



P: 801-270-WELL



Welcome

Your Dealership  
Opportunity

Three Levels of  
Dealerships

Setting-up and  
Owning a Dealership

Application  
Forms

Dealer Support  
from Headquarters

Windowwell Expressions  
Introduction

Product Line  
and Warranty

Frequently Asked  
Questions

## Welcome, Potential Dealership Owner!

Hello! I'm Bryan Buchi. Are you interested in making more money? Are you wanting to own your own business in the huge home improvement and construction industry? If so, you've come to the right place. I think you will find our dealership business opportunity very attractive!

In this dealer section of our web site, it will take me just a few minutes to introduce you to our incredible Windowwell Expressions dealership opportunity. Carefully read and consider each section.

For the past 12 years, Windowwell Expressions has been manufacturing and installing two high quality and innovative products. One product is a beautiful, simulated stone panelling liner system which has an unlimited range of uses, and our other product is our clear Lexan window well covers. All our products are backed 100% by our great service and strong warranty.

Our proven and successful sales and service process has enabled our business to grow and serve many satisfied people all across the nation. Due to our growth and commitment to quality, our dealership opportunities are growing. We are needing capable and motivated individuals!

Since you are here and reading this, I congratulate you for your interest in getting ahead and wanting to start your own business. If you feel that joining our Windowwell Expressions Dealership Team is right for you, just select the dealership level best for you, completely fill-out our application and mail it in with any questions you may have in writing. Upon receiving your application and questions, we will contact you by phone to finalize the application process, answer questions and perhaps begin working together to build your dealership with skill, energy and excitement!

Selling and installing our quality liners and Lexan covers can prove to be a very profitable and successful experience for you. We have programs to support you at any dealership level and we know that the potential of your business is unlimited. It's all really up to you how far you will go.

Again, congratulations for your goal of starting your own business and for your consideration of joining our growing distributor team at Windowwell Expressions, Inc. I look forward to speaking with you!

Now, go to the next section of dealer information you are interested in and be sure to get started as soon as you can so you don't miss out on this great business opportunity.





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Opportunity

Three Levels of  
Dealerships

Setting-up and  
Owning a Dealership

Application  
Forms

Dealer Support  
from Headquarters

Windowell Expressions  
Introduction

Product Line  
and Warranty

Frequently Asked  
Questions



## Your Dealership Opportunity

This is an opportunity well worth taking. Your income potential is limitless. If you are an organized and motivated person that enjoys working with people and find satisfaction in a job well done, this opportunity will be a great fit for you. The Windowell Expressions products and services you will be providing to your customers will not only bring them joy and satisfaction, it also adds safety, value and beauty to their home. All of these points are important, because when you start your new Windowell Expressions business, it is absolutely critical that you are 100% behind the products and services and that you see the value of it for your customer. We believe you will find all of this easy to do.

### Owning a Windowell Expressions Dealership Makes Sense

Owning a Windowell Expressions dealership in the huge home improvement and construction industry has many benefits. Here are just a few:

- Your dealership is your own business. Call it your own. Name your business what you want.
- You are not buying an expensive franchise or starting an entirely new company.
- Your priority as a dealer will be to sell the products and service your customers.
- During your sales and service, you are supported with product by our manufacturing facility and supported in your sales by using our expert sales program and support materials.
- Any leads, from your area, that come into our home office are sent directly to you.
- Once you begin your dealership, it is up to you just how much work you will do and how much you will pay someone else to do, such as installations, etc. You are in charge.

### We offer 3 Levels of Dealerships

The level of dealership you should select greatly depends on how much money you want to make and how far you want to take your dealership business. No matter which level you select, we offer you our professional support and provide you with high quality digital files of our professionally developed advertising and marketing materials.

We are just as interested in your success as you are.



