

THE WONDER OF IT ALL.

Improve your home. Enhance your life.



Make Wonder a part of your life.

Like comedy and kisses, when it comes to improving your home, timing is everything.

Inflation. Interest rates. Housing costs. These macroeconomic variables can all play a factor in helping you decide when to commit to an investment. When renovating your home during economic uncertainty, it's more sensible to focus on low-cost projects that have a high ROI, as well as high impact, or help your home function more efficiently. By making small, functional changes to high-traffic areas in your home, like the bathroom, you can still improve your space without breaking the bank.

Even the weather can dictate your next move (we live in Western New York, after all). Having airtight, energy-efficient windows installed can save up to 40% on your home energy bill starting next month! Whatever your reason, whether it's the economic climate or natural climate informing your decision, according to the experts at Wonder Windows Showers and Baths, now is the time to add value to your home and happiness to your life.

But first, a quick word about shoes — specifically, a pair of black Nike high-top basketball shoes.

It was an unusual request, a first for the person who requested it and quite possibly a first in the history of business negotiations. But sometimes that's what it takes to get the job done. You zig when everybody else zags.

And besides, the shoe request was really a test as much as anything else. Because for Mark Lazeroff, the second-generation owner of Wonder Windows known for his customer-first ethos, to do business together, you must share the same DNA. The stars must line up. Business, as with everything else with Mark, is a spiritual affair.

“I told them — if you really want this partnership, I'll tell you what I need: a pair of black high-top Nike basketball shoes. And wouldn't you know it? The next day, delivered to my door, the right pair. The right size. That was 20 years ago. And we've been doing business together ever since.”

It's this kind of relationship-building, of making genuine connections with both customers, partners, and the communities they serve (they are proudly involved with the Breast Cancer Coalition and Habitat for Humanity in both Rochester and Buffalo) that has been at the root of the family business for 61 years.

Mark's father, who founded the company in 1962 as the LeMark company (named after Mark and his sister Leslie), offering a wide range of home improvement products and services, instilled a go get 'em attitude and tireless work ethic in Mark. Traveling down the long country roads on his sales journeys, stopping off at towns like Medina, Manchester, and Mt. Morris, Mark's father literally went the extra mile(s). When Mark took over the business, however, the path changed. While the fundamental principles that built the business — integrity, honesty,

and transparency — continued to anchor the company, Mark's vision was to focus solely on windows. No longer would the company be a jack of all home improvement trades, but rather a master of one.

It's a move that's paid off. Today, Wonder Windows enjoys a reputation of an unbeatable blend of quality products, superior customer service, and expert installation, and is now taking its show on the road again, so to speak, as it looks to replicate this success in the Buffalo marketplace. Mark is confident they can. And with good reason — 60% of the company's business is either repeat business or referral.

Wonder's main manufacturer, Okna (the same folks who next-day delivered that pair of sneakers) delivers the highest-performing windows in America. A fact that translates to savings on multiple levels for the customer.

“The dirty little secret in the window business is air infiltration,” Mark reveals. “We look at the science of the window for the performance. The quality of the window. The workmanship of it. The way it's put together. The way it's joined. Everything is clean, tight and precise.”

The airtight technology of the double-hung window provides for a thermal efficiency that exceeds federal guidelines and qualifies the homeowner for a tax credit from Uncle Sam. Better yet, Wonder enjoys an exclusive relationship in Western New York with Okna. Which means that, in addition to 60-plus years of experience and top-rated customer service, Wonder moved into

the Buffalo market over 5 years ago with a true competitive advantage. Working directly with Okna allows for Wonder to offer the best product at the lowest price and get things done quickly and correctly.

Having operated a successful windows business for nearly 60 years, you might, er, wonder why these guys went into the showers and baths industry. In a word: KOHLER®. A testament to Wonder Windows' commitment to excellence, the iconic bathroom products brand came to them with a proposal to be their exclusive certified supplier in Western New York. "Kohler came to us, looking for somebody from WNY to carry their banner," explains the "other Mark" Mark Wiktorski, CEO of Wonder Windows and Wonder Showers and Baths operation. "They vetted us and chose us to represent them to sell their LuxStone™ tub-to-shower conversion system and Walk-In Tubs."

Aligning with a brand like KOHLER®, whose reputation for quality has lasted over 150 years, has elevated the Wonder brand, putting them in rarefied air from Rochester to Buffalo.

While the Kohler connection has been critical to establishing Wonder's credibility in the bathroom space, communicating to the customer that Windows and Showers and Baths are two distinct divisions within the company has also been a priority. Simply put, you don't have windows experts installing showers & baths and showers & baths experts installing windows.

When it comes to the Walk-In hydrotherapy tub, the Wonder-Kohler combination gives you the best of all worlds, delivering a superior product at an unbeatable price, expertly sold by an Aging In Place Specialist. This unique therapeutic tub is all about safety. Keeping seniors in their homes longer and out of nursing homes by allowing anyone with mobility issues to live independently. With confidence and security. These truly are magnificent tubs — state-of-the-art spas designed to help you relax, relieve, and rejuvenate, with micro bubblers and individually adjustable hydro-jets targeting pain and soothing sore muscles. Equipped with multiple easy-to-grip handrails for added stability and safety while, sitting, standing, and bathing. Plus, it offers the lowest step (3 inches) in the industry so getting in and out of your tub is a breeze (well, it might take some self-convincing to get out, considering how incredible it feels in there).



You don't have to be in the market for a Walk-In tub to take advantage of all the wonderful shower and bath offerings. A Kohler LuxStone™ tub-to-shower conversion, which typically comes with a KOHLER \$2000 discount and affordable financing options, is a stunning way either to greet the day or wash away its grit and grime. You can choose from a vast selection of durable, eye-catching LuxStone™ panels made from American marble for easy maintenance and enhanced accessibility for the entire family. It's the affordable bathroom transformation you can't afford to be without — assuming, that is, you love feeling like a million bucks.

It is said that, in life, there are few guarantees. Well, here's one. When Wonder performs your home improvement installation, whether it's for your windows or your shower and bath, the work is backed by a lifetime guarantee. No hassle. No mess. Often completed in as little as a day.

If you would like to know more about WNY's premier windows, showers, and baths company, or if you're ready to schedule your free estimate, visit wonderwindows.com or wonderbathrooms.com today. If you would like to know if Mark ever dunked in those shoes, give him a call, he loves telling stories.



Locally owned and operated since 1962.

Call 585-654-7000 (Rochester) or 716-873-1600 (Buffalo) to get a free estimate.

wonderwindows.com | wonderbathrooms.com | 3898 Broadway St., Buffalo, NY 14227