



## Homeowner Association Case Study

**Affiliate:** Renewal by Andersen – The Window Place DC/Maryland  
**Location:** Maryland/DC  
**Project:** Grosvenor Mews Condominiums  
Bethesda, MD

**Theme:** Creating a multi-tiered proposal and solution

### Background:

Grosvenor Mews Condominiums is a 30 year old community with aluminum windows and patio doors. The total project has approximately 88 dwelling units with an average of nine windows and two patio doors per unit for a total opportunity of approximately 800 windows and 175 patio doors.

The HOA decisions are managed by the association board and a management company. Window and door specifications were determined by the board and management company after a competitive inquiry process; the board and management company specified the exterior color and the width of framing.

Renewal by Andersen® was responsible for setting up the appointment with each homeowner.

### Customer Challenges:

- Communication with individual board members
- Interest in quality products and installation from a reputable company
- Maintain community standards and values at a reasonable price
- Need for narrow frame profiles and color options when replacing the old aluminum windows

The **Grosvenor Mews Condominiums** wanted to:

- Complete each renovation using a reputable company and quality product
- Update windows and doors with a more energy efficient product
- Maintain a uniform color throughout the project
- Create a board approved quality and value solution while maintaining the HOA guidelines and value for its members

**Renewal by Andersen Solution:**

Having worked with one very satisfied homeowner on a custom solution for their home, we were invited to present to the HOA board and management company as they began their comprehensive look at replacement windows and doors for the remainder of the community. During our research, presentation, and participating in the board and management company's subsequent competitive inquiry process, we were able to discover key elements for our proposal, presentation and provide Grosvenor Mews Condominiums with an ultimate solution. Our design consultant became a resource to the board and management company throughout their inquiry process. Once the board and management company had performed their due diligence, we were invited to present a written proposal.

The formal written proposal communicated our presentation elements to the board and management company. These elements included:

- Renewal by Andersen® product innovations – Fibrex®, Low-E4® Glass, TruScene® insect screens
- Installation services, processes, and quality
- Limited Warranty – 20 years glass, 10 years parts, and 2 years on installation
- Renewal by Andersen and The Window Place differences
- Incentives for early decision makers to choose Renewal by Andersen® window and door replacement services

**Results:**

Two projects have been sold in the Grosvenor Mews Condominiums. Each homeowner makes the final decision on the timing and individual contracts. These customers have been very excited about their decision to with Renewal by Andersen®. Also, these installations demonstrate the quality and solution to the other homeowners in the community.

For more information call **1-800-595-1967** (toll-free) or go to **renewalbyandersen.com**.