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**MAKING YOU  
MONEY AND MAKING  
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# MAKING YOU MONEY AND MAKING YOU SHINE

By Peter Wood

If you are an Architect, Interior Designer or Residential Contractor, this profile will be of great benefit to you. In providing these kinds of services, you are dedicated to creating beauty and comfort in a residential environment and you are more aware than most that natural light dramatically contributes to this kind of creation. Your challenge is likely finding a partner capable of bringing sunshine into the home reliably, professionally and economically; someone who will make you look good, be easy to work with and will help you make money.

That challenge is what brings a smile to Denis Charron, owner of Skylights Unlimited. His smile comes from knowing - with the certainty that comes from 19 years of experience - that he can easily help you achieve success. As owner of one of Toronto's premier skylight companies, Denis understands the need for cooperative and innovative partnerships. Unlike subcontractors who focus only on the technical side of the work, Denis makes sure his business is also attuned to the experience of the homeowner during the work and to the business needs of the other professionals who have retained or referred him. He understands that you need to communicate accurate information to your client, that work must be done on time, that you need someone who is both flexible and



enjoyable to work with and who comes in on budget.

L.I.G.H.T.™ Up Your Clients' Lives...

How does Denis do this? Simply by making his business work for his clients. Over the past 19 years, Skylights Unlimited has refined its efficient and

effective L.I.G.H.T.™ process, assuring everyone the project will run like clockwork and produce spectacular results. This process was developed by listening to customers and continuously re-examining how things are done. Denis explains "I've always believed that the experience customers have with us is as important as the end product, so we strive to make both truly outstanding".

Denis and his team take the time to learn about your vision for the environment you are creating and assess the structure of the house to determine how they can best contribute to the beautification and to the energy efficiency of the home. They will propose the ideal solution(s) based on your client's needs, budgets, timelines and the structural requirements. You will receive regular communication along the

way, so you always know the status of the project. The homeowner will encounter members of the team who are friendly, hardworking and knowledgeable. And when the project is done, the work site will be thoroughly cleaned so the only sign Skylights Unlimited was ever there is the sunshine streaming into the house.

Keep The Upstairs Cool ...

In addition to the beautification of the home, many modern jobs also have an objective of improving energy efficiency. As mentioned, Skylights Unlimited strives to contribute to the energy efficiency of the home. In addition to the beauty they provide, quality skylights, properly installed, can make a noticeable difference to energy consumption. For instance, did you know that a skylight that opens can increase the efficiency of air conditioning in a 2 or 3 storey home and help ensure that the upstairs is as cool as the main floor during a sweltering heat wave? Helping clients understand how to best use skylights is just one of the additional benefits that Denis provides. "We want to keep finding new ways to use natural lighting and ventilation to create superb living spaces that are energy efficient and that bring the outdoors onto the indoor living experience".

Denis is also fully aware that a subcontractor's ability to handle a project's full scope is always a question. His team is fully trained on both large and small jobs. Because not all subcontractors have the same specialized expertise or commitment to quality as the Skylights Unlimited team, they are often called in to repair or replace skylights others have installed poorly. As a result, Denis' team has developed considerable expertise in swiftly - and permanently - repairing damaged or leaky skylights. Denis jokes that his commitment to no-leak skylight installations borders on the fanatical. "I want people to know that a properly installed skylight is absolutely leak-proof. While I am grateful for the opportunity to help out, it does bother me that so many homes unnecessarily end up requiring repairs."



Flat Ceiling to Cathedral, and More...

At the other end of the extreme, Denis has a great personal passion for helping convert flat ceilings to cathedral ceilings and assisting with loft conversions. The transformation that occurs by opening up the ceiling and drawing in maximum sunshine through appropriately placed skylights are frequently nothing short of jaw dropping. It is often the case that, when strategically placed, the skylights allow natural light to reach even the basement. In all such jobs, Denis and his team handle the whole transformation from design to consulting on skylight selection and placement through to installation and clean up. This provides you the comfort that your project will be completed on time and you will generate the margins on the work you deserve.

A Great Homeowner Experience...

In addition to the superb work that naturally comes from a clear specialization and years of experience, Skylights Unlimited is also committed to outstanding customer experiences for both the professional hiring them and the homeowner who is having the work done. All business owners understand

that repeats and referrals are terrific and cost-effective ways of growing a business. Moreover, most of us know that repeats and referrals come from providing experiences that go beyond expectations. Recognizing this, Denis makes sure that his team does its part to help you receive those repeats and referrals. Displaying what he calls his "keen sense of the obvious", Denis points out that "if those that retain or refer me end up receiving more work, in part, because of what our guys have done, then I think it is likely we will receive more work. So, the way I see it, the happier we make the homeowner, the more everyone wins." The Skylights Unlimited team does this in a few ways.

1) Before anyone ever shows up at a home, Denis wants to ensure the homeowners are totally comfortable. Given the times we live in, many homeowners are not fully comfortable having unknown burly men showing up at the door when only the wife or the nanny are home alone. So Denis sends an email with photographs and bios of the guys who will be showing up so that the person at home knows who to expect at the door.

2) The guys are clean, uniformed and trained to be consistently friendly and accommodating to the homeowners. Their vehicles are also clean and well maintained

so that no one need feel embarrassed by the van or truck parked in the driveway.

3) Each crew is provided a digital camera or camera phone. In the case of repairs and replacements, one of the guys will take pictures of the roof around the skylight and show it to the homeowner. Again, it is unfortunate, but the reality is many people do not fully trust that trades are recommending only what is necessary. Denis has always been of the view that integrity matters more than profits and wants his customers to be able to trust him fully. By showing the homeowner the state of the roof around the skylight, the homeowner knows the work being recommended is, in fact necessary.

4) Denis is the only skylight company in Toronto that he knows of to provide a solid 6 point guarantee covering product warranty, workmanship, pricing, timing and more. The details on this guarantee and samples of some of the truly remarkable work that Skylights Unlimited has done can be found at [www.skylightsunlimited.ca](http://www.skylightsunlimited.ca)

They'll Make You Look Good...

Because Denis would love to help you shine to your customers, he is offering a free suntunnel, (which can bring natural light to places a skylight cannot reach) on the first job that you introduce to him.

While the tagline for his company is "We Sell Sunshine", it is clear that Denis provides a lot more. He provides skill, experience, understanding of the business needs of his partners and homeowners as well as the comfort that comes from knowing a job will be done right. In short, he will make you money and make you shine.

THIS IS NOT ON THE DRAFT ANY LONGER :

"It's a fairly simple formula", he says, "Offer a good product and service, have good people working with you and build your company's foundation on a high level of integrity. I've learned that integrity is more valuable than profits and that good

people in your organization make all the difference."

When looking over our notes from the interviews we did with Dennis, the word 'integrity' is always front and centre and within that definition is his insistence on professionalism and customer satisfaction, and it has been that way since he started in 1988.

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