



## Recent Marketplace Changes Frequently Asked Questions

Recently there have been a lot of changes in the window and door industry and within our company. Below are some commonly asked questions and answers to help you understand what's happening at Window & Door Planning Centre in our current market environment. If you would like to discuss any of these changes or have additional questions, please feel free to contact me directly at 410-242-3000 or via E-mail at [jackie@wdpc.com](mailto:jackie@wdpc.com).

**Jackie Browning, Owner**

*Window & Door Planning Centre*

### **Why did our name and logo change from *Marvin Window & Door Planning Centre* to *Window & Door Planning Centre*?**

In May 2010, we changed our name from "The Marvin Window & Door Planning Centre" to "Window & Door Planning Centre" (WDPC) to more accurately portray the diverse range of window and door products that we now offer. In 1987, we began our business, specializing only in Marvin Window and Door products. Now, our business has expanded to also include the SEMCO, JELD-WEN, Provia and VELUX families of products in addition to Marvin, Marvin Signature, Integrity by Marvin and Infinity by Marvin.

As our name changed, we also gave our logo a facelift and are in the process of redesigning our Web site to make it as helpful, informative and interactive as possible for our customers to use as resource. Even though the name and logo have changed, our experienced team and commitment to quality products, service, installation and custom design remain the same.

You will notice, as time goes on, additional services being added and further improvements to the services we currently provide.

### **I've heard Marvin Windows and Doors is no longer utilizing a distributor in our area, but instead is selling direct to dealers. What does this mean?**

This summer (2011), the Marvin Windows and Doors company enacted a change as to how they chose to go to market in our area. Instead of using a distributor, or middleman, they are now providing product direct. This means that we place our Marvin orders directly with the manufacturer. Our company is now "Dealer Direct." Our previous distributor with Marvin Windows and Doors, Lightstyles, is no longer involved in the purchasing process.

How this change benefits you, our customers, is that we now have the ability to work directly with Marvin, ensuring faster, more accurate lead times and production. Pricing is also more competitive, which is now passed on to you!



**I see that some Lumber Yards are now carrying Marvin Products.**

**How is Window & Door Planning Centre Different from the Lumber Yards?**

As addressed above, the recent change in how Marvin products are distributed has allowed several new companies in the area to also sell the Marvin Windows and Doors products, including lumber yards.

The Window & Door Planning Centre team has been an established business for 23 years and our expertise is second-to-none when it comes to windows and doors! During our tenure in the marketplace, we have gained valuable knowledge about the product which has made us experts in our field; we know little about selling “sticks and bricks,” but we do know windows and doors!

We do more than simply take and fulfill your window and door orders. Our expert sales staff will evaluate your needs and design the criteria for an effective and efficient solution to fit your project and budget. We provide design assistance, certified installation professionals, a five-year installation warranty and a dedicated service department and turnkey solutions, including painting and custom millwork.

Our entire team is committed to providing superior customer support to ensure that your project is completed on-time and within your budget. This level of attention, expertise and commitment can only come from the window and door experts at WDPC; you deserve the best and it’s what we do!

We work with a variety of clients, ranging from homeowners looking to replace a lone window or door, to whole house remodeling jobs, new construction, historic rehabilitation and commercial projects. The restoration of the Humanim American Brewery Building, Druid Hill Conservatory, Blakehurst Retirement Community and Gilman Hall at Johns Hopkins University are just a few of the many commercial and historical rehabilitation projects of which we are so proud to have been a part. Additionally, we are experts in meeting Homeowners Association Standards, Baltimore City CHAP requirements and Lead-Safe Renovation practices.

**Why is your MHIC number so high if you’ve been in business for 23+ years?**

MHIC numbers are assigned by the Maryland Home Improvement Commission to contractors and other professionals who conduct home improvement work, including installation and service on windows and doors. They are assigned in numerical order and must be updated when any changes occur in a business, such as adjusting the official name under which they are doing business. In order to receive an MHIC number, the owner must pass a rigorous certification test to insure that they are capable and knowledgeable enough to understand and complete home improvement and construction practices and laws in the state of Maryland.

While the company has been specializing in window and doors since 1987, the change in the MHIC number was necessary when we implemented some behind the scenes changes to our “doing business as” name (J.M Browning, Inc.) to reflect Jackie Browning’s full ownership of the business. In 2009 Jackie passed the MHIC exam with flying colors and, subsequently, the Window & Door Planning Centre was assigned a new, higher MHIC number. The new MHIC number that the business was assigned, 128060, replaced the previous MHIC.

The change in the MHIC number does not reflect a change in the stature of the business itself. WDPC is and will continue to be the same, stable company that you have known and trusted for the past 23 years!



### **What is the market reach of WDPC?**

Over the years, our customer base has grown to include Baltimore City and all surrounding counties, along with a highly visible presence in Annapolis and the Eastern Shore of Maryland. We have furthered our reach over the last several years to include Rockville, Washington D.C., Northern Virginia and the I-270 Corridor. Our previous customers are our best advocates, so our reach continues to expand!

### **Want to learn more? Have additional questions?**

The owner, Jackie Browning, or our experienced staff is available to answer any questions that you may have. Please feel free to call, send us an E-mail, or stop by our 6,000 foot showroom, which features the largest selection of full-sized windows in the area. Our showroom hours are Monday through Friday, 9 a.m. to 5 p.m. and Saturday, 9 a.m. to 2 p.m., though we are more than happy to meet with you outside of our normal business hours by appointment. We are also happy to schedule a time to come and meet with you in your home or business to discuss the changes and/or your window and door needs. It is our goal to make your window and door purchasing experience exceptional; anything less is unacceptable!

#### **Window & Door Planning Centre**

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#### **Showroom Hours:**

M-F 9AM-5PM and SAT 9AM-2PM.  
*Or, call for a personal appointment*

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