

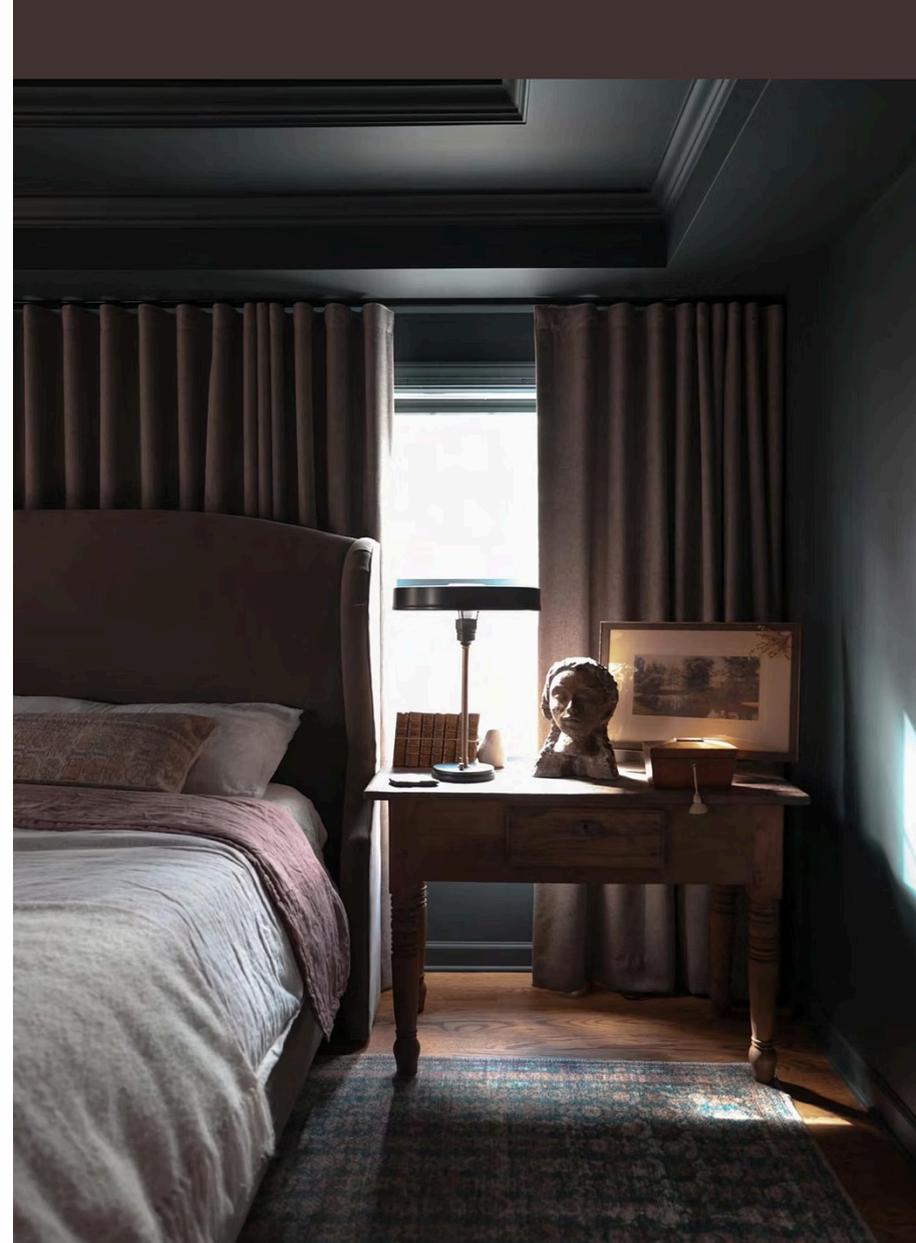


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# THE RALEIGH HOMEOWNER'S GUIDE TO WINDOW TREATMENTS

Making the right choice for your home,  
style, and budget

From the team at Gotcha Covered Raleigh — family owned and locally operated  
since 2003



Made with **GAMMA**

# A LETTER FROM OUR FAMILY TO YOURS

When we took over Gotcha Covered Raleigh from our father, we made ourselves a simple promise: every home we work on receives the same care and attention we'd want in our own.

Since 2003, we've served thousands of Triangle homes — from historic Oakwood bungalows to modern North Raleigh residences, and from Cary family rooms to Apex new construction.

What we've learned is that there's no one-size-fits-all solution. Your home is unique. Your style is personal. Your budget matters. And Raleigh's climate demands solutions that actually perform — not just look good in a showroom.

This guide shares what we wish every homeowner knew before making window treatment decisions. It's not a sales pitch. It's the honest advice we'd give a neighbor or a friend.

After working in thousands of local homes, we've discovered that most homeowners wish they'd known about proper UV protection, smart home pre-wiring opportunities, and why going custom might make sense for your home. You're about to learn all three — plus what actually works in Raleigh's climate.

