

FORECASTER

FALL 2009

**POINTS OF
INTEREST:**

- **How do I hire a good contractor?**
- **Earn FREE Marcus Theatres Movie passes**

**INSIDE THIS
ISSUE:**

- Ask The Expert 2
- Very Interesting Stuff 2
- Energy saving tips 2
- Premier Partners 3
- Puzzle page 3
- Referral Info 4
- Special Offers 4

ONCE AGAIN, WEATHER TIGHT IS A STATE FINALIST FOR THE BBB'S TORCH AWARD FOR ETHICS IN BUSINESS FOR 2009! WINNERS WILL BE ANNOUNCED IN OCTOBER.



BROOKFIELD WELCOMES U.S...

Weather Tight is proud to announce the arrival of our newest showroom, our "baby", located at **14640 W. Capitol Drive, Brookfield.**

Weather Tight **President**, Tod Colbert, explains the reasoning behind our newest acquisition and extends an invitation as well... "The Brookfield showroom represents the first step in our regional expansion plan. We're excited to provide our customers convenient locations in which to come, see and try out our products before making a purchase. Our showrooms also makes it easier for us to be personally accessible when there are questions or concerns. I hope you have a chance to come in

sometime soon to say hello!"



Our newest showroom boasts a variety of products. Several **window** styles including Double Hung, Slider, Garden, Picture, casement and Bow windows are on display. (Our showroom is adjoined to *Eddie Z's Blinds* which makes it a one-stop shop for our window customers!)



We also offer a beautifully decorated **sunroom**

built to demonstrate that "every day is a vacation day when you have your very own sunroom". Another great feature is a cut-away model of the roofline of a home. This working model allows you to see and really appreciate the attention to detail that goes into our **roofs, attic insulation, gutters/ gutter protection and soffit/fascia.** Last, but not least, is our new **siding** line featured in a display of colors as well as a demonstration of our superior installation techniques.

Brookfield Idea Center
Hours

Monday	9-6
Tuesday-Friday	9-8
Saturday	9-5

THE BIG 50- REMODELING MAGAZINE

We did it! We were named one of the Big50, an elite group of remodeling professionals whose business practices, ethics, services and skills set them apart from their competitors. Remodeling Magazine congratulates us on our ability to remain viable in this harsh economic climate. "...this award recognizes Big50 winners that deliver a consistently exceptional customer experience, as corroborated by interviews of dozens of their past clients." The owners of Weather Tight, Tod Colbert and Todd Schulz, have their own theories why we have remained successful enough to earn this prestigious award. They credit it to "discipline, benchmarking, and a rigorous focus on goals." Of course, the main focus of Weather Tight is on customer satisfaction. We attribute our success to the word of mouth recommendations made by former customers. The combination of hard work, discipline, and a complete focus on customer satisfaction has rewarded us once again with a prestigious industry award. We are honored to receive the Big50 award and look forward to serving more customers.



ENERGY SAVING TIPS

Fall is right around the corner. It's the time most homeowners turn their focus from strategies on reducing cooling costs to preparing their homes for the heating expenses associated with our cold Wisconsin winters. Weather Tight products are made to stand up to Wisconsin weather. Use these tips in combination with your Weather Tight products for huge savings on your energy bill this winter:

- Fill up your refrigerator and freezer! It takes less energy to cool a full freezer or refrigerator. One easy tip is to put gallons of water in the back of your fridge... you will still see the food you need to access, and have water, a healthy beverage readily available at all times!
- Use cold water to wash your clothes. 80-85% of the cost of washing clothes at home comes from heating the water that is used. If you use cold water, you get clothes just as clean and save the cost of heating the water!
- Appliances and electronics use 20% of the energy bills in the average US home. Keeping electronics plugged in when off costs an average of \$200 extra per year in energy costs. Unplug TVs, computers and video game consoles when they are not in use.



FORECASTER

ASK THE EXPERT



It seems like so many people have been taken advantage of by contractors, how do I know who to trust?



We asked Weather Tight President and Founder, Tod Colbert, for his recommendation and he had this to say...

“Sadly, homeowners have a reason to be skeptical when choosing a home remodeler. Everyone has had a personal experience with a bad contractor, or knows someone who has. Before you make ANY decision, I ask you to review the recommendations that Weather Tight shares with organizations such as the Better Business Bureau, NARI & the Wisconsin Department of Agriculture, Trade and Consumer Protection.”

A RELIABLE CONTRACTOR WILL:

- Discuss your needs
- Give a detailed written bid
- Be licensed, insured & bonded
- Belong to professional remodeling organizations such as NARI
- Inform you of your rights, including the right to cancel
- Encourage questions & answer them directly

QUESTIONS TO ASK:

- How much insurance coverage do you carry?
- Do you have a fulltime service department?
- How many similar jobs have you done?
- Do both you and the manufacturer honor my warranty?
- Will you do a final inspection after the job is complete?
- How does your product compare to others I've seen?

For more information on hiring a contractor:

Contact Consumer Protection 800-422-7128

And the Better Business Bureau 800-273-1002

Got a question you'd like answered? E-mail us at info@weathertightcorp.com or stop in our Idea Center. If we choose your question, we'll send you a \$250 Weather Tight gift card!

VERY INTERESTING STUFF...

