



# GOTCHA COVERED NORTH SHORE HAS PORT WASHINGTON COVERED

By Brian Berk



When it comes to Graham Byers' business, the name says it all: Gotcha Covered North Shore. Graham was an established advertising executive, but always wanted to start his own business, which led to his opening Gotcha Covered.

"My wife started Christina Byers Design shortly after our first child was born," Graham told *Port Washington Living*. "Over the years, I saw how she built a very successful business here in Port Washington, Manhasset and the surrounding area, and I wanted to do the same."

Gotcha Covered strives to be the North Shore's premier provider of custom window treatments. They transform customers' homes and businesses with window coverings, and believe that the right window treatments can make an amazing difference in any space.

To fulfill this mission, Gotcha Covered North Shore offers one of the widest selections of blinds, shades, drapery and shutters from all of the top brands. "Anything that covers the windows in a home or building, we've got it," Graham explained. "We try to make sure we've got the window treatment solution for everyone, which is why don't offer one kind of shade, we offer the full lineup of products from over 10 different brands. It's about making sure we have the right thing for the unique needs of each customer."

Gotcha Covered North Shore differentiates itself in several ways. "Many of our competitors focus on a retail experience, but you can't select window treatments in a store because it's important to see the

products in the room they'll be used in. Every room has different light, as well as stylistic elements such as the paint color or wallpaper, type of floors and the furniture," Graham stressed. "Finding something to match your style and suit your functional needs in the light you have is critical." Hence, instead of a storefront, Gotcha Covered North Shore provides a shop-at-home experience. This allows clients to explore their options in the room or space they are shopping for. Gotcha Covered North Shore even conducts the in-home consultations for free.

Gotcha Covered North Shore also offers expert guidance to help their clientele navigate all of the options available with window treatments. "It's really about matching up the customer with the product that meets their individual stylistic and functional needs. There are so many types of shades, and options for how they're made and operate that having an expert to guide you can really make a difference in getting to the right window treatment solution for you," stated Graham.

"Also, window treatments need to be very exact. It's a precision business. Everything we do gets measured down to the 1/8th of an inch, and in some cases, the 1/16th of an inch. A lot of people have become accustomed to the convenience of online shopping, but window treatments are a very different story. You can buy them online, but you then need to measure and specify them correctly as well as know how to install them the right way. If something goes wrong, you just purchased a non-returnable product. Gotcha Covered takes the worry out of that with free measurement and professional installation," continued Graham.

## How the Business Got Started

Graham explored different ways to start his own business for six or seven years but the timing never seemed right. When his job situation

changed with the COVID-19 pandemic, "It was just the right point to pivot into my own venture," said Graham.

A Port Washington resident for 17 years, Graham chose to start a custom window treatment business after watching his wife transform homes for years, seeing what a difference it can make for a customer.

"As an account director in advertising, I'd spent over 20 years working directly with clients on creatively-driven projects. So, I knew that I like to work with people and build things for my clients, and this is something that lets me do that with immediate results.

"In advertising, you might work on a campaign for two years before it comes to life," Graham continued. "With window treatments, I can meet with someone one week, and a month later, there is something beautiful installed in their home or office. It is a seemingly simple thing that makes a real difference in peoples' lives. It helps turn the spaces people live in, into something much nicer. I get to help make a room much more livable, or more functional, or more beautiful, and sometimes all three," Graham noted.

An intellectual challenge is another thing Graham likes to tackle head-on in any job he takes. Running a business certainly quells his desire for problem solving, and with window treatments, "Every window is different and poses a unique challenge in terms of what a homeowner might need in terms of light, insulation, a look or style, privacy, or more," Graham stressed. "And it might be different during one time in a day compared to the next. Finding the right solution and making it fit properly with a customer's window is a neat little puzzle that happens every time I walk into someone's home."

The ability to work with his wife, Christina, is another job perk, Graham noted. "She runs a full-service interior design company, and at some



point, most of her customers need window treatments. When that happens, I often get to work with her, which is really nice," he said. "I've also had the opportunity to work with other great local interior designers and architects as well. It's always exciting to support others who have a beautiful vision for a space."

When Graham is not operating Gotcha Covered North Shore, he enjoys spending time in Port Washington with his wife, daughter, a sophomore in high school, and his son, a seventh-grade student at Carrie Palmer Weber Middle School.

"My daughter has been a swimmer, and my son is a baseball player, so I've been on the sidelines of most of the local pools and ball fields," concluded Graham. "Around town, I love playing golf or hitting balls at Harbor Links, workouts at Power 10 Fitness, and also enjoy running. That's actually the way I got to really know the streets and neighborhoods of Port Washington. A lot of clients will tell me they are located on a particular street, and I often know where they are because of my early-morning runs."

*Gotcha Covered North Shore can be reached via its website at [gotchacovered.com/north-shore](http://gotchacovered.com/north-shore), by calling Graham Byers at 516-701-0141, or via email: [grahamb@gotchacovered.com](mailto:grahamb@gotchacovered.com).*



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