



window
covering
resales

Day 16

WINDOW COVERING RESALES

HANDLING WINDOWS FOR CLIENTS

For both staging and redesign, the best asset of any room is its natural light. Windows in a room are a critical architectural feature that performs as a gateway to natural light. If the windows are critical features that serve as gateways to light, then the window coverings that frame the windows are truly a significant decorating tool to understand. My hope is that this module will be an introduction to helping you understand the window covering world, but more importantly connect you to resources that allow you to take it further if you wish to.

I know you've heard me say in staging that I'd rather see no window coverings than old, tired or dark coverings. In fact, most of the time you will be removing old drapery and window coverings rather than adding them in the course of your staging career. Remember, unless privacy or terrible views is an issue, you're usually better off keeping those windows uncovered.

I do not recommend you offer any sort of window coverings to staging clients as part of your vacant or occupied staging service because they are too time consuming to deal with. Time is money, so you can make the recommendation and refer that staging client to one of the companies below as home work while focusing on what you do best...staging.

In decorating and redesign, window coverings play an essential part in the function and decoration of a room, so that side of your business will greatly benefit from your window covering knowledge. Indeed most interior decorators rely on their window covering sales as a large part of their income as a reseller.



EASY WINDOW COVERING SOLUTIONS FOR YOUR CLIENTS

Since windows is not the core of what you do, I've found that most stagers and designers have the best success simply connecting with a local windows dealer that they know, like and trust.

Once this connection is made, ask for their "Trade/Referral Discount" and process. If you're going to bring them a lot of business, they will definitely want you to be incentivized to do so. Follow my vendor advice and read the Yelp reviews on each company to see if it's a fit.

There may be some good resources in the Members Black Book since that is always changing but one source I've always loved is [The Shade Store](#) which should be in the Members Black Book, and [Smith and Noble](#). While these companies don't offer the deep, trade discounts a Hunter Douglas dealership did in the past through Global Design Dealers, they still provide some discount and have good customer service.

Both of these companies can handle the client from measure to installation after you've helped them decide on a covering. They also provide some beautiful, free samples, so you can order the popular ones and allow a client to see/feel it before they order direct.

SelectBlinds.com is another online option for the extreme, budget client that just needs simple blinds. They used to have a dealership program but no longer offer that since their pricing is so low already. Select Blinds or Budget Blinds may be a good option for your staging clients.

I recommend you connect with both The Shade Store and Smith and Noble for some free samples, here's the direct links:

<https://www.theshadestore.com/customer-service/to-the-trade>

<https://www.smithandnoble.com/pro>

I have used a lot of material in this module from the Select Blinds website to give you an overall education on various types of window coverings, etc..so you at least have the "basics".

WINDOW COVERINGS 101 ---

When you look at a room, windows are often the only important decorative and architectural feature of the room so when staging or redesigning it, make them work for you! Here are a few key things to ask yourself when examining windows:

- Are the windows architecturally interesting and positive or a negative? If you have a gorgeous bay window, you might do best to leave it alone. You may have an out of proportion, small window to the wall that you can alter by using sheers and lengthening the look of them. Whatever the situation, first examine the architectural look and shape in order to accentuate or hide the detail.
- Are there beautiful views through the windows? If so, then you want to enhance the view not cover it up.
- What is the functional need of the client for these windows? Function before form when it comes to redesign and decorating, so make sure to ask the client about sun, heat, TV glare and privacy issues that come into play when it comes to each window in a room.

Now let's discuss the various window covering options available to you...



TYPES OF WINDOW COVERINGS

There are many different types of window treatments available with their own pros and cons. For client's that are on a budget, it's not unusual to do the window treatment in stages:

- **Stage One** – A covering for privacy, glare and heat like blinds, shades, sheers or shutters
- **Stage Two** – A decorative layer of drapery panels to frame the window
- **Stage Three** – A valance or cornice as an added decorative detail (optionally)

It's good to become familiar with your different choices and then you can decide which fit best in each setting, so here is a quick primer.



