

How to Stand Out From The Competition

There are over 125 million households in the United States.
Unfortunately, there are also over 300,000 painting businesses.
How do you stand out from the competition?



Great Online Reviews

When people see positive reviews for your business online, they know that you have completed many paint jobs, and that customers were happy with those jobs. It's one of the most powerful differentiators you can have.



Easy, Quick Responses

When customers do decide to start calling or emailing painters, being the first one to answer and provide good information and competitive pricing may prevent them from making further calls.



Great Advertising, Including a Website

Most people research purchases online, and that's also true for purchases at local businesses.

While it's important to have a nice-looking website that shows the services your business provides, it's even more important that your website appears near the top of the search results, so people know that your business exists.



Unique Services

If you can complete multiple jobs for customers, that means fewer contractors for them to manage. These jobs could range from drywall repair to pressure washing to hanging Christmas lights.



Community Service

Customers like to support businesses that contribute to their community. Provide paint services for a noble cause such as Habitat for Humanity, and advertise that work on your website!

When you differentiate your business, you make it memorable and credible. It helps your prospects to quickly understand what you do and what sets you apart from your competitors.

Masterful Marketing

