

Three Reasons Painting Businesses Fail And How To Avoid Them

It takes hard work to run a business. While dealing with day-to-day problems, major financial issues can creep up on you. Here are three of them.



The Numbers Don't Work

You're making money on every job, but after you pay for paint, rent, truck payments and taxes, there's not enough left to make all of that hard work worth it. Maybe you're even losing money!



Build a Plan!

Make sure you understand your costs and profit margins before pricing your work. Also, know how many jobs you'll need at your target profit levels to earn the money you need to succeed.



Failure to Say No

When starting a business, the first goal is to get busy. The next goal is to grow margins. If you take more low-margin work to grow revenue, you'll make ends meet, but you'll end up exhausted from 80-hour weeks!

Know Your Limits

When you're booked, it's time to prioritize high-margin work. Respectfully decline small jobs and other less profitable work, providing a referral to another painter if you can. This leaves room for your best jobs.



Bad Employees (or too few of them)

Bad employees destroy your reputation. Employee shortages make it impossible to cover your overhead expenses. Either can bring a business down quickly.



Value Employees Properly

If you're lacking good painters, hiring is more important than earning new customers. Spend your time accordingly, and use your community connections to find good painters!

The biggest reason small businesses fail is that they don't have enough customers. ProPainter Websites builds websites that are proven to attract new customers, helping to solve this issue!

Call Us To Learn How We Can Help Your Painting Business Succeed