Welcome

Your Dealership Opportunity

Three Levels of Dealerships

Setting-up and Owning a Dealership

Application Forms

Dealer Support from Headquarters

Windowwell Expressions Introduction

Product Line and Warranty

Frequently Asked Questions

## Three Levels of Dealerships

When becoming a Windowwell Expressions Dealer, you Select the Starting Level

Our dealership opportunities are well worth taking at any level. By working smart, using your talent and skills combined with using our proven and successful sales and service process, you can own your own successful business and have many satisfied customers. It doesn't get much better than that.

There are three different levels of dealerships that Windowwell Expressions Inc. has to offer. The first level is an "Independent Sales Representative", the second level is a "Wholesale Dealer", and the third level is an "Area Representative Dealer". Your profit potentials and discounts on products differ for each level.

### Level 1: Independent Sales Representative (No minimums, product shipped when sold)

As an Independent Sales Representative, you order product at a discounted price as you sell it.

As a company approved Independent Sales Representative, you are entitled to:

- Level discounts on product per square foot, enabling you to make a profit
- Official Windowwell Expressions paperwork to process orders
- Leads generated from the Windowwell Expressions website for your area
- 30" X 30" samples, of all panel styles, will be available to you at a discounted cost of \$500.00/set
- 2 panels for sales displays/home shows at a reduced cost
- A CD containing our professionally produced marketing and advertising materials ready for printing

As an Independent Sales Representative you will not be granted any exclusive distribution rights .

### Level 2: Wholesale Dealer (30+ pieces per shipment, minimum)

To become a Wholesale Dealer requires an initial investment. The amount of your initial investment will be mutually determined based upon your needs and goals as well as our knowledge of what is best for your success and required to get you off to a great start. All the materials of your initial investment will be shipped within 30 days of money received.

Your Wholesale Dealer investment entitles you to:

- Increased discounts on product per square foot, enabling you to make more profit
- Official Windowwell Expressions paperwork to process orders
- Leads generated from the Windowwell Expressions website for your area
- All independent sales representatives established in your area will operate under your dealership
- Discounted shipping costs, due to volume and frequency
- 30" X 30" samples, of all panel styles, will be available to you at a level discount
- 2 panels for sales displays/home shows at a level discount
- A CD containing our professionally produced marketing and advertising materials ready for printing

As a Wholesale Dealer, to increase your income potential, your next goal would be to become an Area Representative Dealer.



[Welcome](#)[Your Dealership Opportunity](#)[Three Levels of Dealerships](#)[Setting-up and Owning a Dealership](#)[Application Forms](#)[Dealer Support from Headquarters](#)[Windowell Expressions Introduction](#)[Product Line and Warranty](#)[Frequently Asked Questions](#)

### Level 3: Area Representative Dealer (Maintains Wholesale Dealer minimums for 3–6 months)

To become a Area Representative Dealer, you must first be a Wholesale Dealer. As you establish your business and are maintaining the minimal sales requirements for 3-6 months, you will be granted exclusive territory rights and you will retain those rights as long as you maintain the minimal sales requirements. By retaining your exclusive territory rights, you will thus be the official Windowell Expressions representative allowed to offer our products to other companies in your area. Windowell Expressions Inc. will not open another dealer in your area as long as minimum requirements are being met. That's a lot of unlimited potential!

### Shipping Terms:

All products will be shipped F.O.B.\* (Free on Board) from Windowell Expressions Inc. warehouse in Murray, Utah. Product will be shipped within 2 to 3 weeks of placing order.

\*F.O.B. Shipping:

- Implies that the buyer assumes title and owns the goods in transit, pays the freight bill and handles any necessary claims for loss or damage.
- Ownership changes when items are shipped.

Windowell Expressions has multiple dealership levels and pledges to support you in accomplishing your goals at whatever dealership level you choose.



