

Latino and Women-Owned SkyBlack Rentals Drives Multimillion-Dollar Success in Houston's Competitive Equipment Market

Co-founded by Venezuelan and Colombian entrepreneurs Joe Estevez and Daniela Linares, the company has achieved rapid growth in four years in Houston.

HOUSTON, TX, UNITED STATES, August 5, 2025 /EINPresswire.com/ -- SkyBlack Rentals, a Latino and women-owned [construction equipment rental](#)

company, has emerged as a major player in Houston's competitive market, achieving multimillion-dollar revenue in just four years. The company's growth is attributed to its strategic focus on providing reliable, high-quality equipment with personalized, bilingual service, addressing a critical need within the region's booming construction industry.



Construction Equipment Rentals

“

You can't imagine where you'll be in five years if you move one step at a time every day”

Joe Estevez

Founded in December 2020 by Joe Estevez, an immigrant from Venezuela, and his wife, Daniela Linares, from Colombia, the company's origin was an "accidental" entrepreneurial pivot. An initial plan to sell a single track loader for profit quickly transformed into a rental business when a potential buyer asked to rent it instead, revealing a significant market opportunity.

The company's existence was put to the test by its first major order. "A client needed an excavator for a two-year project, and I promised we could deliver," recounts co-founder Joe Estevez. "The truth is, we didn't own one. Our initial attempt to source a machine was unsuccessful, but we didn't give up. We located one across the country and made it happen. That moment of hustle defined our company's spirit."

As a former sales representative in the industry, Estevez identified a service gap, particularly

among the region's numerous Latino-owned construction businesses. This focus was strategic, as Texas's construction industry is powered by its Hispanic workforce. According to the U.S. Bureau of Labor Statistics, Hispanics or Latinos comprise over 60% of all construction workers in the state, representing a vibrant community of contractors and entrepreneurs who sought a rental provider offering both dependable machinery and culturally aware, bilingual customer service.

This customer-centric approach fueled rapid expansion. From its first year with negative numbers, SkyBlack Rentals now commands a fleet of over 250 machines from brands such as Develon, JCB, and John Deere. The company's reputation for reliability has landed them key roles in some of Texas's most significant projects, including renovations at Memorial Park, expansions at George Bush Intercontinental Airport, and development at Tesla's Austin facility.

The secret to SkyBlack's success lies on its people. The company proudly fosters a diverse and multicultural environment, with team members hailing from USA, Venezuela, Mexico, Colombia, and Cuba. This enables them to provide a truly bilingual and dedicated customer experience, a key differentiator from larger, impersonal competitors.

"As an immigrant, I know the value of hard work and building relationships based on trust," says Joe Estevez. "We didn't just want to rent machines; we wanted to build a company that understood the needs of contractors like us, where service is personal and supportive."

Now, SkyBlack Rentals is preparing for its next chapter, with expansion plans into Dallas, Austin, and San Antonio already in motion. They have also enrolled a new rental system that allows customers to manage orders, contracts, invoices, service calls, orders, and payables online.

"We are proud to be a women-owned and minority-owned business making a real impact in a traditionally male-dominated industry," says Daniela Linares. "Our diverse team is our greatest strength, and we are excited to bring our proven model of service to new markets across Texas."

With an ambitious goal to become a top-five [equipment rental company](#) in Texas by 2030, SkyBlack Rentals is a testament to the power of diverse entrepreneurship in America.

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