



## BUILDER REFERENCE GUIDE

- AVAILABLE PROGRAMS FOR HOMEBUILDERS
  - Self Service-2 Models
    - \*\*Whole House Package Pricing—One price all Windows Covered
    - \*\*Ala Carte—Match up price grids with Numbered Diagrams
  - Turnkey Quotes—quotes generated in “help desk” style format
  - Full Service—Concierge Level service by our in House Design Team
  - What Clients can Expect with their Order
    - \*\*Not all programs available in all markets
- PRODUCTS- Product Standards, Options, & Expectations
  - Wood Shutters
  - Horizontal Blinds/Vertical Blinds
  - Roller Shades/Solar Screens
  - Woven Wood Shades
  - Honeycomb/Cell Shades
  - Shading Systems and Motorization—Available via Turnkey Quote/Full Service
- ESTIMATING PRICING FOR YOUR BUYERS
  - How To help your homebuyer create their Window Covering Budget



# AVAILABLE PROGRAMS FOR HOMEBUILDERS

## SELF SERVICE—PACKAGE PRICING

**PACKAGE PRICING**--Whole house packages may also be made available for homebuilders and their buyers.

- **All Inclusive**...all windows covered at one low price
- **Lightning Fast Lead Times**...2 week turnaround time from receipt of order is standard
- **Move-In Peace of Mind**...Homebuyers have peace of mind knowing they have privacy from day 1 in their new home
- **Customization**...Packages can be tailored for builder depending on regional demographics, architectural styles, etc.

**Commercial Quote**

---

**WINDOW SCENES**  
P.O. Box 131652  
Carlsbad, CA 92013

Tel: 760-803-1888  
Fax: 760-637-7429

DATE: 7/16/2020

CONTACT: Jody Smith

BUYER NAME: ABC Builders

ADDRESS: Skyline Package Pricing

PHONE:

CELL:

FAX:

NOTES:

**SELF SERVICE**

**PACKAGE PRICING**

**EXAMPLE**

WIN #	ROOM	PRODUCT	EXCLUSIONS	OM	IM	COLOR/STYLE	CONTROLS	PRICE
	Plan 1	2" Faux on all windows, PVC Vertical on SGD	Hi at Stairs, Shower Tub Combo @ MABA		x	TBD		\$1,689.00
	Plan 2	2" Faux on all windows, PVC Vertical on SGD	Hi at Stairs		x	TBD		\$1,824.00
	Plan 3	2" Faux on all windows, PVC Vertical on SGD	Hi at Stairs, Shower Tub Combo @ Ba 2		x	TBD		\$2,103.00

**WINDOW SCENES**

BUILDER'S REQUEST FOR QUOTE

PRO QUOTES PRODUCT LEGEND  
B-BLINDS S-SHUTTERS R-ROLLER SHADES W-WOVEN WOODS  
H-HONEYCOMB SHADES V-VERTICAL

**WSI PRO QUOTE**

BUILDER: ABC BUILDERS

PROJECT:

PLAN:

NOTE RESPONSE

\* Excludes HI @ Stairs

**WINDOW SCENES**

PLAN: 2 ELEV: B LOT: 104

**B UILDER REQUEST:**

PACKAGE PRICING for  
FAUX BLINDS  
\$1824

\* Excludes HI @ Stairs per  
pricing exhibit.

PRO QUOTES PRODUCT LEGEND  
B-BLINDS S-SHUTTERS R-ROLLER SHADES W-WOVEN WOODS  
H-HONEYCOMB SHADES V-VERTICAL

## SELF SERVICE—ALA CARTE

ALA CARTE PRICING--Pricing grids and diagrams provided to builder. A selection of products is provided that can be easily accessed and matched up to diagrams by window.

