

Terry M. Leake

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Sent: Tuesday, August 28, 2007 10:16 AM
To: terryleake@v2k.com
Subject: News from V2K Window Decor and More



V2K Window Decor and More Windows 2 Windows Newsletter

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Issue: # 2

August 2007

Happy Full Moon/Eclipse!

Here's a warm thank you for everyone who wrote to give words of encouragement as I break out into my new career. Your support has been overwhelming and so welcomed. I'm off to a great start, with a few months under my belt, and learning so much about the industry.

Thank you so much for your well wishes. Here's what I'm up to this month!

10 things to consider when purchasing custom window coverings:

Smart Decor using Window Coverings

1. **Contemplate your needs.** Different rooms have different needs. For example, in bedrooms or bathrooms consider products that offer greater privacy or room-darkening features. Darkening products are also great for your TV room, as well as rooms that get extra direct sunlight throughout the year. When closed, darkening products will help prevent your furniture, floor coverings and artwork from fading. Some shades can also work to trap heat or cold and help keep your room at a steady temperature.
2. **Plan to invest.** Whether you are thinking long-term or short-term, consider investing in higher quality, longer lasting custom

made products. Even if you plan to sell your home within a year, remember that the right window coverings will add value to your investment.

3. **Get a budget on your brain.** Whether you are moving to a new home or redecorating, beautiful, high-quality custom window coverings are as much a part of your decorating plan as polished hardwood floors and sparkling granite countertops. As you create your shopping list you may wish to allocate between \$4,000 to \$10,000 depending on the size of your home and the number of doors and windows you would like to decorate.
4. **Consider lift.** Are there any windows in your home that you would like to cover, but can't reach? Then consider motorization with remote controls. As a hint, request lithium batteries for your motorized blinds instead of typical AA batteries. Lithium batteries can last up to five years as opposed to just one year with the typical AA. Changing batteries less frequently means less time on a ladder.

Alternatively, ask about options for raising and lowering your blinds outside of the standard pull cord. Other options include a continuous cord loop or a cordless blind, both of which can eliminate long dangling cords. Cordless blinds can be raised or lowered manually with your hands.

5. **Get some one-on-one time.** Consider having a Window Fashions Professional come into your home for an in-home consultation. In-home consultations are more productive because they allow you to better match products with furniture and wall colours while discussing the full range of custom window treatment possibilities. Many window treatment companies are small businesses that can offer excellent in-home service.
6. **What if...** Prior to purchasing your window coverings ask about product warranties and how service calls will be handled. For example, should the strings in a wood blind break, will it be serviced through a house call or will you be asked to uninstall the blind and bring it to the vendor that you purchased it from? Make sure you can live with the answer.
7. **Admire your view, keep your privacy.** Most shades or blinds will rise up from the bottom to clear your view. However some shades will also lower from the top as well as rise from the bottom. This feature is referred to as "Top Down\Bottom Up". The benefit of the top down option is that it allows light into the room while still maintaining a sense of privacy based on how far you lower the shade.
8. **See the whole picture.** Take advantage of software that can allow you to better visualize the appearance of your new custom window treatments in your room. This helps clients better decide which fabric colours and styles looks best in their home. V2K consultants have access to software that can make your custom purchase easier.
9. **Compare apples only.** Like any other product for your home,

you will find a large selection of window treatments available in every price range from a number of manufacturers. When comparing products, be sure to compare quality and durability *before* you compare price. Ask questions about what the products are made of, and how they will withstand direct sun, humidity, daily use, etc.

10. **Measure twice, keep once.** When purchasing custom window treatments it is important to take accurate measurements of your windows. If you plan to measure them yourself, remember that once you purchase a blind or shade that is manufactured according to your measurements, it is yours to keep. If you are purchasing from a window treatment company, ask them if they provide professional measuring and installation. Also ask them if there is an additional fee for those services, or not.

Earthquake Preparedness

What were you doing on July 20th at 4:43 am?

If you live in the Berkeley or North Oakland along highway 13, you felt quite the jolt in the wee hours of Friday July 20th. We had an earthquake along the Hayward fault, that registered only 4.3 on the richer scale, but felt much worse. According to seismologists, the quakes epicenter was close to the surface, making the shaking more intense. Actually, when I was roused awake, I thought this was the BIG one. The Hayward fault has a frequency of eruption every 120 - 130 years. Guess how long ago was the last 'rupture'? 118 years ago on July 31, 1889 (looked up on Wikipedia.org)

In an effort to get the word out, and to keep us all more informed, here's a list of people and contacts that can assist you in preparing for "The Big One". It's gonna happen, just a matter of when, let's be as prepared as we can to keep ourselves safe.

Mike Fortner of *Your Safety Place* is a Preparedness Advisor for natural disasters. Thru his website, you can purchase kits to get you more prepared after a natural disaster. As we saw after hurricane Katrina, the government won't be arriving until at least 3 days after the event. According to Mike, you need to have supplies in your home to survive for a week. Mike also sells kits for your car; just imagine if you are away from home and the roads are buckled. *Mike can be reached at 510.872.4080 or mike@yoursafetyplace.com*. His website, to look at the items, is <http://www.yoursafetyplace.com>

Hector Salinas of *J.T.C Handyman Services* is a handyman extraordinaire. I'm listing Hector here because he can assist with strapping down book cases, strapping down hot water heaters, and tying down loose items that could cause you harm if they come a loose in the big one. *Hector can be reached at 510.504 5682.* I've used his services for years, and I trust him because he's honest, kind and very good at what he does, which is fix issues with houses.

Acknowledgements and Thank You's

Recipients of referral rewards

I'd like to personally thank the following two clients who sent me referrals for closed sales. They are the first two recipients to receive a \$50 gift certificate from Amazon.com.

Allison Rodman of Chapel of the Chimes
Sunny Grewal of Studio GS Architects

Current Promotions

Labor Day Sale!

During the month of August and September for orders submitted to the workroom you'll get 1 free pillow with your order of \$1000 for curtains or drapes. If you spend \$2000, you'll get two free pillows. What a nice way to add that customized look to your room. Ask me for details.

Ongoing Promotions:

[Apple iPhone Raffle](#)

[Referral Reward Program](#)

Thanks so much for reading. If you know of someone who be interested in the information contained within, please forward it to them.

Happy Labor Day!

Sincerely,

Terry M. Leake, CWFC
V2K Window Decor and More

510.649.7335



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