



**Avalon  
Shutters**  
TRANSFORM YOUR HOME

# TOP 5 MISTAKES

Homeowners Make When  
Buying Interior Shutters

## Our Story

Our story begins in a two-car garage in Redlands, California where Bob Marcynyszyn and Doug Serbin, two friends and master carpenters refined their craft and vision and established their reputation to better serve customers with high-quality, custom shutters.

Since 1986, our company has remained committed to true American craftsmanship and have installed more custom wood window shutters than anyone else on the West Coast.

You want to learn more about us and learn from our experience in the industry.

Which is probably why you are reading this right now.

We understand custom interior shutters are a major home improvement project. If done correctly, will **Transform Your Home** and last a lifetime.

If you are in the market for custom wood shutters and are doing your due diligence before you make this investment in your home, this guide will be your go-to resource.

We want your experience to be as seamless as possible, so we put together a comprehensive list of the five mistakes homeowners have made when purchasing shutters, so you make the best decision for your home.





MISTAKE #1

## Not Buying American-Made Custom Wood Shutters

TWO THINGS YOU NEED TO CONSIDER WHEN  
BUYING YOUR CUSTOM WOOD SHUTTERS.



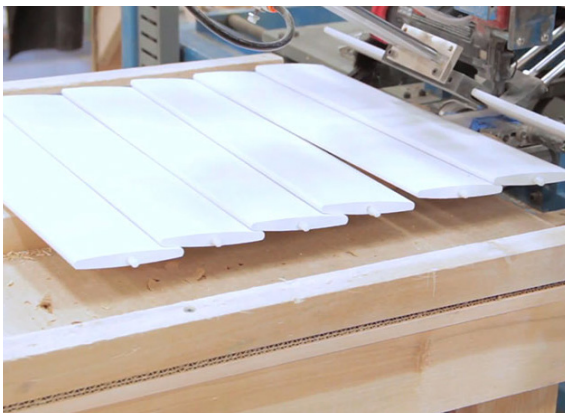
Quality & Craftsmanship



Turn Around Time

The level of quality in manufacturing and installation when purchasing American-made shutters is unmatched by any outsourced variety.

Our factory is located in Southern California, with zero outsourcing. This gives us the ability to service our customers in a very timely manner for a custom product.





## MISTAKE #2

# Picking the Wrong Shutter Material for Your Rooms

There is no such thing as one material works for all, especially when it comes to custom wood shutters.

In fact, from the design and dimensions to the actual material, every shutter is different and serves a unique purpose.

As a consumer, you need to be aware of a few things when searching for the right shutter material for your rooms.



### For example –

- Hardwood shutters offer the largest variety of custom options.
- Poly is a preferred option for rooms that are exposed to humidity and moisture. Poly is moisture resistant which means it would work well in a bathroom, kitchen or any room where moisture is present.

If you want to learn more about the different types of shutter materials, head over to our [Which Material is Best?](#) blog.





### MISTAKE #3

## Not Paying Attention to the Fine Print of the Warranty

Though shutters are made to last, there can be unforeseen issues that pop up over time that require a repair or replacement.

In those instances, you will want to have a warranty to protect your investment.

The purpose of a warranty is to assure the buyer, with confidence, that the product or service they purchased is free of any manufacturing defects.

More times than not, a warranty will provide the specific instruction of how a repair and/or replacement will take place if the product/service fails to meet the warranty.

When investing in custom wood shutters, you will want to read the fine print to make sure you're covered.



For instance, when you buy custom wood shutters from Avalon, you will receive a Lifetime Transferable Warranty on the product.

This means even if you sell your home, the warranty is passed on to the new owner.

*NOTE: A warranty is only as reputable as the length of time a company has been in business.*



#### MISTAKE #4

## Thinking One-Size-Fits-All

Windows come in all shapes and sizes and paying close attention to the size and fit can make or break the look and longevity of your custom wood shutters.

That's why we've created a [quick, custom, and clear process](#) for our customers.

This process begins with our [in-home consultation](#) where one of our trained shutter experts will bring the showroom to you and help you make the right selection for your home.

After the consultation appointment and prior to production, a technician will return to your home to retake the precise measurements of each window. This will allow us to manufacture a custom product.

From there, we will get to work to custom build the shutters of your dreams based on the detailed measurements and the design of your choosing.



### The final stage is installation – The Most Important Step.

- Be aware that a lot can go wrong during this step that could potentially ruin the project if you try to do it yourself or hire a contractor without the experience that is necessary in custom shutter installations.
- Installation requires a professional. That is why it is included in our process. Our skilled team of installers know exactly what to do and how to do it to ensure the ultimate form and function of your brand-new custom wood shutters.





## MISTAKE #5

# Focusing Too Much On Price

Custom wood shutters are worth the investment!

Think about it.

When you are in the market to buy a new car, you do not want to cut corners to save money at the expense of the quality of the vehicle and its' performance.

So, why would you when it comes to purchasing shutters?

Beyond the aesthetics of these window coverings, there are also financial benefits that cannot be ignored such as:



### Improved energy efficiency

30% of a home's heating and cooling energy loss comes from the windows.

Avalon's shutters will increase this efficiency.



### Increased home value

From the time of installation (along with our warranty) your home's value will increase as interior shutters are included in the appraisal.

Though it might be easy to fall into the trap of comparing price tags, when you think of the big picture and the return on investment you'll get, you'll be happy you didn't cut corners and opt for a cheaper variety that's prone to continuous repair and in some cases, total replacement.

You want to be confident in the investment you are making.

These are some of the mistakes we've picked up on in our over 30 years in the industry. As the West Coast's largest custom wood shutter manufacturer, we know a thing or two about creating custom wood shutters that will Transform Your Home.

Interested in getting started with our team?

Schedule an in-home consultation, today.

AVALONSHUTTERS.COM

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