*The amount of wood and paper that is thrown away each year in the United States is enough to heat **50 MILLION** homes for **TWENTY** years! *Recycling **ONE** aluminum can saves enough energy to run a TV for **FOUR HOURS**. Americans use **EIGHTY MILLION** aluminum cans each year. Think about how many hours of TV could be watched if we saved EVERY can!



PREMIER PARTNERS

This article is framed by some very well known logos and *Weather Tight* is proud to be affiliated with each and every one of them. We are very particular with whom we associate. We set high standards for customer service and will only partner with businesses and vendors who have the same level of commitment to their customers as we do with ours.



ENERGY STAR is a government program developed by both the U.S. Environmental Protection Agency and the U.S. Department of Energy. The purpose of ENERGY STAR is to help Americans save money while protecting the environment. The program promotes energy efficient products for both the home and businesses.

In 2008 alone, ENERGY STAR helped Americans reduce greenhouse gas emissions equivalent to taking 29 million cars off the roads! In the process of reducing the gas emissions, homeowners were able to save a total of \$19 billion on their energy bills! This shows that ENERGY STAR really knows how to help consumers and guide them in the right direction to save money and the environment..

Weather Tight Windows, Siding, Doors, and Patio Doors are ENERGY STAR rated for energy efficiency. With these ratings, Weather Tight customers can be confident that the products they are purchasing through us are going to save them money on their energy bills for years to come.



N O I T A T U P E R W R
 I N S U L A T I O N E D
 L O O H C S O T K C A B
 E E D W S N C C O N T R
 A A B E N A G M S T H O
 V L C O R U M I U S E O
 E O S T T E R W N E R K
 S T N T N U E T P G T F
 U O E D O T C R T T I I
 C R E M O D E L I N G E
 S D M O O R W O H S H L
 E N E R G Y S T A R T D

Energy star
 Back-to-School
 Gutters
 Contractor
 Reputation
 Brookfield

Insulation
 Weather Tight
 Leaves
 Remodeling
 Recommended
 Showroom

WUZZLES

See Answers on back page

1.

IpoiseV

2.

V A C A T I O N

3.

obstacles obstacles
 coming

4.

WAKE
 suzie

5.

dress
 dress
 + dress

6.

mize

FREE MOVIE PASSES AND CASH FOR YOUR REFERRALS!

Need some extra gas money?
How about a romantic night with the spouse?
Well...we have some great news for you!

Weather Tight has a simply outstanding referral program. All you need to do is refer someone who might be interested in a Weather Tight product; we will then contact them for their free, no-obligation in home estimate.



Once they receive their estimate, you and your referral each get **two Marcus movie passes and free popcorn on us!** ...just for having Weather Tight out to their home!

What could be better than a movie with popcorn? How about some **money!!!!** If your referral decides to join the Weather Tight family by purchasing a Weather Tight product, you will receive from **\$100-\$200 cash!**

It really is that simple!

For more information,
Please contact Erin
(414)459-3888 ext. 22.

WEATHER TIGHT IS WISCONSIN'S MOST RECOMMENDED REMODELER!

THESE RECENTLY-COMPLETED JOBS WERE REFERRED TO US BY HAPPY CUSTOMERS:

- *Tim Greene, Elkhorn *Ernie & Lena Franzen, Greenfield *Trevor & Kathryn Seitz, Saukville
- *Dale & Janet Larson, Greenfield *Russ & Jeane Benser, Hubertus *Cynthia McCrory, Racine
- *Hollie & Brian Nelson, Racine *Claudia Flynn, Racine *Jeff & Gwyn Doss, Greenfield
- *Myrtle Pennybacker, Union Grove *Mark & Linda Ebert, Brookfield *Robert & Judith Herda, New Munster
- *Alan Ventura, Milwaukee *Robert & Deborah Jackson, Milwaukee *Harry & Claudette Spolum, Greenfield
- *Ryan & Gina Paegelow, Kansasville *Joy Lippmann & Elizabeth Halberstadt, Racine *Karen Longoria, Grafton
- *Shirley Jansen & Leroy Rady, Delavan *Herm & Judy Stippich, Grafton *Kathy Meyer & Matthew Asuor, Kenosha

This month's special offers... call for details!

<p>WINDOWS \$400 OFF an order of 4 windows, \$1000 OFF an order of 8 or more windows</p> <p>SUNROOMS \$4000 OFF a Sunroom</p>	<p>ROOFING 25% off Gutter Protection with Roofing Purchase</p> <p>GUTTER PROTECTION FREE Gutter Cleaning with Gutter Protection Purchase</p>	<p>DOORS FREE Upgrade with Entry Door Purchase</p> <p>SIDING FREE Gutters with Siding Purchase</p>	<p>ATTIC INSULATION 15% OFF AttiCat Purchase call for details & restrictions</p>
---	--	--	---

HAPPY BIRTHDAY WEATHER TIGHT! OUR 23RD ANNIVERSARY SALE BEGINS 9/24!

Weather Tight Corporation

11400 W OKLAHOMA AVE
WEST ALLIS, WI 53227

14640 WEST CAPITOL DRIVE
BROOKFIELD, WI 53005

(414) 459-3883 (800)-653-9953 **TO:**

VISIT US ONLINE AT:

WeatherTightCorp.com

EMAIL US AT:

info@WeatherTightCorp.com

The FORECASTER

is published

four times per year

Answers to Wuzzles:
1. Poison Ivy
2. Extended Vacation
3. Overcoming Obstacles
4. Wake up my little Suzie
5. Addresses
6. minimize