

- ✓ The way Windows and Doors are being bought in the UK is changing - window companies that embrace the change will see increased sales and profits, whilst those who don't may well die out altogether.
- ✓ More Customers use the Internet to search for UPVC Windows and UPVC Doors Suppliers, Products, Prices and Quotes, than use printed directories, online directories and newspaper advertising.
- ✓ Over 1 million searches are made every month throughout the UK – on a County-by-County basis; you could be missing out on an average of 14,000 potential leads every month!
- ✓ If your Website does not inspire confidence, and cannot provide an accurate quote, visitors will leave and search for a better site.
- ✓ Customers are smarter and more cautious than ever before – they demand an accurate price for their Windows & Doors without the “I can see straight through that ” offers and they don't want to register their details until they have a price.
- ✓ Web sites that require customers to record their details before they can get a price have bounce rates of up to 95% – the national average is 55%.
- ✓ A Web site driven by Real Window Quoter™ has an average bounce rate of just 17% and visitors stay on the site for an average of 10 minutes visiting 23 pages. This means the majority of visitors build detailed quotes, save their quotes, register their details and in the majority of cases make a purchase.
- ✓ Supplying Retail customers only is no longer enough on its own. Building a client base of Fitters, Architects, Builders and Developers is the key to growth.
- ✓ A Real Window Quoter™ Web site enables you to build a trade base quickly. Trade Customers can register, qualify for genuine trade discounts, and use your own-branded Website to build accurate quotes whenever they need.
- ✓ Buying Leads from Online Canvassers running Get-a-Quote Websites is fine, but the Lead Quality can vary wildly. Real Window Quoter™ produces Real Quotes from Real Customers and because our Quotes are accurately priced, sales can be made there and then.
- ✓ Purchasers of Real Window Quoter can stay with their current fabricator, or opt to use DWC affiliated fabricators. The choice is yours.
- ✓ Continuing to sell Windows & Doors in the traditional manner will not succeed – lead generation will drop, conversion rates will fall and even referrals will slip as Customers have more choice on the Internet.
- ✓ Talking to DWC Trade Windows may well transform your business for the future. Since operating Real Window Quoter™, our quotes are up 25%, we have secured 35 new trade customers in 6 weeks and are selling an extra 20 frames per week.

YOU can achieve the same results

What to do now:



REAL WINDOW QUOTER:

Try it or yourself at 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!