



Last Update July 27, 2009

Contact:

Name (s): **Steve Bursten** or **Steve Wishnow**
Address: 7758 Wisconsin Ave, Bethesda, MD 20814
Phone: Wireless: 301-718-7244 (**Steve Bursten**)
Phone: Wireless: 301-602-3523 (**Steve Wishnow**)
Fax: 301-576-4452
Website: www.excitingwindows.com and www.excitingfranchise.com
E-mail Addresses: **Steve Bursten:** steveb@excitingwindows.com **Steve Wishnow:** stevev@excitingwindows.com

Referrals / Lead Process:

ALL Referrals must submit the Business Alliance '[Pre-Abbreviated Questionnaire](#)' when registering a lead

Additional Information:

[Exciting Windows 'BAI – July 27, 2009 Webinar Presentation slides'](#) (Effective: July 27, 2009 / click on the link to view / download the slides)
[Exciting Windows 'Single Unit and Area Development Overview'](#) (Effective: June 2009 / click on the link top view / download the document)

Franchise Sales:

Single Unit: Yes
Multiple Units: Yes
Area/Master Developer: Yes

Description of Franchise:

Exciting Windows! is America's only nationally advertised Full Service window fashions professionals who come to your home with all window products – blinds, draperies, shadings, and shutters, and exciting ideas to make your room more beautiful...plus an Unbeatable 4-Way Guarantee, and recommended by Michael Payne, celebrity designer of HGTV

Background:

Year Established: 2002
Year First Franchised: 2007 (had been licensing to the trade since 2004)
Franchised Units: 72 franchised and licensed
Company Owned Units: None
Projected New Units (12 months):
States/Countries Registered In: 32 States
Availability in Canada: Masters / Area Developer: Yes, after September 2009 (Registration applied for)
States, from which Broker Referrals **are not** being accepted: IL and NY

Financial/Terms:

Cash Investment: Single Unit: \$42,000; Area Developer \$75,000
Total Investment: Single Unit: \$42,000; Area Developer \$75,000
Minimum Net Worth: \$100,000
Franchise Fee: Unit Franchise \$29,500; Additional Units 50% reduction; Area Developer Franchise Fee \$60,000 for four units
Discounts: VetFran, Women, Minorities? Yes
VetFran Program Participant: Yes
Royalty: Technology Fee: \$400 monthly; Royalty ramps up from \$0 to \$400 over 17 months
Ad: \$250
Average # of Employees: Personal business requires no employees to begin. Contract installer generally required. Admin person desirable when sales exceed \$20,000 monthly
Passive Ownership Allowed: No, this is a personal business
Earnings Claims: Yes, sales averages are disclosed

International Expansion:

International Opportunities: Yes. We are advanced in all aspects of Internet operations and marketing. We welcome inquiries in Canada, Great Britain, and Australia especially, and are open to other countries with an emerging upper middle class of home owners.

Countries, outside of United States, where the concept is currently available or plans to expand: Canada now; early stage of investigating Great Britain

Single Unit Availability: Yes, Canada. All other, Master License only

Multiple Unit Availability: Yes, Canada. All other, Master License only

Area Development or Master Availability: Yes, Canada. All other, Master License only

Cash Investment: Master License from \$100,000 based on population

Total Investment: \$150,000 plus

Support & Training Provided:

Financial Assistance Provided: Financing is not generally available

Site Selection Assistance: Not required

Lease Negotiation Assistance: Not Required

Co-operative Advertising: Yes, from suppliers

Training:

Each new franchise will complete online studies under the personal tutelage of an experienced instructor. Preparation for the new business is conducted by telephone in advance of initial class room study of approximately one week in Baltimore, Maryland. After initial training, franchisee will work directly with an experienced franchise owner at their own location and by telephone during the start up phase. Additional Webinars and online classes are provided. Exciting Windows! has the most extensive online training in the industry, thereby reducing the time and travel expense of new franchise owners.

[Back to Franchisor Listings](#)