[Welcome](#)[Your Dealership Opportunity](#)[Three Levels of Dealerships](#)[Setting-up and Owning a Dealership](#)[Application Forms](#)[Dealer Support from Headquarters](#)[Windowell Expressions Introduction](#)[Product Line and Warranty](#)[Frequently Asked Questions](#)

## Setting-Up and Owning a Dealership

Owning a dealership is easy, but building a successful dealership requires discipline and working smart. By using our proven and successful sales and service processes you can own and build a successful business and have many satisfied customers. As you work to build your dealership business we will give you our on-going professional support and guidance. We believe we are all on the same team and we are working to assist you in building your business, achieving your goals, and overcoming any obstacles you may face.

### You will be the owner of your own business

Of course, when setting up your dealership, you will need to obtain all of the required business licenses from your city and state. When you decide on a name for your business and license it properly, these licenses will make sure you get to own your business name and they also allow you to take advantage of all the benefits of owning a business. Seek assistance from the government workers in your city and state and be sure to ask them about their other professional business services if you wish.

### Getting your dealership started is easy, just follow these three easy steps:

- 1) Determine what level of dealership you would like to set-up.
- 2) Prepare, in writing, any questions you may have that you want answered so that each of them may be addressed during our follow-up interview with you.
- 3) Complete the application forms, check them twice, attach your written questions as part of your application and mail them all to Bryan Buchi of Windowell Expressions.

**Note:** Windowell Expressions has gone to great lengths and expense to patent and protect our products. We believe this protects not only us, but also our dealers. We require every individual that works with us in any capacity to sign our Confidentiality Agreement to protect all those involved.

Mail application and questions to:

Bryan Buchi  
Windowell Expressions  
199 West 4800 South  
Murray, Utah 84107





## DEALERSHIP APPLICATION

**Windowwell Expressions**  
**199 West 4800 South, Murray, UT 84107**  
**P: 801-270-WELL (9355) • F: 801-270-9357**



199 West 4800 South, Murray, UT 84107  
P: 801-270-WELL (9355) • F: 801-270-9357

Thank you for your interest in a Windowell Expressions Dealership. Initially, we ask that you fill out the below information on this page only. Fax or mail it in and we will follow-up with you by phone as soon as we are able. We look forward to hearing from you.

**Name:**

**Your Mailing Address:**

**Your Contact Information:** Phone 1:

Phone 2:

email:

**What products are you interested in:** ☐ Windowells ☐ Foundations ☐ Both

**How would you describe the number of homes in your area with windowells / foundations?**

**Windowells:** ☐ High ☐ Medium ☐ Low **Foundations:** ☐ High ☐ Medium ☐ Low

**What line of work are you currently in?**

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**How soon do you want to move forward?**

**How do you plan to market and sell the product?**

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**Do you plan to sell and install the product?**

[Welcome](#)[Your Dealership Opportunity](#)[Three Levels of Dealerships](#)[Setting-up and Owning a Dealership](#)[Application Forms](#)[Dealer Support from Headquarters](#)[Windowell Expressions Introduction](#)[Product Line and Warranty](#)[Frequently Asked Questions](#)

## Dealership Support from Headquarters

### Support at every step along the way

Once you are a member of the Windowell Expressions Dealership Team, we have a proven and successful sales and service process that, when properly used, will enable you to grow your business and service many satisfied customers. And remember, any leads from your area that come into our home office are sent directly to you.

### By using our methods, it is very possible for your company to grow everyday

Because you are being supported by a company that is continually expanding our product line, to keep us all on the cutting edge of polyurethane paneling/liner systems and because we are just as interested in your success as you are, you can move ahead with confidence. We support you in everything from the initial training to getting that first sale, all the way to setting up your trade show booth, running an ad, or getting you connected into our web presence.

### You will be in direct contact with the company leadership

You will be supported by our expert staff all along the way. You should be feeling pretty confident the first day on the job and with your ongoing growth.

The rewarding satisfaction you will feel, will make each project well worth it!