## SELF SERVICE - ALA CARTE -PRICING EXAMPLE



### Palmetto, Sage, Elev B

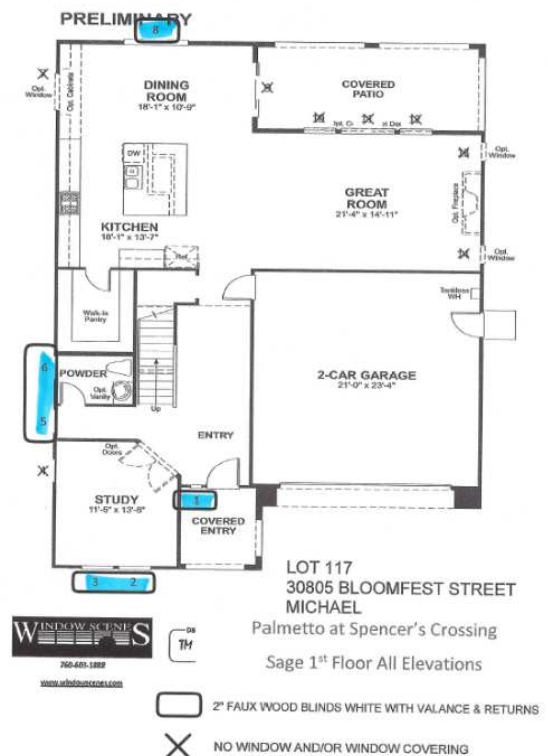
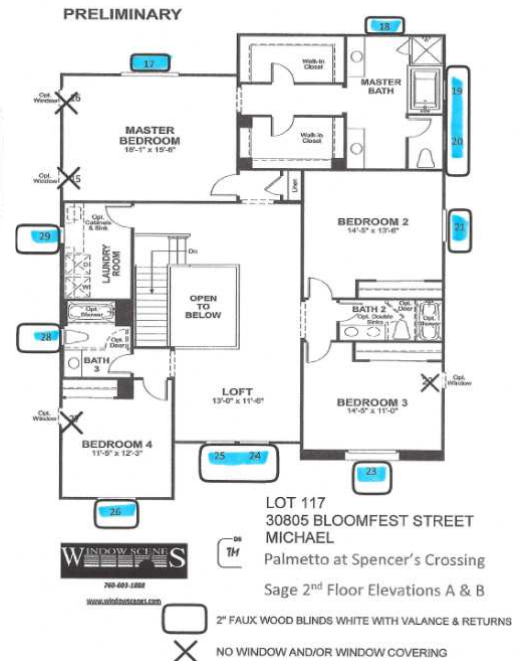
NAME: MICHAEL

LOT: 117

Page 1 of 1

November 4th, 2020 01:32 PM

Op	ELO	Rooms	Openg	Wood Shutter-Panel A	SBM 2.5" Faux 1	SBM 2" Faux 1	SBM RShade A
1		Entry	Wdw	210	128	111	216
2		Study/Bed 5/	Wdw	574	179	151	271
3		Study/Bed 5/	Wdw	574	179	151	271
4		Study/Bed 5/	Wdw	394	128	111	216
5		Powder/Hall	Wdw	485	142	122	271
6		Powder/Hall	Wdw	315	114	97	203
6		Suite/Bath	Wdw	315	114	97	203
7		Dining	Wdw	684	210	165	324
8		Dining	Wdw	1119	317	269	455
9		Dining	SGD	2284	N/A	N/A	686
10		Great	Wdw	574	179	151	271
11		Great	Wdw	939	269	230	371
12		Great	Wdw	574	179	151	271
10		Great	Wdw	N/A	N/A	N/A	1747
13		Great	Wdw	394	128	111	216
14		Great	Wdw	394	128	111	216
15		MstBed	Wdw	394	128	111	216
16		MstBed	Wdw	394	128	111	216
17		MstBed	Wdw	1119	317	269	455
18		MstrBa	Wdw	394	128	111	216
19		MstrBa	Wdw	755	210	179	324
20		MstrBa	Wdw	394	128	111	216
18		Deluxe Maste	WetWdw	184	86	74	194
19		Deluxe Maste	WetWdw	184	86	74	194
20		Deluxe Maste	WetWdw	184	86	74	194
21		Bed2	Wdw	755	210	179	324
22		Bed3	Wdw	394	128	111	216
23		Bed3	Wdw	574	179	151	271
24		Loft	Wdw	574	179	151	271
25		Loft	Wdw	574	179	151	271
26		Bed4	Wdw	574	179	151	271
27		Bed4	Wdw	394	128	111	216
28		Bath 3	Wdw	315	114	97	203
29		Laundry	Wdw	315	114	97	203



## TURNKEY QUOTES

Guidance on products and pricing available to builder design team. Designers can reach out to Window Scenes and have a quote put in place for their buyer. Turnkey quotes typically turned around in 24 hours. A complete quote and diagram are provided to the designer for buyer presentation.

