



CASE STUDY

How the VELUX Pro Partner Academy
Helped a Local Landscaping Company
Expand into the Skylight Business

3

TRAININGS
COMPLETED

+25%

ESTIMATED INCREASE
IN PROJECT VALUE

4

SKYMAX SKYLIGHTS
SOLD AFTER TRAINING

THE COMPANY

Based in Rockville, MD, VistaVerde Construction is a high-end residential outdoor construction company. Founded by Eliseo Jacobo, Owner and CEO, VistaVerde Construction offers a range of design and construction services to transform outdoor spaces, including landscaping, decking, roofing, and now skylights.



Eliseo Jacobo
Owner and CEO



THE CHALLENGE

When Eliseo founded VistaVerde Construction, he set out to deliver the best outdoor living experience possible for his customers. As the housing market shifted and homeowners began prioritizing home renovations over relocating, Eliseo knew he had to respond to these trends.

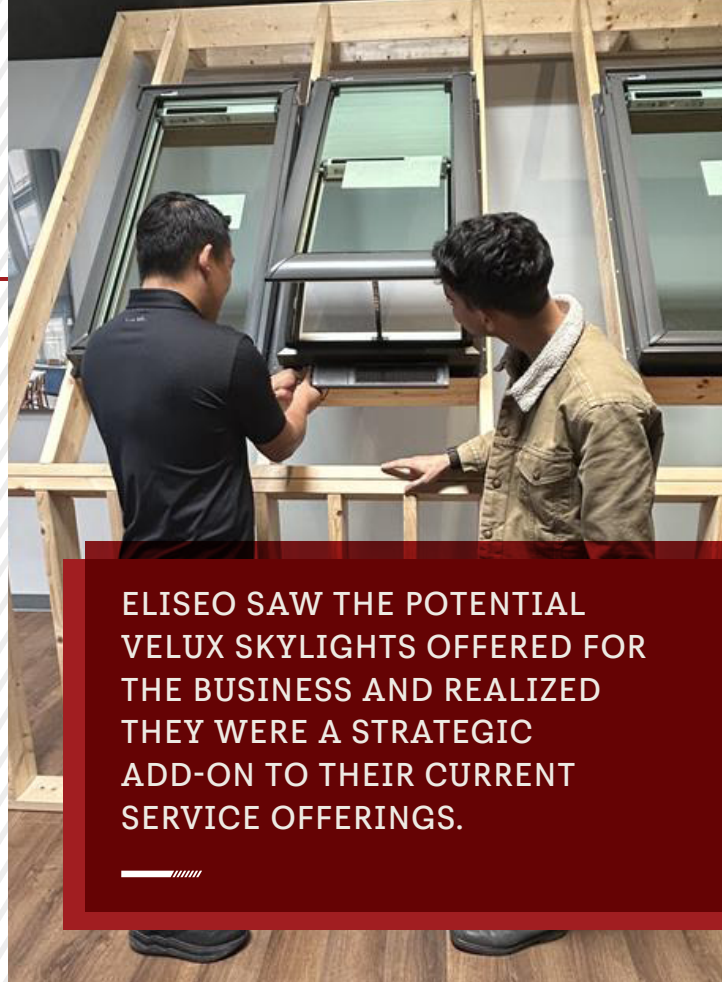
By offering a wider range of renovation services, he could deliver greater value to his clients and strengthen his business's long-term strategy.

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THE SOLUTION: TRAINING AT THE VELUX PRO PARTNER ACADEMY

Eliseo connected with the manager and lead trainer at the VELUX Pro Partner Academy to learn how skylight training could support his team. During their initial conversation, he was introduced to the full range of benefits that daylighting solutions deliver to homeowners, including enhanced design, improved energy efficiency, indoor comfort, and overall health and wellness. He also learned how skylights can be incorporated into nearly any room of the home, including outdoor living areas such as porches.

After learning more about the benefits, Eliseo saw the potential VELUX skylights offered for the business and realized they were a strategic add-on to their current service offerings. He said, “Expanding into skylights was an easy move for us. We’re passionate about helping people enjoy the outdoors, and skylights allowed us to bring that same experience indoors.”