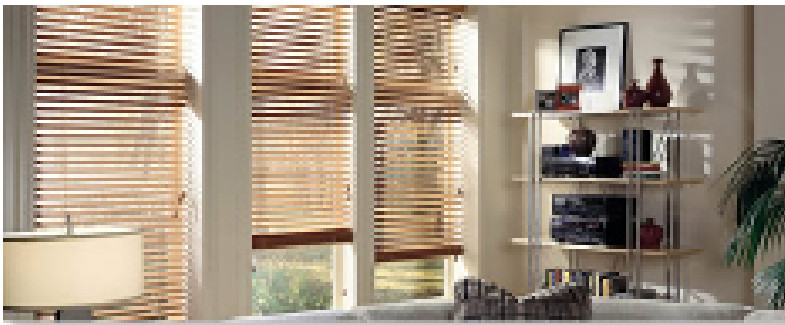
WINDOW BLINDS, SHADES AND SHUTTERS

Blinds, shades and shutters offer a variety of options for dressing the window and filtering the light. Some shades completely block the light when lowered (for bedrooms), while others are designed to diffuse the sunlight that enters the room. Stage one in the window process above, these window options address function primarily in the room. Here are the three types in detail...

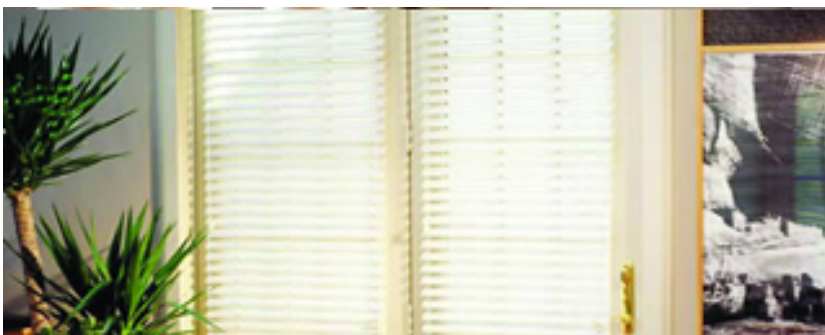
WINDOW BLINDS

Window blinds as a choice for your window coverings, as compared to window shades, depends on a few key factors. The term "window blinds" generally refers to horizontal or vertical blinds that are made of wood, faux wood, aluminum, or vinyl slats, versus window shades, which are normally made of a fabric, or other material that can be woven into a roller or foldable window covering. Energy efficiency and insulation are additional factors to consider when deciding if window blinds are the right choice for your window coverings. Window shades will generally provide better insulation than window blinds. Beyond these factors, it really is just a personal preference on the look and feel that you want for your window coverings. Here are your options:

- **Real Wood Blinds** - Wood blinds are an easy choice when deciding on a horizontal blind. SelectBlinds wood window blinds are constructed of 100% basswood, choice hardwoods, and basswood/natural wood composites. SelectBlinds basswood blinds are available in 3 slat sizes. 1" wood blinds, 2" wood blinds, and 2 1/2" wood blinds.



- **Faux Wood Blinds** – These wood look-alikes work well in bathrooms where steam can be hard on real wood. Faux wood blinds are a great alternative to real wood blinds. Faux wood horizontal blinds are less likely to warp or fade in extreme conditions than real wood blinds. Most options available on wood blinds can be found on faux wood blinds on the SelectBlinds website and come in many colors.



- **Mini Blinds and Vertical Blinds** – While not the most attractive, they can be very functional for small (mini) and overlarge (vertical) windows.



WINDOW SHADES

Window shades have grown in popularity over the past few years and are an obvious choice for the designer and redesigner. There is an easy explanation for the growth in window shades as window coverings.



The window shade category has grown because of the influx of new products such as sheer shades, roller shades, solar shades, cellular shades, Roman shades, and natural wood shades. Window shades are also now recognized as having energy saving properties, making them an excellent choice for the cost conscious consumer.

Woven shades is the most common and easy choice for clients due to their affordability, timeless appeal and added texture to the space...you can't go wrong picking woven woods.

Roller shades are a great example of new technology in the window shade segment of the window covering business. Roller shades are no longer a simple sheet of vinyl rolled onto a cylinder, with a pull cord added to raise or lower the roller shade. Roller shades are now available as sun control shades that can block 95% of UV rays.