### TURNKEY QUOTE EXAMPLE

SUBMITTED BY BUILDER



Sandalwood Lot 67 plan 2D

Brussels Ebony BO

Z Screen Classic LF 3%  
Color Ebony 03



Buyer Signature: \_\_\_\_\_ Date: \_\_\_\_\_

### TURNKEY QUOTE FROM WINDOW SCENES



Sandalwood Lot 67 plan 2D

Brussels Ebony BO

Z Screen Classic LF 3%  
Color Ebony 03

Bd 3	\$768
BA 3	\$166
Bd 4	\$380
Study	\$380
Prim BA	\$700
Prim Suite	\$710
Great Rm	\$800
Pantry	\$166
Garage	\$952
Bd 2	\$380
Court/Hall	\$1280
Total	\$6682-32 openings



Buyer Signature: \_\_\_\_\_ Date: \_\_\_\_\_



## FULL SERVICE

Window Scenes will provide a designer to meet with the buyer and customize the experience. Homebuyers are provided with Start-to-Finish assisted treatment selection, presentation of pricing, delivery, and installation services.

Window Scenes

PO Box 131652 Carlsbad, CA. 92013

Office: 760-603-1888    Cell: 760-805-9857

Date

12.5.2019

Name

David Jones

Address

San Diego, CA 92130

Phone

760-603-1888

Email

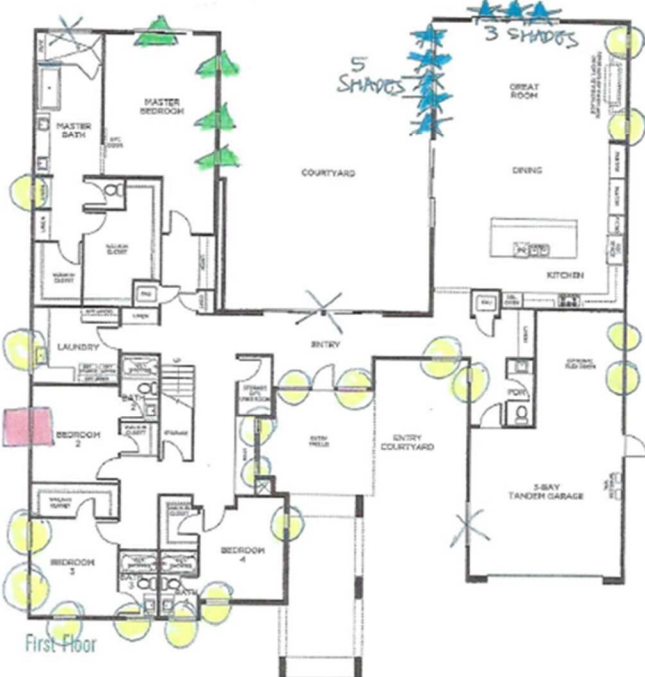
Notes

Room	Product	Quote Size	Mount	Description	Price
Entry	Roller Shade W/Curved Cassette, Standard Custom Clutch Control	2 Windows	Inside	Prague Light Filtering Color: Steel	
Hall	Roller Shade W/Curved Cassette, Standard Custom Clutch Control	2 Windows	Inside	Prague Light Filtering Color: Steel	
Flex Room	Roller Shade W/Curved Cassette, Standard Custom Clutch Control	2 Windows	Inside	Prague Light Filtering Color: Steel	
Great Room	Roller Shade W/Curved Cassette, Standard Custom Clutch Control	2 Windows	Inside	Prague Light Filtering Color: Steel	
Great Room	Roller Shade W/Curved Cassette, Motorized w/One Remote, (8) Shades w/Coaxial Low-Volt Motorization	8 Windows	Outside	Prague Light Filtering Color: Steel	
Hall	Roller Shade W/Curved Cassette, Standard Custom Clutch Control	2 Windows	Inside	Prague Light Filtering Color: Steel	
Bed 4	Roller Shade W/Curved Cassette, Standard Custom Clutch Control	2 Windows	Inside	Prague Light Filtering Color: Steel	
Bath 4	Roller Shade W/Curved Cassette, Standard Custom Clutch Control	1 Window	Inside	Prague Light Filtering Color: Steel	
Bath 3	Roller Shade W/Curved Cassette, Standard Custom Clutch Control	1 Window	Inside	Prague Light Filtering Color: Steel	
Bed 3	Roller Shade W/Curved Cassette, Standard Custom Clutch Control	3 Windows	Inside	Prague Light Filtering Color: Steel	
Bed 2	Roller Shade W/Curved Cassette, Standard Custom Clutch Control	1 Window	Inside	Prague Black Out Color: Steel	