## Windowell Expressions Introduction

**If you're going to start a business, it is absolutely critical to work with a proven company with a proven product.**

At Windowell Expressions we manufacture and install two high quality and innovative products. One product is a beautiful, simulated stone panelling liner system which has an unlimited range of uses, and the other product is our clear Lexan window well covers. All our products are backed by our great service and strong warranty. Our liners are less expensive than real rock, cost less to install, and are also faster to install. Installation only takes about one hour per well. Our Lexan covers are built to last and add safety and protection to any home.

### Every home or business represents an opportunity

People who are remodeling, finishing a basement, wanting added safety, or just wanting to accent their existing home or office, need our products and services. Windowell Expressions' products are durable enough to last a lifetime while also adding beauty, style, safety and a warmer, more inviting feel.

### About Windowell Expressions

Windowell Expressions has been in business since 1995 manufacturing our unlimited use custom liners and clear Lexan covers for window wells. Our liners and covers are made from top quality materials to ensure that they last a lifetime and are designed to withstand any weather condition and will not crack, harden, chip, peel, rust, or discolor. The liner's coloring blends into the material.

At Windowell Expressions we are working hard every day to HIDE UGLY. As a distributor of Windowell Expression products and services you will be seeing lots of smiling faces and hear people say, "wow, that looks so good," many times over.

### Our Limited Warranty

Lexan Covers – if the cover turns yellow or rusts within 10 years, Customer may have the cover replaced for the cost of labor.

Grates – grates have no warranties

Foundation Cover and Window Well Liner – Five (5) year warranty on defective materials. If materials are found to be defective within the first year of installation, Seller shall replace the materials. If materials are found to be defective after one year and before the end of the fifth year then Seller has option to replace or repair the materials.

To receive benefits of any warranty, the Customer must notify Seller in writing, of the covered defect. Customer must allow Seller the opportunity to inspect prior to receiving any benefit under any warranty. Seller makes no further implied or expressed warranties.

At Windowell Expressions we are adamant about customer satisfaction and we will carefully work with you to ensure that your customer is satisfied and that the finished job is beautiful.





Welcome

Your Dealership  
Opportunity

Three Levels of  
Dealerships

Setting-up and  
Owning a Dealership

Application  
Forms

Dealer Support  
from Headquarters

Windowell Expressions  
Introduction

**Product Line  
and Warranty**

Frequently Asked  
Questions

## Product Line and Warranty

### We stand behind you and our products

The more you know about our product, the more you will sell and the better your customers will feel about their investment. As you will see, we continually expand our product line to keep us on the cutting edge of polyurethane paneling/liner systems and Lexan covers. We are committed to producing a superior quality product to ensure that every customer is satisfied.

### Our Paneling/Liner Systems

Our paneling/liner systems are made of two key components. The first component is a two part, 100% solid, fast curing, electrometric (rubber like) polyurethane material. The second key component is the factory mixed, coloring system that is used along with the polyurethane to create the look of real rock. We use the highest grade of U.V. protection available. For added service to your customers, any colors and sizes desired that are outside of our standard rock colors and sizes may be ordered factory direct, at an additional cost, with the same satisfaction guarantee.

### Abrasion and weather resistant

All of our paneling/liner products provide excellent abrasion resistance and excellent weather resistance. Our panels have high tensile strength, elongation and tear strength properties. The panels will not crack, tear, or warp in any climate. The panels are virtually maintenance free. Adding these panels will increase the value and beauty of any surface you apply them to.

### Unlimited uses:

With proper planning and preparation, the uses of our panels are bound only by your imagination. Our panels can be used in both interior and exterior applications. Our panels are an affordable alternative to other methods of beautifying and covering unsightly objects and also save on installation costs and time.