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TRAINING COURSES ATTENDED



SKYLIGHT INSTALLATION

VistaVerde Headquarters
Rockville, MD

Eliseo and the VELUX team aligned on VistaVerde’s business goals and determined that **hands-on installation training** would best support the team. The training was held at VistaVerde’s headquarters through VELUX Mobile Training, where all team members installed deck- and curb-mounted VELUX skylights and Sun Tunnel® skylights.



BUSINESS OPPORTUNITY

VELUX Pro Partner Academy
Rockville, MD

Their team also participated in the **business opportunity training course**, “How to Sell and Position VELUX Skylights & Sun Tunnel Skylights,” held at the VELUX Pro Partner Academy in Rockville, MD. This course focused on understanding the unique set of benefits skylights offer and on refining the team’s sales strategies to communicate those benefits to potential clients.

RESULTS

VistaVerde increased overall job value by 25%.

“We’ve seen a clear increase in project scope,” says Eliseo. “By offering skylights, we’re delivering better project outcomes and higher customer satisfaction because we’re improving the indoor environment and not just the roof on top of it.”



During the initial consultation with the homeowner, VELUX provided on-site support to help Eliseo address the homeowner’s technical questions, including guidance on custom flashing requirements, clarification on warranty coverage, and expected lead times. Incorporating skylights into the project bid helped Eliseo and his team also win the cedar roof.

To reflect the team’s expanded capabilities and position itself for a broader range of projects, VistaVerde updated its website, adding a page that promotes its new skylight services and highlights key topics and selling points from the business opportunity course.

KEY TAKEAWAYS

By participating in both installation and business-opportunity training, **VistaVerde Construction successfully expanded its service offerings** to include skylight installation, repair, and replacement.

With skylights now incorporated into proposals, VistaVerde Construction has strengthened its market position and can offer higher-value projects, **creating new revenue opportunities for the business.**

VistaVerde Construction has strengthened its partnership with the VELUX Pro Partner Academy and local VELUX sales teams and **continues to receive training and technical support from VELUX experts.**

“It started with a coffee run. I ran into Laura, Installer Training Academy Coordinator, who introduced me to the VELUX Pro Partner Academy in Rockville, and we got signed up right away. We knew that expanding into daylighting would bring huge value to our clients, but **it’s VELUX’s support that has made the difference.** They took care of us from A to Z, getting my team up to speed so we could confidently offer skylights alongside our other services.”

- ELISEO JACOBO, OWNER AND CEO OF VISTAVERDE CONSTRUCTION



PRO PARTNER

ACADEMY

Created for professionals aiming to improve their current skill set and establish themselves in the skylight market, the VELUX Pro Partner Academy offers free training designed to help you master skylight sales and installation to grow sales, making the most out of every job.

Our interactive courses help you:

- ✓ Strengthen your sales strategies to win more bids
- ✓ Understand key product features to confidently recommend the best daylighting solution for your clients
- ✓ Master skylight installation best practices to ensure weathertight performance on your projects

Schedule a 15-Minute Training Demo

VistaVerde's results show what's possible when skylights are treated as a business opportunity, not just a product add-on. If you're looking to expand your services and unlock new revenue streams, schedule a **free 15-minute training demo** and see how the VELUX Pro Partner Academy can help you turn skylight services into a competitive advantage.

[CLICK TO SCHEDULE](#)



Questions about our training opportunities?

Get in touch with our team

408-404-5397

IN-ACADEMY TRAINING

Train at one of our state-of-the-art facilities or have our mobile training van bring the training experience directly to your location:

📍 Mid-Atlantic

12063 Nebel St
Rockville, MD 20852
240-232-4694

📍 Florida

8075 Beacon Lake Dr
Suite 100
Orlando, FL 32809
407-974-4097



Train at our state of the art facility
or we can come to you!

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We bring the training to you, serving the following metropolitan areas:

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Norfolk
Northern Virginia/D.C.
Philadelphia
Richmond
Virginia Beach
240-232-4694

Florida

Daytona Beach
Jacksonville
Orlando
Tampa Bay
West Palm / Miami
407-974-4097

California

Los Angeles
Orange County
San Diego
San Francisco / Bay Area
408-404-5397

Seattle-Tacoma, WA

Portland, OR
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we come to you!