## FULL SERVICE PRICING EXAMPLE

- ROLLER SHADE STD CLUTCH PRAGUE STEEL LF
- ROLLER SHADE STD CLUTCH PRAGUE STEEL B/O
- ▲ ROLLER SHADE STD CLUTCH PRAGUE STEEL LF + B/O DUAL SHADES
- ★ ROLLER SHADE MOTORIZED PRAGUE STEEL LF

- ROLLER SHADE CURVED CASSETTE STD CLUTCH PRAGUE STEEL LIGHT FILTERING
- ROLLER SHADE CURVED CASSETTE STD CLUTCH PRAGUE STEEL BLACK OUT





## WINDOW COVERINGS—WHAT TO EXPECT WITH YOUR ORDER

Once your window covering order is processed, the following will occur:

- A physical measure will be taken of all window openings when drywall and texture are completed in the house.
- If tile or granite is being installed in any windows, the product ordered for these areas may be delayed from the remainder of the order. Only after tile or granite is complete can an accurate measure be taken.
- EXPECTED LEAD TIMES: Blinds can take up to 4 weeks and shutters can take up to 8 weeks from the time of the physical measure. Materials will typically be ordered immediately after the physical measure.
- Prices quoted reflect measurements from preliminary builder blueprints. Window schedules may vary and Window Scenes will contact you if there is any deviation from original window schedule.
- Once measure is completed, Window Scenes will notify regarding any unusual or unforeseen circumstances with your order.
- Modifications to product after installation may require a work order and or a surcharge.
- On occasion, products selected may be discontinued or become unavailable by the manufacturer prior to ordering materials, a situation that is beyond the control of the builder or vendor. If this should occur, the buyer may be asked to reselect a new product or a new pattern and color for discontinued items.
- All products are warranted for defects in materials and workmanship at no charge. Shipping charges, cost of removal and reinstallation may not be covered under product warranties.
- Imperfections or defects not visible at eye level are subject to manufacturers standards and may or may not be covered by product warranty.
- Controls on windows above eye level are installed with full length controls unless specified in writing.