A few of the uses of our panels are:

- Covering metal, concrete or wood window wells
- Covering bare foundations
- Mobile home skirting
- Hot tub paneling
- Covering exteriors of yard sheds
- Interior applications include a Wayne's Coat on walls
- And many other surfaces you're wanting to have a rock looking appearance

### Paneling Styles and Description:

#### Mediterranean River

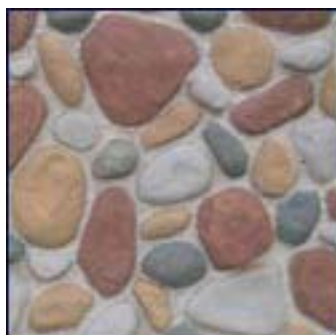
Tan mortar background with a combination of rocks colored red, dark tan, light gray and browns. This style matches many different decors and brightens up the window wells.

#### Cascade River

Light tan mortar background with a combination of rocks colored brown, light and dark tan. This has a very nice earthy feel.

#### Graystone Granite

Greenish grey mortar background and the rocks are black and white spectacled just like real granite. This style is beautiful and very neutral and light.





Welcome

Your Dealership  
Opportunity

Three Levels of  
Dealerships

Setting-up and  
Owning a Dealership

Application  
Forms

Dealer Support  
from Headquarters

Windowell Expressions  
Introduction

Product Line  
and Warranty

Frequently Asked  
Questions



#### Rustic River

Light tan mortar with red and tan rocks. This style adds brightness to a room. According to our customers, this style brings in the most light and fit with almost any décor.

#### Silver Quarry

Light gray mortar with a greenish gray and white rock. This style is very popular with people that want to bring in extra light yet don't want the window wells too bold or stand out.

#### Rustic Mountain

Light tan mortar background with a combination of rocks colored brown, red, light and dark tan. This has the nice rich deep colors, which makes it very classy.



#### Aspen River

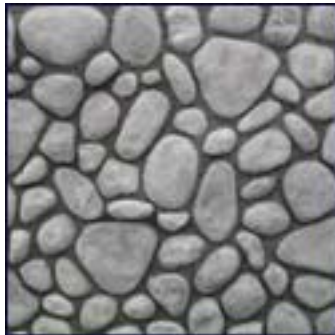
Tan mortar background with a combination of rocks colored red, dark tan, light gray and browns. Really brightens up a room with all its colors.

#### Malibu Slate / Stack Stone

A combination of colors – red, brown and tan tones. This style has a very modern look to it and looks beautiful in homes with tiled floors.

#### Italian Slate / Stack Stone

A combination of light tan, dark tan and a hint of brown. This is a nice light color and is very understated in a window well. This blends with any style and/or décor.



#### Gray Slate / Stack Stone

A combination of light gray, dark gray and white. A very stylish and neutral style for any décor.

#### Our Lexan Windowell Covers

We use a U.V. treated Lexan that carries a 10 year guarantee, has a 250 lb weight capacity, (every thing you will need if someone were to fall). Our support system is all aluminum. The two major bonuses of aluminum are: it is lightweight and it will never rust. When we install the Lexan covers, they are sloped side-to-side as well as back to front. The Lexan material will not crack, for a long time at least. Lexan is used in many applications when sheer impact is an issue. Airplane and race cars windshields are made from Lexan. You can literally hit it with a hammer (not recommended) and it will bounce back in place with no memory (meaning it won't leave a dent).

#### Our Limited Warranty

**Lexan Covers** – if the cover turns yellow or rusts within 10 years, Customer may have the cover replaced for the cost of labor.

**Grates** – grates have no warranties

**Foundation Cover and Window Well Liner** – Five (5) year warranty on defective materials. If materials are found to be defective within the first year of installation, Seller shall replace the materials. If materials are found to be defective after one year and before the end of the fifth year then Seller has option to replace or repair the materials.

To receive benefits of any warranty, the Customer must notify Seller in writing, of the covered defect. Customer must allow Seller the opportunity to inspect prior to receiving any benefit under any warranty. Seller makes no further implied or expressed warranties.