Here is a look at your various choices and types of shades:

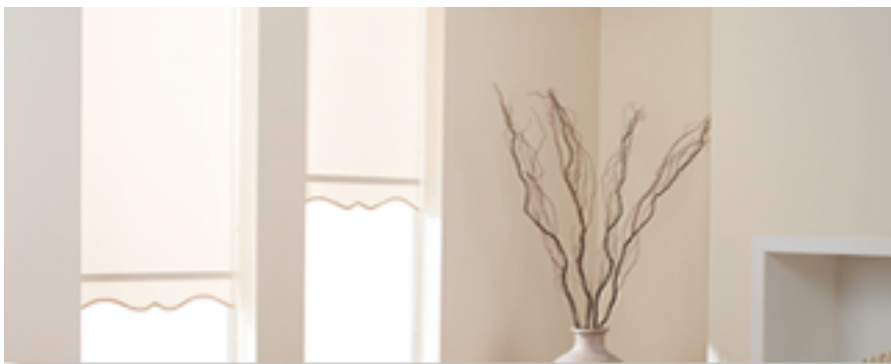
- **Cellular or Honeycomb Shades** - Honeycomb shades are also called cellular shades. This is due to their unique construction, which is a honeycomb shaped fabric material that collapses when pulled open. Cellular shades provide excellent insulation.



- **Roman Shades** – Roman Shades are one of my favorite types of window covering because of their classic look and versatility with 4 unique fold styles. Roman shades are also very easy to install. Roman shades are the window shade most closely associated with a drapery look, as the material will cascade.



- **Roller Shades** – Roller shades are the original window shade. Roller shades can be ordered to roll to the outside or inside. Roller shades include the sun control sheer weave line of shades.



Woven Shades and Bamboo Blinds - Woven shades and bamboo blinds can breathe new life into a room that has grown old to you. Woven wood shades can be ordered as light filtering shades, or add a liner to make them either room darkening shades, or even blackout shades.



- **Sheer Shades** – Sheer shades will insulate your windows, and give your room a designer inspired sophisticated look. Sheer shades can work like a horizontal blind or a traditional window shade.



- **Pleated Shades** – Pleated shades have been called half a cell shade because they work like a honeycomb shade, but have just one layer of material. Having said that, pleated shades are a popular window shade, and give a soft look to your window.



WINDOW CURTAINS AND DRAPES

While custom curtains and draperies are not going to be standard purchases for your clients given their expense, it's still good for you to have some resources for it.

Go to each of the recommended sources I recommend and get on their brochure list, so you at least are aware of their options. One of my favorite pages for inspiration can be found at the Smith and Noble Idea Gallery which features over 750 photograph ideas with matching product specs, so check it out:

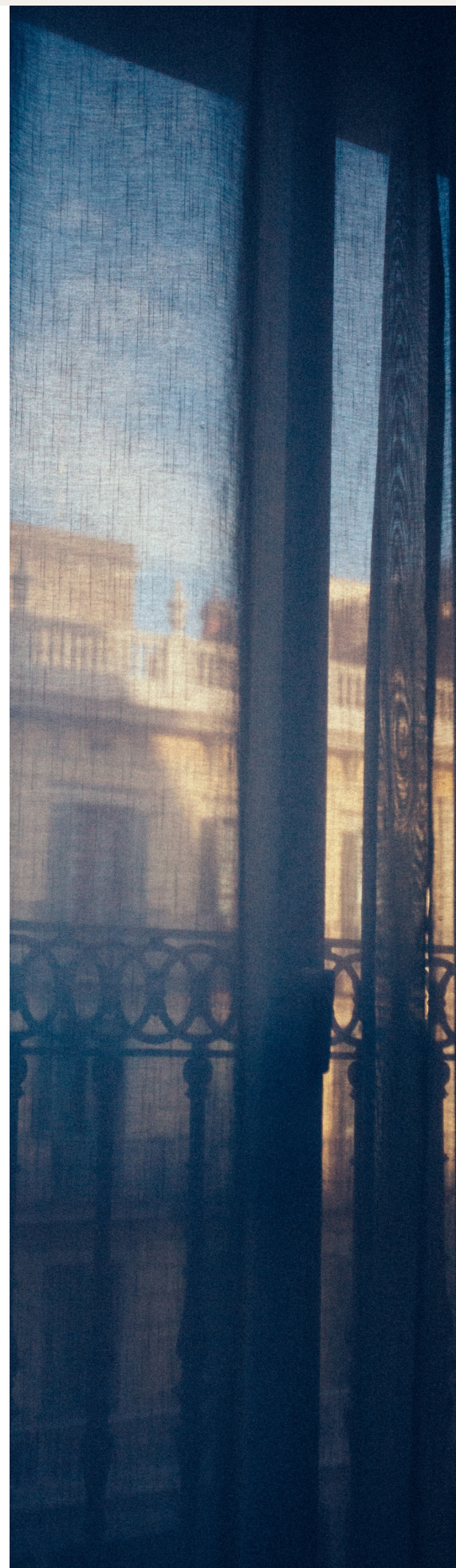
<https://www.smithandnoble.com/idea-gallery.html>

