

# Window & Door®

www.WindowandDoor.com

The Information Source for the Fenestration Industry

Volume 23, Number 7 | October/November 2015



## Dealer OF THE Year AWARDS

Loewe



Best Business Practices // Fall Tradeshow Preview // Limiting Risk in Litigation

DEALERS  
OF THE YEAR



OVERALL EXCELLENCE:  
LEADERSHIP IN THE  
PROFESSIONAL MARKET

# Windows, Doors & More

*windowshowroom.com, Seattle, Wash.*



**Opposite:** The WD&M team: (front row to back, left to right) Kaelen Schaefer, Rick Locke, Nick Schmager, Wendy Rice, Laurie Skutley, Diana Ables, Jimmy Boal, Mike Cockrill, Dave Pascoe, Ryan Mitchell, Carl Stieglitz, Josh Holt, Jacque Robinson, Drew Allen, Ken Hall, David Bazzi, and Foster Sopher. (Images courtesy of WD&M.)

**Above:** The company donated time, labor and materials to fix up an elderly woman's home, replacing windows, changing out glass, rebuilding a deck cover and helping with general clean up.

“Our job is to help customers find the right products to meet their specific needs.”

In business since 1993, Windows, Doors & More represents about 25 different window companies and several door companies. President Rick Locke, who purchased the company two years ago, has a background in window manufacturing, commercial glazing and the software industry. Those experiences have helped him take WD&M from \$5 million in sales in 2013 to be on track for \$7.5 million by the end of this year.

The breadth and depth of WD&M's offerings combined with the experience and professionalism of its sales team are the company's two key value propositions. "It's not uncommon for Windows, Doors & More to work on a higher-end custom residential project for a year or more—from concept to

## QUICK STATS

### Leadership

Rick Locke, president

### 2014 Sales volume

\$6.5 million

### Employees

18

installation," Locke says. That kind of commitment means a lot of collaboration with builders, remodelers, architects and homeowners. To make that team effort successful, WD&M offers support and education to its stakeholders.

### First Step: Education

Through its lunch-and-learn series, jobsite visits and in-house consultations, WD&M provides a service to the architectural community by educating architects and designers on products, including information on their materials, performance and capabilities, and design configurations. Architects can receive a continuing education unit for participation.

Held in the company's showroom in the Seattle Design District, the monthly lunch-and-learns have covered topics such as best energy practices with glass and frame types to luxury fenestration products; unique opportunities for heating and cooling through use of skylight and roof windows; and building windows and doors with Accoya lumber. Groups



WD&M worked with Baylis Architects on this huge project. Some jobs of this scale can take more than a year from concept to installation. (Image courtesy of Sozinh Imagery.)

## SECRETS TO SUCCESS

- Meet in person.
- Be patient—the selling cycle in the professional market can take more than a year.
- Educate your client base. Builders know general contracting; help them learn fenestration.
- Offer a range of options, not just in terms of aesthetics, but that also address concerns such as daylighting, egress, energy efficiency and ventilation.
- Use your suppliers as a resource to help with specs, product configurations and operability.

can also arrange lunch-and-learn presentations at their own offices.

“Everyone at Windows, Doors & More has been very informative and responsive and delivers a great product with excellent service,” says architect Rick Pence of Pence Associates Architects, pa-architects.net, a firm that does residential work exclusively. “They’ve provided invaluable assistance in getting products installed correctly on several of our projects.”

### Hands On Products

WD&M’s new large showroom—which was recently recognized in the June/July issue of this publication as a “dream showroom”—is a main stop for homeowners and building professionals alike. It also features a 70-inch high definition TV for project reviews and displays full-size products, “so the customer can feel the selling points of each, and so

WD&M doesn’t ‘overshow’ with trinkets and small displays,” as Dave Walton, territory manager at Loewen Windows, loewen.com, notes.

Window options range from products that complement a home’s architectural design to those needed for daylighting, egress, energy efficiency and ventilation. “We have solutions for sound control, high winds and driving rain, and thermal control to keep heat and cold either in or out depending on the time of year and your climate control needs,” Locke says. “Our job is to help customers find the right products to meet their specific needs.”

### Touching All Bases

WD&M’s architectural representative spends a lot of time in the field calling on architects and looking at projects with them. “Our rep understands what’s available, finds

the product and writes up the proper specs,” says Locke, who points to a recent Lake Washington project with unique window configurations. “We worked with the architect from initial concept and narrowed down what could actually be built. In the process we had to evaluate the structural integrity of the windows, their thermal performance and aesthetics.”

WD&M had to access its suppliers and their architectural services’ departments to supply drawings and get the clients into the showroom to choose hardware and discuss configuration and operability of each product. “It took more than a year,” Locke says.

The company also hosts fly-in trips to manufacturing facilities with participating vendors. “These trips are extremely valuable and show our community the extra lengths WD&M will go to maintain working relationships,” says Locke.