**Carson & Chase**

Owners, Gotcha Covered Raleigh



# WHY RALEIGH HOMES NEED DIFFERENT SOLUTIONS

In the Triangle, climate affects more than comfort – it determines what works and what fails.

**The UV Reality:** Raleigh's UV index hits 10+ for five months every year. West-facing windows can reach 140°F on summer afternoons. Without proper protection, you'll see hardwood floors damaged within 6-12 months, furniture discolored, and artwork permanently faded. We've seen \$15,000 refinishing jobs that proper window treatments would have prevented.

**Heat and Humidity:** That beautiful great room with floor-to-ceiling windows becomes unusable from 2-7pm in summer without the right solutions. And certain materials that perform well in drier climates warp or fail within 2-3 years in Raleigh's humidity.

**The Insulation Solution:** Cellular (honeycomb) shades provide excellent insulation – keeping rooms noticeably cooler during brutal summer heat and warmer during winter cold snaps. The air pockets create a thermal barrier while still allowing light control. It's about comfort, not just coverage.

# STYLE GUIDANCE FOR TRIANGLE HOMES

We've worked in hundreds of Triangle neighborhoods. Here's what we've learned about matching treatments to local architectural styles:

## North Raleigh – Modern & Smart- Home Ready

*Bedford, Wakefield, Six  
Forks Corridor*

Open floor plans, large windows, and tech-forward expectations call for motorized roller shades, floor-to-ceiling treatments, whole-home automation, and contemporary fabrics in neutral palettes.

## Historic Raleigh – Preserving Character

*Oakwood, Cameron Park,  
Mordecai, Boylan Heights*

Traditional architecture deserves treatments that honor the home's history while providing modern function. Plantation shutters, custom drapery with period-appropriate hardware, and wood blinds in classic stains work beautifully.

## Cary & Apex – Family-Focused Function

*Preston, MacGregor  
Downs, Bella Casa, Salem  
Village*

Growing families need durability and safety above all. Cordless and motorized options eliminate hazards, stain-resistant fabrics withstand daily use, and easy-care materials handle real life.

## New Construction – Planning Ahead Pays Off

*Holly Springs, Wake Forest,  
Fuquay-Varina*

Building new? Pre-wire for motorization in ALL rooms – it saves \$500+ per window later. Most builders only pre-wire common areas and forget bedrooms and offices. Specify everything upfront.

*Don't see your neighborhood? We've worked throughout the Triangle. Let's discuss what works for your specific area.*

# HOA & EXTERIOR REGULATIONS

**Many Triangle neighborhoods have requirements about exterior window treatment colors** – especially in planned communities, historic districts, and condo/townhome associations.

**Here's what most homeowners don't know:** Custom liners let you have any interior color, pattern, or style while maintaining required exterior uniformity.

Love bold patterns but your HOA requires white-facing exteriors? No problem. Want blackout in bedrooms but HOA mandates neutral tones from the street? Easy fix.

**We handle HOA compliance.** We verify requirements for your specific community and ensure your treatments meet regulations while giving you the interior style you want. We've navigated hundreds of Triangle HOA approvals – we know the drill.

# SMART HOME INTEGRATION

Living in the Research Triangle means you expect your home to be as smart as your workplace. Motorization isn't just luxury anymore — it's becoming standard in modern Raleigh homes.

## What's Actually Possible:

- **Voice Control:** "Alexa, close the living room shades" works exactly as expected
- **Scheduled Automation:** Shades close during peak heat, open at sunrise, provide privacy at sunset — all automatically
- **Remote Control:** Forgot to close shades before leaving for a trip? Handle it from your phone
- **Scene Integration:** "Movie mode" closes shades and dims lights with one command

## The Pre-Wiring Opportunity:

Pre-wiring during construction costs \$100-150 per window. Retrofitting later costs \$500+ per window. Most Triangle builders offer it as an option — take it. And specify ALL rooms, not just common areas.

## Smart Home Compatibility:

We carry a wide range of motorization options that integrate seamlessly with today's most popular home automation systems — from Lutron and Control4 to Nest, SmartThings, and all major voice assistants. Before you invest, we'll help you understand exactly what's compatible with your existing setup and what additional components (if any) you might need.

Not ready for full automation? Start with simple remote-controlled motorization now and add smart home integration later. The infrastructure stays the same.



# PRACTICAL CONSIDERATIONS FOR REAL RALEIGH LIVING

"My west-facing living room is unbearable from 3-7pm in summer"

**Solution:** Dual-layer treatments — solar shades block heat and UV while preserving views, paired with cellular shades for complete control when needed. In North Raleigh homes with floor-to-ceiling windows, solar shades can block 90% of heat while letting you see outside.

"My hardwood floors are fading near the windows"

**Solution:** UV-blocking window treatments with proper fabric selection. Raleigh's UV exposure causes 3x faster floor fading than Pacific Northwest climates. Unprotected floors show visible damage in under a year. Cellular shades with UV-blocking fabric, solar shades, or UV-protective films on plantation shutters all work.

