

North Georgia Window Treatments Company Highlights Entrepreneurial Journey in Business RadioX Feature

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Bloomin' Blinds of Cumming & Johns Creek recently shared insights into the transformation from corporate marketing to successful entrepreneurship during a featured appearance on North Fulton Business Radio, a Business RadioX program. Owner Ashley Sasher discussed her 22-year corporate marketing background and the strategic decisions that led to establishing a thriving window treatment business serving North Georgia communities.

The podcast episode explored how modern window treatment solutions contribute to home comfort, energy efficiency, and property value while addressing the growing demand for smart home integration. The discussion highlighted the evolution of the window covering industry and the importance of personalized service in the custom blinds, shades, shutters, and drapery company sector.

"After two decades in corporate marketing, I recognized an opportunity to bring a more personalized, consultative approach to the window treatment industry," said Ashley Sasher, owner of Bloomin' Blinds of Cumming & Johns Creek. "The transition from corporate life to entrepreneurship has allowed me to combine my marketing expertise with a passion for helping homeowners create beautiful, functional spaces

that truly reflect their lifestyle needs."

The Business RadioX feature emphasized several key differentiators that set the company apart in the competitive window treatment market, including on-site repair services, motorization options, and smart home integration capabilities. These services address the evolving needs of homeowners in Alpharetta, Cumming, Ball Ground, Dawsonville, Johns Creek and surrounding communities who seek both aesthetic appeal and practical functionality in their window treatments.

During the podcast discussion, Sasher explained how the company's mobile showroom concept revolutionizes the traditional shopping experience by bringing samples directly to customers' homes. This approach allows homeowners to see how different materials, colors, and patterns will look in their actual living spaces, eliminating the guesswork often associated with selecting window treatments.

The conversation also touched on emerging trends in the industry, including the rising popularity of motorized window treatments and child-safe designs. These innovations reflect changing consumer priorities around convenience, safety, and energy efficiency in home improvement projects.

"The window treatment industry has evolved significantly, and we're seeing increased interest in solutions that offer both beauty and smart functionality," noted Sasher. "Homeowners today want window treatments that not only enhance their décor but also contribute to energy savings and can be integrated with their smart home systems."

Bloomin' Blinds of Cumming & Johns Creek specializes in custom window treatments, offering comprehensive services from initial consultation through professional installation. The family-owned and operated business provides transparent pricing, free estimates, and financing options to make quality window treatments accessible to homeowners throughout the North Georgia region. Potential customers can visit the website to explore the full range of custom window treatment options available.

For those interested in learning more about the entrepreneurial journey and industry insights shared during the broadcast, listeners can check out the podcast episode on the Business RadioX platform.

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Bloomin' Blinds of Cumming & Johns Creek

For over 20 years, our family has called the northern Atlanta area home. Now, we?re proud to serve our neighbors in Cumming, Johns Creek, Alpharetta, Dawsonville, Ball Ground and surrounding areas with custom blinds, shades, shutters, and more.

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