<https://www.theshadestore.com/photo-gallery/product>

PotteryBarn, Worldmarket and many other retailers also listed in the Member Discount Area provide beautiful drapery options too:

<http://www.potterybarn.com/shop/windows/index.cfm?cm%5Ftype=gnav>

Most of the time in the course of your staging and redesign business you will be purchasing simple panels for your clients at the many other retail stores available for you to shop at locally. In this case, get the cash up front from your clients, simply charge for your shopping time and give the client your receipts and purchases.



TIPS FOR CHOOSING THE RIGHT CURTAINS AND RODS

There are books written on window treatments, so I don't want to get too detailed here except to give you a few helpful tips.

- Hang the rods as high as possible and go LONG for the panels in order to elongate the room and make the ceilings appear taller.
- Choose longer panels and use double sided tape to shorten if need be or better yet, pool them a bit at the floor for an elegant look.
- Consider sheer curtains easily purchased at Target to let the light in and give the room a bit of softness.
- Use double rods if you need both sheers and panels but you won't be doing this for staging.

Get samples for everything you're considering and start with going to each companies best seller list:

<https://www.theshadestore.com/collections/most-popular-window-treatments>



WINDOW VALANCES AND CORNICES

The choice of a valance or cornice is becoming much more popular in staging and redesign because of their classic, streamlined look and cost. As the third stage in decorating a window you may many times go with wood blinds and a cornice to decorate a window. Here are your options although I would keep it to a cornice option only:

- **Rod Valances (more dated)** - Pole Mounted Valances provide the most flexibility as there are 3 options of poles that can be combined with a variety of finials to add an even greater design choice. Choose from the Metal, Wood, or Bamboo poles to customize your pole mounted valance to your taste. The poles for the Pole Mounted Valances come in widths that are flexible, making the mounting fairly easy as they can extend past the window frame in varying lengths.



- **Board Valances** – Board Mounted Valances are offered in a variety of styles, and are an excellent choice for accenting wood blinds, honeycomb shades, roman shades, and woven and bamboo shades. Board Mounted Valances can work with almost any window frame as they can be ordered with either a 4” or 7” return. The return refers to the size of the side panels, and dictates the actual distance from the wall that the Board Mounted Valance front panel will be from the wall.



Cornice – Cornice Boards are similar to Board Mounted Valances. The main difference is that the Cornice Boards have a finished bottom that is made in 4 different styles, with each style being finished with ½” cording along the bottom edge. There is no free flowing material. Cornice Boards are also appropriate for virtually any style of window blind or window shade.



HOW TO MEASURE FOR WINDOW COVERINGS

If you're working with The Shade Store or Smith and Noble, then each offers free measurement consultations which is definitely the way to go (to keep you out of the loop).

Here are some quick tips and notes to remember:

- Use a steel measuring tape
- Round down to the nearest 1/8" for width
- Round up to the nearest 1/8" for height
- Always reference product specifications below for complete measuring instructions

IN CLOSING...

Try not to let this section distract you from the reason you took the training in the first place and that is to become a stager. There are experts whose sole focus is on measuring and installing window treatments, so defer to them as you work with clients and focus on what you do best...steer clients in the best design decisions.

Working with The Shade Store and Smith and Noble will allow you to do this, so go ahead and connect with each company, order their catalogues and samples and have fun!