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Exciting Windows Brings Franchising to Experienced Dealers

Exciting Windows! recently announced it will enter franchising on a market by market basis to assist its licensees expand and grow their business. Licensing will continue for experienced dealers, and franchising will begin for new business owners without prior experience.

"We're building on the strength of experienced members who know the technical aspects of shop-at-home sales, and we're helping them recruit franchised consultants," says Steve Bursten, Exciting Windows CEO. "In essence, we are putting the experienced dealer in the franchising business and they will keep 75% of the fees."



Attendees of the Exciting Windows annual conference.

Exciting Windows Conference Offers Business Advice

At the Exciting Windows annual conference in Baltimore, MD, chairman and CEO Steve Bursten and his partner, Steve Wishnow, invited members and vendors to attend workshops and sessions that focused on developing new customer relationships, gaining referrals, and learning about window-covering products. The conference gave "members the opportunity to network with each other and gain new skills for attracting better customers, expanding sales, and increasing profitability," says Bursten. Exciting Windows members qualify for trademark licensing through class education, seminar instruction, Internet technology, and marketing the Shop at Home window-coverings sales and services.



The first group of Area Franchise Managers for Exciting Windows met last month in Baltimore, MD, for WCUonline training and networking.

Top row, from left to right: Steve Bursten, Exciting Windows CEO, Mike Lin, Shem Isaacs, Paul Allegro, Fred Garrott, Valerie Bursten, Tom Miller, Barbara Miller, Neil Gordon, Paul Thomasetti, Ed Hopkins, and Steve Wishnow, Exciting Windows president. Bottom row, from left to right: Melody Isaacs, Kathy Cochran, Judy Wilfong, Carol Thomasetti, Betty Habig, and Mike Habig.