

Fenestration

Vinyl Windows

Homeowners Trending Toward Vinyl Windows in 2009

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ne of the biggest construction trends of 2009 is likely to be the rise in vinyl window installations.

Vinyl replacement windows currently account for more than 50% of all windows sold in the U.S., so it's probable that this figure could rise this year. Why? With more homeowners staying in their current homes instead of moving, remodeling is expected to exceed new home construction, which could mean more vinyl window upgrades. Vinyl windows also have everything homeowners are looking for in today's economic climate – energy efficiency, low maintenance, affordability, and style – to boost curb appeal and home values.

Energy Efficiency

A key factor driving demand for vinyl window upgrades this year is homeowners' desire to save money on energy bills. The average home loses up to 30% of its energy through inefficient windows and doors. According to the U.S. Department of Ener-

gy, installing energy-efficient windows and doors can save homeowners an average of \$125 to \$450 a year on utility bills.

Window manufacturers are responding by pushing the envelope with the latest vinyl window technology that helps keep homes warmer during the winter and cooler during the summer.

Affordability

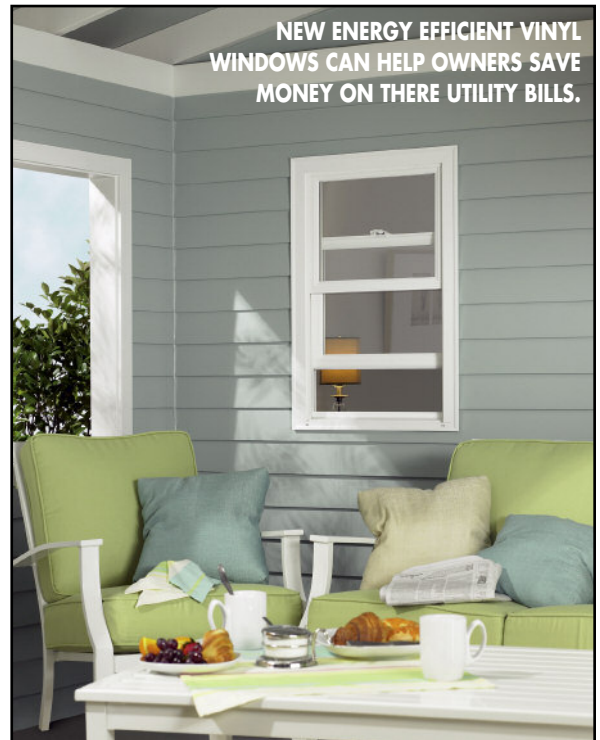
In a recession, cost and value play a bigger role in the remodeling decision. Vinyl windows are a more moderate investment than wood windows and more likely to fit within tighter budgets. Vinyl windows are also easier to manufacture in custom sizes, which makes fitting replacement windows into existing homes more affordable.

In addition, homeowners who upgrade windows and doors in 2009 can earn a home improvement tax credit from the federal government of up to \$500, which makes vinyl window projects more attractive and financially feasible for many.

Style/Home Value

Windows that appear worn, damaged, or dated can bring down a home's perceived value. Today's

NEW ENERGY EFFICIENT VINYL WINDOWS CAN HELP OWNERS SAVE MONEY ON THERE UTILITY BILLS.



vinyl replacement window choices include style upgrades like simulated divided lites and decorative glass that make a tremendous improvement on a home's curb appeal, even if the home is not on the market.

Gone are the days when white was the only vinyl color choice. New interior wood grain finishes and exterior color options are available on select vinyl windows and allow for more creativity and personalization than in the past.

If a homeowner is selling a home, upgrading curb appeal is a good investment. Window projects can practically pay for themselves at closing. Typically, homeowners can expect between an 80-90% return on window upgrades, according to the National Association of Realtors. 