

BUSINESS & TECHNOLOGY

Manufacturing the Perfect View



Phillip and Olga Rodriguez run the Vista Window Manufacturing Company Inc in Monrovia. - Photo by Terry Miller

BY JOSHUA MANLY

There is a new breed of business evolving in Monrovia, Vista Window Manufacturing, which looks beyond just providing new exteriors for homes. Vista Windows owners Phillip and Olga Rodriguez want to provide an experience that feels as if they are becoming part of your home and not just adding to it.

"The niche that we fill is that we are a manufacturer that sells direct to the home owner," said Phillip Rodriguez, who opened his showroom in January. "Most window companies in the San Gabriel Valley are dealers, which means they buy from a manufacturer and mark it up to sell. The number one reason customers buy from us is that we are local, we hear that all the time."

Using the 5,000 square foot factory/showroom as their headquarters, Vista Window not only creates all of their own frames by hand but also has crews that can

install the orders professionally. However they are certainly not opposed to the do-it-yourself spirit, since that is part of their mission to save the customers money.

It is not only the bottom line however that drives Phillip and Olga, they enjoy being part of the community. Phillip said that within several hundred yards of the factory/showroom at least seven homes are now fitted with their handiwork.

"The more houses we do in this area, we can start pointing out and saying 'We did that house, and that house, and that house,'" said Rodriguez.

Phillip is no newcomer to the home improvement industry. He started with a colleague five years ago creating a business model identical to the one that Vista Window operates under now. Make everything in the factory, save the customer as much as possible.

Vista Windows is interested in helping more than just their customers as well. They are partnered with

five different cities in their rehab programs to keep property values up. Since Vista Windows offers such competitive prices it allows residents to stretch out their grant money to get other necessities such as bathrooms or roofs.

"Our quick turnaround is also a plus," said Olga. "We are able to turn around a project in a two week time span."

There is a definite sense of pride in both Olga and Phillip's voices when they talk about their community and their product.

"Ultimately the sale comes down to trust, value is critically important to the customer, of course everyone wants the most out of their dollar," said Phillip. "When they have the owner of the company out there backing up the product instead of a commissioned sales person, it makes everyone feel more comfortable. I look at every piece that we send out before it goes anywhere."