

# Three Things Independent Painting Contractors Do Better Than Huge Franchises

Big businesses have major financial advantages. There are some areas, however, where they fall far short against independent companies. Here's where the independent contractors shine.



## Knowing Your Customers

Big businesses can't possibly know all of their customers. If they're lucky, they know a few facts about their average customer. Independent painting contractors know customers on a first-name basis. This inspires loyalty and trust.



### Use the Advantage!

Make sure your painters and estimators know the importance of paying attention to customers. When talking to customers, don't get distracted by paint jobs, bills, or other things. Customers decide which contractor gets the job!



## Customizing the Experience

Big businesses follow policies and procedures, so they aren't great at providing service tailored to each customer. All businesses need some processes, but it's easier for independent contractors to meet the specific needs of customers.



When a potential customer calls, note their preferences, and try to meet them in future conversations. For instance, if they say they don't want to be around when you're painting, write that information down. Ask which days they are out of the house.



## Earning a Stellar Reputation

It's extremely difficult for a nationwide painting franchise to earn a stellar reputation because it only takes one badly run location to tarnish it. An independent painting contractor influences every single customer's experience.



### Use the Advantage!

For many contractors, online reviews are critical to a good reputation. Solicit them from happy customers. Monitor them regularly – and when someone is unhappy, reach out to them to see if you can make it right.

*Strive not to be a success, but rather to be of value.*

Albert Einstein