[Welcome](#)[Your Dealership Opportunity](#)[Three Levels of Dealerships](#)[Setting-up and Owning a Dealership](#)[Application Forms](#)[Dealer Support from Headquarters](#)[Windowell Expressions Introduction](#)[Product Line and Warranty](#)[Frequently Asked Questions](#)

Windowell Expressions has made every effort to eliminate color fading. We use the highest grade of U.V. protection available. Over the years, in foundation applications, color fading may occur in a minimal amount. For this reason, we inform our clients that they may need to have the product recolored and sealed on the home. The cost is minimal and we will teach all dealers how to do this. We have not found this to be a problem with our customers. It is a good residual business for us in 7 to 10 year periods. In addition, we use this as a selling advantage because the customer can choose to have the colors altered to fit their current style if they wish.





## Frequently Asked Questions

### Window well liners and foundations frequently asked questions:

1. Q: What sizes do window well liners come in?  
A: 2 ft. X 5 ft. is the smallest size we make and 7 ft. X 12 ft. is the longest. We also make every size in between.
2. Q: Do you stock window well liners?  
A: No. We custom manufacture for each customer depending on the size and style right for their home.
3. Q: Are all window wells the same?  
A: No. Window wells vary depending on the age of your home and the size of window and well you have in your home.
4. Q: Are the window well liners difficult to install?  
A: No. We will teach you.
5. Q: Are the window well liners expensive?  
A: Well, they are not cheap. Polyurethane is not a cheap product, but it is known for its weather resistance and durability. It will outlast most of us!
6. Q: Do I install the window well liners?  
A: Yes. In areas where you are the dealer. It really isn't that hard to do it. You can have someone else do installs for you if that is how you wish to operate your business.
7. Q: How do I properly measure a window well? (See complete instructions on web site)  
A: For liners, you need to take a perimeter measurement and a depth measurement. You can measure from either the inside or the outside of the well. Be very careful when measuring, it hurts to fall in and you could be seriously injured. With your tape, wrap it around the inside perimeter concrete to concrete or into the window depending on your style of well. Next, measure the depth. We suggest adding 2" to the depth so you can bury it below ground, but if you want to add some rock to dress up the bottom don't add anything.
8. Q: How do I measure a foundation? (See complete instructions on web site)  
A: The best thing is to map out the area you want to cover. Measure the lengths and heights in numerous locations and then fax it to us.

### Lexan window well covers frequently asked questions:

1. Q: Will the Lexan window well covers yellow?  
A: We use a U.V. treated Lexan that has a 10 year guarantee.
2. Q: Are the Lexan window well covers strong?  
A: Yes. As long as you don't plan on using it as a trampoline. They have a 250 lb. weight capacity. Everything you will need if someone were to fall.







Welcome

Your Dealership  
Opportunity

Three Levels of  
Dealerships

Setting-up and  
Owning a Dealership

Application  
Forms

Dealer Support  
from Headquarters

Windowwell Expressions  
Introduction

Product Line  
and Warranty

Frequently Asked  
Questions

3. Q:What kind of metal are the Lexan window well covers made of?

A: Our support system is all Aluminum. Aluminum is lightweight and it will never rust.

4. Q: Are the Lexan window well covers sloped?

A: Yes. Side-to-side and well as back to front.

5. Q: Will the Lexan window well covers crack?

A: No. Not for a long time at least. Lexan is used in many areas where sheer impact is an issue. Airplane and race cars windshields are made from Lexan. You can literally hit it with a hammer (not recommended) and it will bounce back in place with no memory (meaning it won't leave a dent).

6. Q: Will Lexan covers fit all window wells?

A: Yes. However, we only have certain sizes available. If you send us a template, we will make them to your size at no additional cost.

7. Q: How do I measure window wells for covers?

A: Measure the widest part of the well where it meets the house and go outside edge to outside edge. Come around to the center of the well and measure from the house, not the window, to the outside edge of the well. Make sure to measure all your wells individually. They may look the same size, don't trust it, just measure.