PRODUCT  
STANDARDS/OPTIONS/  
EXPECTATIONS



## WOOD SHUTTERS STANDARDS



### FRAME STYLES

Shutter Frames for Outside Mount – L Frames



**BEADED L FRAME**



**BULLNOSE L FRAME**

### FRAME STYLES

Shutter Frames for Inside Mount – Z Frames



**BELAIR Z FRAME**



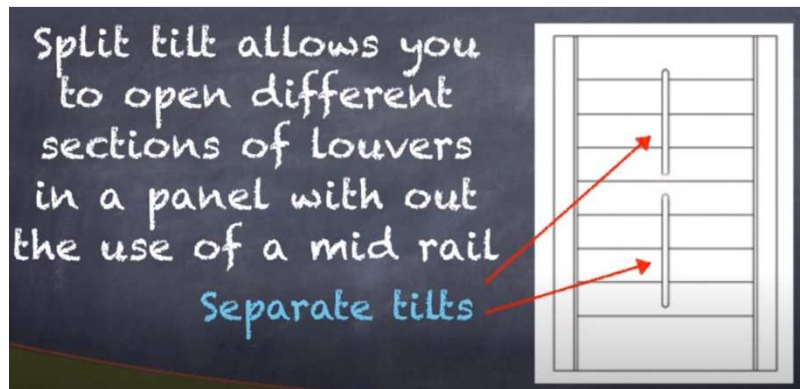
**FLAT Z FRAME**

## SHUTTER OPTIONS

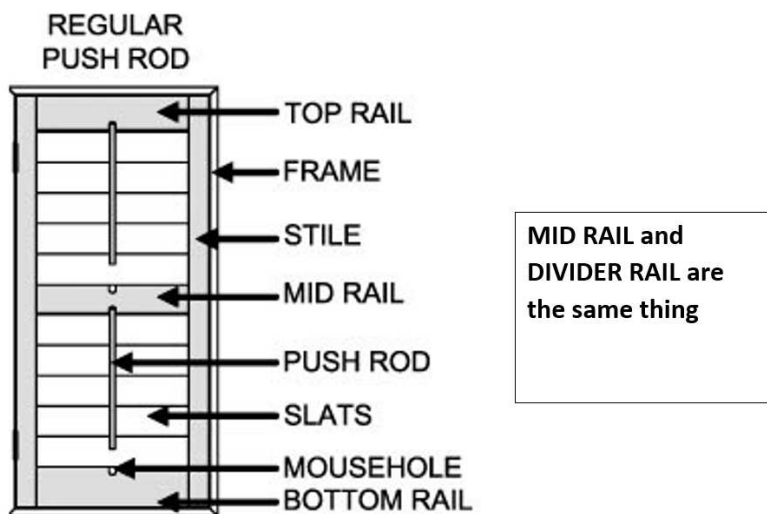
### Hidden Tilt – Additional Charge



### Split Tilt or Mid Rail – No Additional Charge



### Shutter Panel with Divider Rail or MidRail



## Stained Shutters – Additional Charge



## Specialty Shapes – Additional Charge

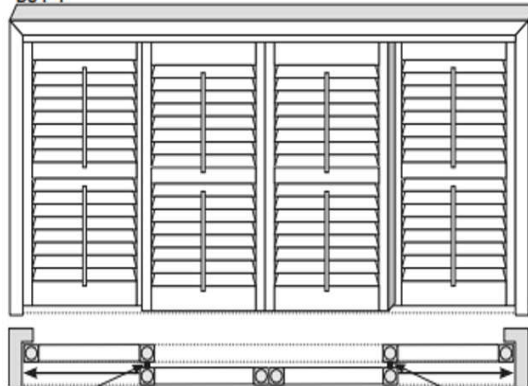


## Sliding Glass Doors – Bypass is Standard, Also Available in Bifold

### Bypass Tracks for Sliders that Open in the Center

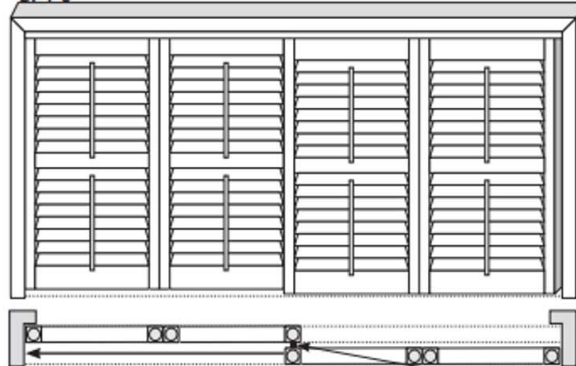
FOUR PANEL SYSTEMS

BS4-4



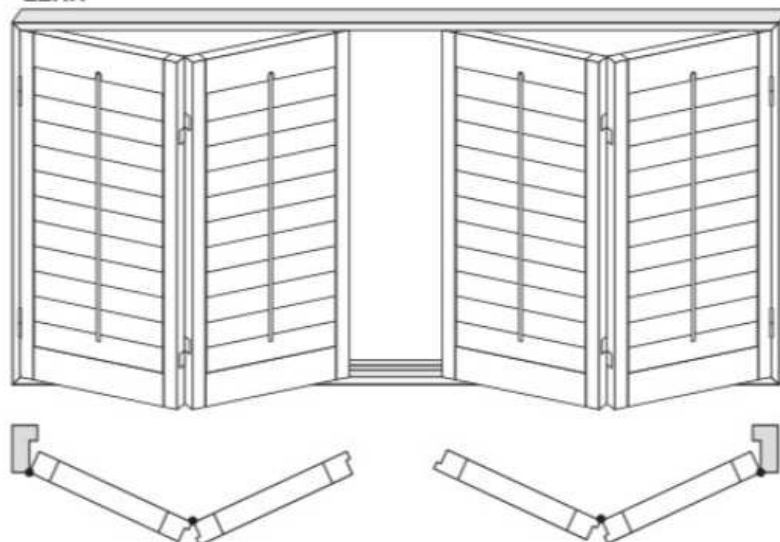
### Bypass Tracks for Sliders that Open either on the Left or Right

BP4-5



### Bifold Shutter for Sliding Glass Door

LLRR





## WOOD SHUTTER EXPECTATIONS

### Basswood Shutters—Highest standard of material in the industry

- Available in Outside Mount Bead L Frame or Bullnose L Frame--Inside Mount Belair Z or Flat Z Frames
- 2.5, 3.5 and 4.5 inch Louvers available as Standard
- Outside Mount recommended for 4.5 inch Louvers
- Hidden Tilt, French Door Cutouts, Arch Tops, and Custom Frames, Colors and Stains are available for surcharge
- Approximately 1 ½" to 2 ½" projection into the room when doing Outside Mount
- Ability to ALMOST darken room when slats are closed but not a "blackout" product
- Excellent insulating properties
- Sliders are done w/ Bypass Track as Standard
- Client should be opening the panels to open or clean the window only
- Easiest product to maintain—just wipe with a dry cloth—should be treated as fine furniture in the home
- 4-6 week production is expected
- MADE IN THE USA
- Poly or Vinyl Shutters may be substituted in areas of direct moisture--Buyer will be notified of this should this change be needed prior to production

