

# A Portrait of Dan the Window Man

## Expositor Staff, Brantford

**D**AN THE WINDOW MAN is Dan Verschoor, and the name of his business is a perfect fit. He and his team have been working in the window trade for the past 18 years – not only installing windows in your home or business but custom-making them, too, at their own factory just south of Brantford off Cockshutt Road.

“We set up our own manufacturing plant about a year and a half ago,” he says at the Old Greenfield Road property he uses for both his family home and a separate 4,000-square-foot factory and warehouse. “I actually physically built the factory, and moved out here to live about six years ago.”

The factory has state of the art computerized equipment that can cut window frames to within 1/10th of a millimeter of specifications, and the experts who know how to use them. And the company does more than make and install premier quality windows, though that is its primary stock in trade. It also sells and installs patio, garage and entrance doors as well as eavestroughing.

“My father was self-employed and as a result I had a lot of construction background way back when and it’s grown from there,” Verschoor says. “I started out of my garage and it’s just gotten bigger ever since.”

Verschoor had built himself a reputation as an honest tradesman even before he became Dan the Window Man in that garage in 1989.

“Some of the guys working with me have been here from the very beginning,” he says, mentioning Robert Armes in particular as a trusted long-term colleague. Another employee was hired just last year, but he had a good working relationship dating way back to the days when he trained both Verschoor and Armes.

You just don’t find that kind of experience coming to work for you unless you’re doing something right. And Verschoor is.



**DAN THE WINDOW MAN – Dan Verschoor, Owner**

“It’s quite different here than a lot of places,” he says. “Everybody here works on an hourly or a salary basis. There are no sub-contractors; we work together as a team. All of our expert installers are factory-trained.

“I’m in this business for the long haul.”

His reputation is such that he rarely has to advertise for help.

“They’ve come knocking on my door in most cases. They want to work with someone who’s got some integrity.”



**FACTORY-TRAINED WINDOW TECHNICIANS:**  
(L to R) Viorel Haidu (*Window Technician*), Mark Heckler (*Roto-Frank Hardware Trainer*) and Gil Coates (*Production Manager*).

That integrity is expressed in Dan the Window Man’s mission statement:

*“To provide our customers with truly outstanding products and services and to work with integrity, kindness and respect in all our relationships.”*

Verschoor doesn’t care if competitors come in with a lower price.

“Price is usually a good indicator of quality and workmanship. Over my many years of experience in the Window Industry, I have seen that quality and superior workmanship always produce a win-win relationship between my company and my customers.”

That experience allows him to tell potential clients why other companies’ promises may not work to meet their actual needs. Quality workmanship is far more important to him. In the long run it’s also more important to his customers, as the continued growth of the company proves.

“I’ve always said that we do our best, so we’ve gotten very little in the way of complaints. Our satisfaction rate is very high and our referral rate is very high.”

Verschoor says people are welcome to visit the factory, though it is a bit off the beaten path, so they can see how his windows are made from scratch. He also has working models of most of the popular window types right on site.

“I can control the quality of the product we’re putting out by making it and installing it,” he says. “And we stand behind it from manufacture to installation.”

Every new window made by Dan the Window Man, in fact, comes with a transferable 25-year warranty. It doesn’t get much better.

For more information on Dan the Window Man and his product lines, visit [www.danthewindowman.com](http://www.danthewindowman.com), or call 519-751-7179 or toll-free 1-866-321-0886.

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