"I want privacy without losing natural light"

**Solution:** Top-down/bottom-up shades let you lower coverage from the top while keeping the bottom open. Or sheer/blackout combinations provide flexibility throughout the day. Common in Brier Creek and North Hills townhomes where neighbors are close.

"I have young kids and pets — what's safe and durable?"

**Solution:** Cordless options eliminate strangulation hazards. Motorized treatments are safest (no cords at all). Certain fabric weaves resist pet claws and kids' grabby hands. Moisture-resistant materials handle inevitable spills.

**Important:** Child safety regulations changed in 2018. Corded blinds installed before then create potential liability when selling, especially to families.

"I'm selling my home in 1-2 years — what adds value?"

**Solution:** Plantation shutters add the most measurable value. Neutral motorization in common areas appeals to tech-savvy buyers. In Triangle's hot market, motorized treatments are becoming table stakes in \$500k+ homes.

Avoid overly personalized treatments (bold patterns, unusual colors) that can hurt resale.

# THE 5 BIGGEST MISTAKES RALEIGH HOMEOWNERS MAKE

## 1 Treating Window Treatments Like a Commodity

Big-box stores offer "custom" options that are really just cut-to-size from limited selections. Materials aren't designed for Raleigh's climate. They warp within 2-3 years. Installation is on you, and improper installation voids warranties. When they fail, you buy new ones and start over.

**The reality:** Cheap treatments replaced every 2-3 years cost more over 10 years than quality treatments installed once. We've replaced more failed big-box blinds than we care to count.

## 2 Not Planning for Motorization During Construction

Pre-wiring costs \$100-150 per window during construction. Retrofitting costs \$500+ per window (fishing wires through finished walls). Most homeowners don't realize this cost difference until it's too late.

If you're building or renovating now, add motorization pre-wiring to every room — even if you don't automate everything immediately, the infrastructure is there when you're ready.

## 3 Ignoring UV Damage Until It's Visible

Sun damage is cumulative and permanent. By the time you notice floors fading or furniture discoloring, significant damage has already occurred. UV-blocking treatments cost a fraction of replacing damaged floors, furniture, and finishes.

West and south-facing windows in Triangle homes get brutal exposure from April through September. The damage happens faster here than northern climates.

## 4 Choosing Style Over Function (or Vice Versa)

You don't have to choose. Modern window treatments solve both problems — motorized shades hidden in beautiful valances, layered treatments for flexibility, stylish cellular shades that insulate, plantation shutters that work with any décor.

## 5 DIY Measuring and Installation

Being 1/4" off on custom measurements means products don't fit. Most manufacturers won't accept returns on custom orders. You're out hundreds or thousands of dollars. Improper installation voids warranties, creates safety hazards, and wastes time.

Professional measurement and installation protect your investment and warranty.

# UNDERSTANDING YOUR INVESTMENT

Window treatments are custom home improvements, not commodities. Pricing depends on window size, material quality, motorization, and installation complexity.

## Typical ranges for Triangle homes:

- **Single room (3-4 windows):** \$800–\$1,500 basic | \$2,000–\$4,000 mid-range | \$4,000–\$8,000+ premium with motorization
- **Whole main floor (8-12 windows):** \$3,000–\$6,000 basic | \$8,000–\$15,000 mid-range | \$15,000–\$30,000+ premium automation
- **Full home smart solution:** \$20,000–\$50,000+ depending on home size

Your specific investment depends on your windows, preferences, and goals.

### What you're actually paying for:

Beyond materials and manufacturing, you're investing in 20+ years of Triangle-specific experience, professional measurement and installation, project management from order to completion, lifetime warranty on most products, and local service when you need it.

We offer flexible payment plans for Triangle families. Ask about 0% financing options and phased approaches.

# THE GOTCHA COVERED RALEIGH PROCESS

01

## Free In-Home Consultation

We come to your home, walk through your space, discuss needs and budget, show actual samples, and answer questions. No pressure. Typically 45-60 minutes.

02

## Custom Design & Quote

Precise measurements, custom solutions, detailed quote with transparent pricing. Usually within 24-48 hours.

03

## Order & Production

We place your custom order, handle all coordination and quality control. Typical production: 3-4 weeks.

04

## Professional Installation

Expert installers (not subcontractors), proper tools and techniques, complete cleanup. Thorough walkthrough of how everything works. Typically 2-4 hours.

05

## Lifetime Warranty & Support

Most products carry limited lifetime warranty. Our installation work is guaranteed. If anything needs attention, we're 20 minutes away – not 200 miles.

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**Why local matters:** We're your neighbors. We live in Raleigh. Our kids go to Triangle schools. Your home is in our community. Our reputation is built on thousands of happy Triangle families. We're not going anywhere.