## HORIZONTAL BLINDS STANDARDS

2" Faux Wood—Crown Valance, Wand Tilt-Cord Lift @40% of Height



2.5" Faux Wood—Crown Valance, Cord Tilt and Lift to 40% of Height





## HORIZONTAL BLINDS OPTIONS

Deco Tape – Additional Charge



Routless – Additional Charge



# NOT ALL FAUX WOOD BLINDS ARE THE SAME

## A SIDE BY SIDE COMPARISON OF COMMON PRODUCTS IN TODAY'S MARKET PLACE



**STOCK/CUTDOWN BLIND**



**CUSTOM FAUX WINDOW BLIND**

### **STOCK/CUTDOWN BLIND**

Not made to exact size of window-several widths, 12" height increments

Comes with Wand Tilt only under current guidelines

Extra slats at bottom mean more weight and pressure on headrail

PVC Headrail—flexible

Plastic valance clips

1 Color Only

72" Max Width-openings larger than 72" will have separate blinds and separate valances

Rectangular bottom rail for fair closure at bottom of window

Blinds built in China

All Stock/Cutdowns MUST have cordless lift per ANSI standards

Big Boxes typically have best pricing on this style of blind

### **CUSTOM FAUX WINDOW BLIND**

Custom made to size within 1/8" on width AND height

Available in Wand or Cord Tilt

Less slats will make it lighter than stock/cutdown blind

Steel Headrail—Rigid, Sturdy

Metal Valance Clips

Multiple Colors from which to choose

Openings wider than 72" will be made as multiple blinds on 1 headrail, with 1 continuous valance

Trapezoid bottom rail for tightest closure at bottom of window

Blinds built in the USA

Custom blinds can be built with or without cord lifts per ANSI standards

Custom blind pricing can vary by the dealer/manufacturere

**WINDOW SCENES SELLS CUSTOM BLINDS ONLY**



## HORIZONTAL BLINDS EXPECTATIONS

- Available in 2 inch and 2.5 inch slats in Faux Wood or Basswood
- All Horizontal Blinds come with a Crown Style Valance to conceal the hardware
- 2 inch blinds will have Wand Tilt and Cord Lift Mechanisms at 40% of height of window unless specified
- 2.5 inch blinds will have Cord Tilt and Lift Mechanisms—Lift cords on 2.5 inch blinds will be at 40% of height unless specified
- Horizontal Blinds are heavy and meant to be lifted and lowered only to access the window for air or cleaning—blinds will bow if left in the UP position for long periods of time and will likely not be covered by product warranty
- Not a blackout product—buyer will experience light leakage when slats are close, and blinds are down
- Slats may close tighter at the top of the window than at the bottom of the window
- Controls on all windows above eye level are made with full length controls unless specified in writing
- Basswood is recommended for all stains—difficult for faux blinds to replicate the natural characteristics of basswood
- Basswood blinds are a natural product—color, grain and Texture Variation are Normal, and buyer is aware of these natural characteristics

## VERTICAL BLINDS EXPECTATIONS

- Typically recommended for Sliding Doors, Vertical Blinds come standard with Wand Tilt and Draw and Square Valance to conceal the headrail
- Also available with Chain and Cord Operating system
- Vertical Blinds have a large stack—approximately 20% of the window will be covered when the blind is drawn
- Vertical Blind slats are 3.5 inches wide and can be effective light blockers due to slightly overlapping vanes
- Tendency to rattle when opening and closing
- Inside mounted blinds will likely project into the room depending on the sill depth of the window

