

Yayo's Painting Brings Craftsmanship and Passion to Every Project

BY AMY MILLER

Genaro Vicencio grew up surrounded by painters. His father had a painting business in California, but after it went under in the Great Recession of 2008, Genaro moved to Pennsylvania. Throughout high school he spent weekends and summers painting for other companies. By the time he graduated from college, he decided to start his own painting business.

Genaro was raised by his great-great-grandmother, whom he called "Yayo," which means grandma in her native Greek. After she passed away, he decided to name his business Yayo's Painting in honor of the woman that was so important to him.

Yayo's Painting LLC began in 2019 as a solo operation, and has since grown to 12 employees, many of whom are friends or family. They take on interior and exterior paint jobs for residential, commercial, and industrial clients. Most of the work they do is in Wyomissing and Sinking Spring, but Yayo's has painted buildings throughout Berks County, including Leesport, Oley, and Exeter. Although they have had plenty of work to keep them busy, Genaro hopes to hire more painters and expand to Lancaster and Montgomery counties in the next year or two.

If you're wondering what sets Yayo's Painting apart from other painting companies, you can find the answer on their billboards sprinkled across the county: craftsmanship is our passion. "I love what I do," Genaro says. "I always try my best in every single job. I do the research, and I know how to prepare a building before putting on the first coat of paint. I'm always very honest with customers and transparent about the costs. I never overcharge or try to rip them off."

Because of the quality and affordability of his work, he's received lots of referrals from former clients, which has allowed his business to grow quickly. By hiring people he

knows and trusts who also take pride in their work, he can ensure the same quality from all his employees.

Genaro loves a good challenge that allows him to show off his knowledge and skill. His



team recently repainted a house on Reading Boulevard using limewash, which is a chalky, textured paint made from crushed limestone. "Not many businesses can do limewash out here," Genaro says. "The project had many different steps and lots of stucco and window work. I'm so pleased with how it came out." You can see project photos on Instagram @yayo_paintingllc.

Because Yayo's Painting has been so successful, Genaro has started a sister company called Aurora Lighting LLC to install Christmas lights throughout Berks, Lancaster, and Montgomery counties. As their custom installation trailer states, "We Bring Light to your World."

"I've always liked Christmas and put a bunch of lights on my own house," Genaro says. "For years I wanted to do light installation but couldn't because I didn't have the time. But since the painting business has grown and I'm not doing all the painting myself, I finally have some time in the winter."

The partnership is a perfect fit, because Aurora Lighting brings in additional work

"We want to do work our customers are happy with and we are proud of."

- GENARO VICENCIO

for his crew when painting jobs slow down because of the weather and the holidays. Aurora Lighting provides all its own lights, timers, and extension cords - everything needed to bring Christmas cheer to a building or property. Installation can begin as early as the day after Halloween, although many customers wait until after Thanksgiving. Once the holidays are over, they remove and store the lights. It's a great option for anyone who enjoys Christmas lights but doesn't have the time or is physically unable to put them up themselves.

Both companies have thrived by sharing the same commitment to quality work. Genaro's goal is to create long-lasting relationships by making sure every customer is 100% satisfied.

To discuss a painting project, call (484) 334-3331. If you would like someone to put up your Christmas lights next year, call (484) 755-8137.



Genaro and his son Israel

