



Plumbing fixtures need to be decided on early in the planning stages of a new home, along with the flooring, walls, and cabinetry, because all of these need to flow together. There are many professionals in this industry that are very knowledgeable that can help make choosing fixtures enjoyable.

**How much does the fixture cost?** First and foremost, some consumers are concerned with the price of a product. They like the pretty fixtures, but are overwhelmed by the price.

On the other hand, some consumers aren't interested in the price of a product at all until the new construction or remodel project is in the eleventh hour, which creates problems. Sharing your budget in the beginning helps you and your sales consultant choose the fixtures that are best suited to your particular application and budget, while still creating a very personal home.

Consumers have a difficult time understanding why the product is more expensive than the product at the retail store that looks identical. Retailers often sell lower quality look alike products that wholesalers sell. Wholesale companies take care of issues that may arise for the plumbing contractor or the homeowner.

**Is there a warranty on the fixture?** The manufacturer's warranty of a product is lifetime (the longevity of the dwelling) or "limited" lifetime (the time the consumer resides in the dwelling). As long as the consumer follows the "Homeowner's care and Maintenance Instructions" manual, a manufacturer is more likely to stand behind that product and give the consumer a new replacement product or the specific parts needed to repair, even if the warranty is no longer valid.

**What is the availability of the fixture? When can it be installed?** The availability of a product depends on what the manufacturer has available in their warehouse. A product can be at the consumer's residence within days of the purchase or up to 12 or more weeks. Scheduling the plumber to install the product is another step in the process. It is in everyone's best interest for the consumer to have products purchased and in hand well before the scheduled installation date.

## Industry Trends

On the minds of plumbing fixtures consumers these days are cost and conservation without sacrificing style, durability, and convenience. Water efficient products that are very stylish are in demand. A consumer can purchase fixtures that are able to save up to 20% per fixture, such as faucets, shower heads, and yes even toilets. Traditional, contemporary, and sometimes European styled fixtures are sought by local home owners. Oil Rubbed bronzes, satins, brushed finishes and chrome are popular. Vessels (counter top mounted lavatories) are very stylish and trendy. Colors and shapes make fixtures stylish, too.

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