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## Vista Window glad for 'spirit of community'

By Mike Dunn

The spirit of "community" is alive and well and one local company is definitely thankful for the support.

It's been almost six years since Vista Window launched the family-owned window company, servicing the residents of the San Gabriel Valley, and one constant remains the same, said Phillip Rodriguez, owner of Vista Window Mfg.

"Not a week goes by without our customers telling us the reason they chose us is because they genuinely prefer to shop local and support a local business during these tough times," he said. When customers call in for information or to schedule an appointment they speak directly with business partner and wife, Olga Rodriguez.

"Our customers seem to feel more comfortable knowing that they're dealing directly with the owners and having that one-on-one rapport," Olga said. "And having trust in us is a huge factor, and we take it very seriously."



The family behind Vista Window: Phil Rodriguez, his wife Olga Rodriguez, and their daughters Jacqueline, Danielle and Julia.

Fortunately for Vista, both the personal service provided by their "mom and pop" window company and the factory direct business model are pluses that exceed those of the home centers and dealers.

"We don't charge a measure fee for our estimates. We don't require a mandatory husband and wife appointment for the consultation, and we definitely don't stay at the clients' home for hours trying to wear them out and surrender their checkbook," Phillip said.

Typical home consultations are 30 minutes or less (depending on project size). Window samples are shown to the client, measurements are taken and project photos are shown to the client for examples of workmanship, detail and popular styles.

The standard process at Vista is to email clients the project proposal within 24 hours so they can review it in the comfort of their home without a "salesman" breathing down their necks. Vista

also invites prospective clients to view existing projects, so they can see for themselves the quality and professionalism of their teams' workmanship.

In the true spirit of community and being a family operated business, Vista employs brother Frank as a lead installer and brother-in-law Frank Gallegos as a customer service manager. During the summer when school is out, all three daughters work in the shop in varying capacities learning the family business.