotes, submitted orders, registered companies and contacts, delivery costs, installation costs and other business related activities.


### Why is this vital to the success of any Window Supplier?

Leads are the lifeblood of the window industry and they are usually generated via the following routes:

- Door knocking
- Referral
- Advertising
- Buying leads from Online Canvassers
- Generate your own online leads for FREE

Every window supplier must understand that the way customers are looking to buy windows is changing rapidly. Forget the future, it's the present that's Online.

See how traditional methods of Lead Generation compare with Generate Your Own Online Leads For **FREE**:

 0844 568 6601

 [www.realwindowquoter.com](http://www.realwindowquoter.com)

## **1. Door Knocking**

You don't have a clue if the people whose houses you are calling on are the slightest bit interested in buying windows – This means stacks of wasted time, effort and money.

## **2. Referrals**

Customers have a large choice of Window Suppliers and a wide range of offers to entice them - receiving a recommendation nowadays means that the recommended company will still only be one of 3 or 4 Window Suppliers pitching for the business.

## **3. Advertising**

Cost versus acquisition is now very questionable – the advertising rate you pay is driven by the amount of people the media is sent to – but out of 20,000 or 30,000 reading a regional Newspaper, how many are genuinely looking for windows and doors at the moment the publication is delivered? Its easy to think about the one or two phone calls you get off an ad, but you've just paid on the basis that 29,999 who don't want windows are reading it as well.

## **4. Buying Leads From Online Canvassers**

Online Canvassers or Get-a-Quote Companies are on the increase, supporting the position that Customers are using the Internet to find Window Suppliers. However Online Canvassers miss a lot of genuine enquiries when many Customers are put off because they have to register their details first and can only get a call-back from 3 or 4 Approved Suppliers rather than get an accurate quote there and then.

Some Window Companies also complain that Lead Quality can also vary because some companies filter the enquiries before passing the better Quality Leads onto preferred suppliers.

## 5. Generate Your Own Online Leads For FREE

Buying Leads from Online Canvassers has merit, but generating your own for FREE is better.

The methodology is simple:

If the number of Customers using the Internet to search for Window Suppliers, Prices and Quotes is large enough, and you can provide the Prices and Quotes they require accurately online, having built a relationship of trust and integrity, you will not only generate Leads that have practically sold themselves, but in many cases the sales will be made online there and then – SPLG (Sales at The Point of Lead Generation)

The Internet outperforms all other forms of Advertising & Promotion because your Web site is always available to connect with Customers at the precise moment when they're looking for Window Suppliers, Prices and Quotes.

There are currently around 1 million searches made every month in the UK on Google alone for Double Glazing, UPVC Windows and UPVC Doors Suppliers, Products, Prices or Quotes and regionally the numbers run into 1000's.

Running a professionally designed Web site, where customers can build an accurate quote and see genuine prices cannot be regarded as a luxury in today's market – it is a necessity that can produce remarkable results and the best ROI (Return on Investment) money can buy.

### [Who Owns Real Windowquoter™ & Free Lead Quoter™](#)

Real Windowquoter™ & Free Lead Quoter™ are owned by Real Windowquoter Ltd.

### [Who Operates Real Windowquoter™ and Free lead Quoter™](#)


You the customer, operate your own customised Real Windowquoter lead generation site. You can add your existing window profile to the system on your site.


Real Windowquoter Ltd operates Free Lead Quoter and leads generated from this site are passed, based on a geographical basis, to customers using the Real Windowquoter price engine within their website.

## [Resource](#)

### [Real Windowquoter™ Corporate Web Site](#)

This Web site contains valuable information for Window Suppliers and Fabricators who want to learn

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 [www.realwindowquoter.com](http://www.realwindowquoter.com)



more about the Real Windowquoter™ solution for increasing sales and profits.

[www.realwindowquoter.com](http://www.realwindowquoter.com)

### **Free Lead Quoter™ Web Site**

This is the version of Real Windowquoter™ that is promoted nationally to generate regional Leads for our Window Supplier customers.

[www.realwindowquoter.co.uk](http://www.realwindowquoter.co.uk)

### **DWC Trade Windows Web Site**

This is DWC's own-branded Real Windowquoter™ Web site and demonstrates exactly how our Window Supplier customers Web sites look and operate. Everything works the same in each case but the logos, colour schemes, images, personal text and details are changed in each case.

[www.dwctradewindows.co.uk](http://www.dwctradewindows.co.uk)

### **Want To Take The Next Step & Learn More?**

Just call the Business Development Team at Real Windowquoter to see how we make the system work for your Window Company: **0844 568 6601**

### **Who owns the data in your Real Window Quoter website**

The data held within your customised website (incorporating the Real Window Quoter engine) belongs to you and as such is protected by the Data Protection Act 1998. No other user (window company) of the Real Window Quoter system will have access to your customer data.

### **You control who your suppliers are**

You may choose to stay with your existing supplier or alternatively buy through fabricators/suppliers chosen by RWQ.

### **Resources**

#### **Real Window Quoter Corporate Web Site**


This web site contains valuable information for window suppliers and fabricators who want to learn more about the Real Window Quoter solution for increasing sales and profits.

[www.realwindowquoter.com](http://www.realwindowquoter.com)

#### **Free Lead Quoter Web Site**

This is the version of Real Window Quoter that is promoted nationally to generate regional Leads for our Window Supplier customers.

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### DWC Trade Windows Web Site

This is DWC's own-branded Real Window Quoter web site and demonstrates exactly how our window supplier customers web sites look and operate. The functionality is the same for each Window Supplier customer, but in each case, the logos, colour schemes, images, personal text and details are fully customised.

[www.dwctradewindows.co.uk](http://www.dwctradewindows.co.uk)

## What to do now:

**HURRY! We are offering big DISCOUNTS to early adopters of this great software!**



### REAL WINDOW QUOTER:

Try it or yourself at [www.realwindowquoter.co.uk](http://www.realwindowquoter.co.uk)  
and see how your customers quote themselves!



### CALL NOW: 0844 568 6601

Our Business Development Centre is ready to help  
improve your turnover with Real Window Quoter!



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