## ROLLER SHADE STANDARDS

Fabric Covered Round Cassette, Continuous Cord Loop, Fabric Wrapped Hembar



Light Filtering

Black Out



## ROLLER SHADES OPTIONS

Cordless – Additional Charge



Fabric Wrapped Cornice Box - 6 or 8 Inch Face - Additional Charge





DAYLIGHT VIEW, 5% OPENNESS



NIGHTTIME VIEW, 5% OPENNESS

**Light Filtering Shades LOSE privacy at night  
when interior lighting is on**





## ROLLER SHADES/SOLAR SCREEN EXPECTATIONS

- Roller Shades come standard with Fabric Wrap Cassette, Continuous Cord Loop and Fabric Wrap Bottom Bar as Standard
- Also available with Fabric Wrap Cornice Box as Top Treatment and Motorization and Cordless operating systems
- Roller Shades available in Blackout and Light Filtering
- Only Blackout Shades provide complete privacy—all other shades are light filtering and will let light into the room, regardless of openness factor
- Light Filtering shades are designed for light control and heat management, not privacy
- For improved heat management and daytime privacy, select lighter colored shades
- For improved view through and glare reduction, select darker colored shades
- Light Filtering Shades LOSE privacy at night when interior lighting is on
- Large deductions are taken on the width of the product for the cord loop which causes “halo effect,” meaning more light leaking on sides and bottom of the window when installed inside mount

## WOVEN WOOD SHADE STANDARDS

6" Valance and Flat Roman Folds w/Standard Cordlock and Cord Cleats  
(Cleats Always left behind in Kitchen Drawer at Install)



## WOVEN WOOD OPTIONS

**\*\*Additional Charge for Liner and Edge Banding**

No Liner-Std

**\*\*Attached Liner**

**\*\*Edge Banding**





## WOVEN WOOD EXPECTATIONS

- Woven Wood Shades come standard with a 6 inch valance and tiered Roman folds
- Available options include Attached Privacy Liners, Edge Banding, Motorization, and Panel Track/Folding Drapery for sliding doors—restrictions and surcharges may apply
- Woven Wood Shades can provide light control as well as privacy without sacrificing style
- Great variety of opacity levels as the shades may be lined or unlined
- Large stack of 8-10 inches—not recommended for view windows unless doing outside mount
- Materials can be delicate and may fray and change shape over time—this is considered normal and may not be covered by product warranty
- Woven Wood Shades have natural imperfections and varying dye lots that are considered normal and may not be covered by product warranty
- With new child safety standards, lift cords will be made at 40% of height of window unless specified in writing

## HONEYCOMB SHADES STANDARDS

Continuous Cord Loop or Cordless w/Color Coordinated Headrail



## HONEYCOMB SHADES OPTIONS

\*Additional Charge for Top Down Bottom Up-Cordless/Vertical Application

\*\*Top Down Bottom Up Cordless

\*\* Vertical Application





## HONEYCOMB/CELLULAR EXPECTATIONS

- Honeycomb Shades come Standard with Continuous Cord Loop OR Cordless to be matched with color coordinated hardware and headrail
- Also available in Top Down Bottom Up and Motorized operation as well as a Vertical application—Surcharges apply
- Light Filtering and Blackout materials are available
- Ideal for view windows as they have low stacking properties and are highly energy efficient
- Works well on French doors as fabric fits well around handles
- Can be spot cleaned with mild soap and water
- Opaque shades can create dark and cave like atmosphere in a room
- Honeycomb shades can be difficult to clean between cells--professional cleaning is recommended with these shades



## SHADING SYSTEMS & MOTORIZATION

Contact Window Scenes 760.603.1888 to inquire about these products—  
Product details also found at [www.windowscenes.com](http://www.windowscenes.com)--these systems are  
available via turnkey quote or full service.

Sheer Shades



Custom Roman Shades



Custom Drapery



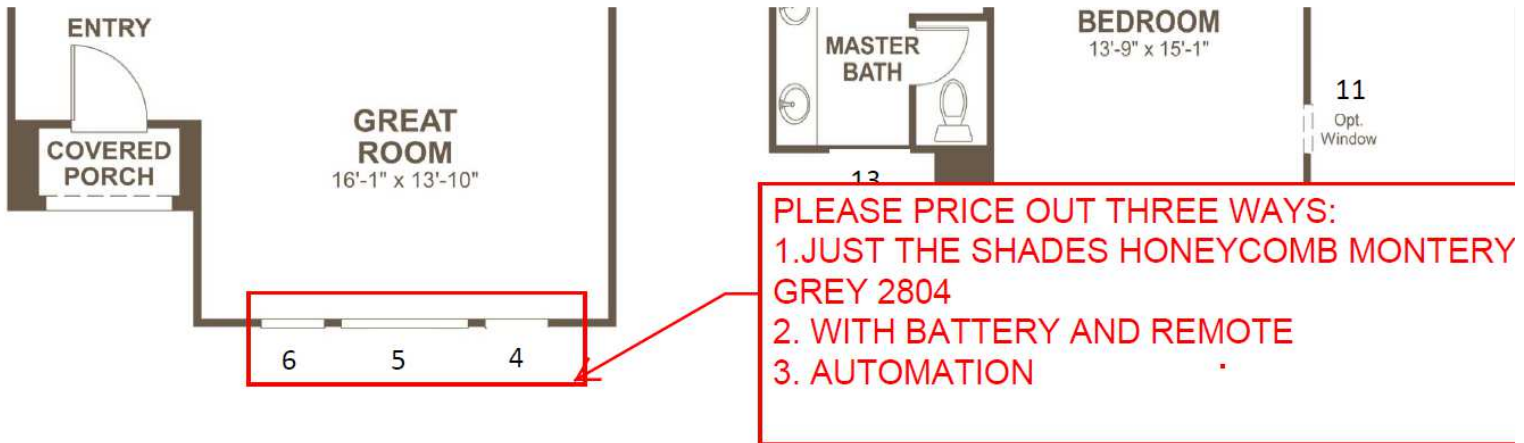
Motorized Roller Shades





# MOTORIZATION

## TURNKEY QUOTE REQUEST



### Shades—Std with Cord Loop or Cordless

\$XXX

\*\*Add \$XXX for Motorization and Remote Control

\*\*Rechargeable Battery System-Remote Controls and Chargers Provided at Installation

\*\*Window Scenes provides 1 hr complementary programming consultation within 30 days of move in

\*\*Motorized Shades are **AUTOMATION READY**—see explanation for details

### Total w Motorization

\$XXXX-Builder Cost with No Design Center Markup

### WSI AUTOMATION POLICY

- Window Scenes provides motorized shading solutions that are **Automation Ready**.
- Automation Ready** means that motorized shades, in addition to remote control operation, may be paired and operated with a phone, tablet, Amazon Alexa, and integration with a multitude of platforms.
- Window Scenes is responsible for programming shades to remote controls, homebuyers are responsible for Automation and Integration.
- Homebuyer is responsible for all automation componentry and programming. Window Scenes will provide homebuyer with all Automation instructions, components, and where they can be sourced.
- Window Scenes does NOT program shades to apps for homebuyers.



## MOTORIZATION EXPECTATIONS

- All motorized shades will be programmed by Window Scenes to the selected remote control as determined with your design consultant. Window Scenes is responsible for programming shades to remote controls.
- All homebuyers eligible for 1 complementary programming and operational consultation within 30 days after move in. All consultations after 30 day grace period are subject to be charged at Window Scenes hourly rate.
- 5 year warranty on all motorization components from date of installation. Freight and Labor are not covered under warranty. Any battery changes are the responsibility of the homebuyer.
- Motorized shades may have antennae exposed from the cassette. This is needed to transmit signal from remote control to the shade and is considered normal.
- Window Scenes provides motorized shading solutions that are ***Automation Ready***.
- ***Automation Ready*** means that motorized shades, in addition to remote control operation, may be paired, integrated, and operated with a phone, tablet, Amazon Alexa, etc., and selected home automation platforms.
- Window Scenes is responsible for programming shades to remote controls, homebuyers are responsible for Automation and Integration.
- Homebuyer is responsible for all automation componentry and programming. Window Scenes will provide homebuyer with all Automation instructions, components, and where they can be sourced.
- Window Scenes does NOT program shades to apps for homebuyers.



## ESTIMATING PRICING FOR YOUR BUYERS

### HOW TO ESTIMATE PRO QUOTE PRICING FOR HOMEBUYERS

Often homebuyers will ask for an estimate on window treatment pricing. Your designers may use the table below to provide AVERAGE pricing by treatment **category**.

PRODUCT CATEGORY	BUILDER COST (AVG)	HBUYER COST (AVG)
Faux Wood Blind	\$120/window	\$180/window
Roller Shade	\$250/window	\$400/window
Woven Wood/Honeycomb	\$300/window	\$450/window
Shutters	\$500/window	\$750/window

Note: The costs above reflect a builder markup of 50%. Window Scenes can tailor this table to reflect any margin.

EXAMPLE: A homebuyer is interested in Roller Shades for a home/plan with 15 windows. The estimate for Builder Cost would be 15 x \$250, or \$3750. The estimate for Homebuyer Cost would be 15 x \$400, or \$6000.