At Age 57, Kevin Finally Made Real Money Painting... Even In Winter!

My Fellow Painter...

Kevin had been a painting contractor for 23 years and a few months when I first talked to him.

He wasn't scraping the bottom of the barrel. He usually made about \$75,000 a year which is a pretty good living. Some years he made much less. However, with retirement staring him in the face, he realized he needed to make the last few years count. Plus, he knew he wouldn't be able to sell his painting business "as is" for much money – if any.

Kevin was your typical contentious, operations-focused owner. Because he used to be a painter, be obsessed over the finished product – constantly checking on jobs to make sure everything was "just right" and the customer was happy.

For the first 13 years or so, he relied on word-of-mouth that just kind of "happened." Then 2008 hit and things changed. Word-of-mouth dropped off significantly. Even though it's better now, it has never gotten back to how it used to be.

Recently, Kevin started noticing things that made him feel uneasy...

- His sales were growing as he brought on more painters, but his income remained largely the same meaning he had to work harder to make the same money
- The company website, which used to bring in a fair amount of leads, was suddenly being knocked off the first page of Google by HomeAdvisor, Angie's List, and national painting franchises. He tried "pay-per-lead" but he had to fight with other painters for the same lead. It felt like he was funding his own competition using these services.
- Kevin was feeling a lot of pricing pressure because his area had a lot of illegal and unlicensed painters in it. Often, he was losing jobs with past clients to more professional companies. His old sales approach wasn't working like it used to.
- Past clients didn't seem to remember him like they used to. He drove past a couple of houses of "happy clients" only to see they were being painted by his competition.
- Even hiring painters, which used to be easy, seemed very challenging.
- Kevin's company continued to be plagued by winter lay-offs and cash flow issues.
- He had a couple of good commercial repaint clients. One was a nursing home and the other a small private school. However, he couldn't figure out how to get more of them.
- Projects were going over budget a lot. He was working, but often not getting "paid."

Kevin Wasn't Truly Struggling, But Didn't Feel Like He Was Truly Succeeding Either...
That's when we spoke on the phone for the very first time. Here's what I learned about Kevin's business situation. Most of his problems came from a handful of mistakes he was making. The biggest ones had to do with... (Turn page over please)

... the kinds of things I commonly see with a "painter-turned-business-owner."

Kevin was great with clients. He took time to train his painters how to do the job right. He understood exactly what to do on any job from a technical standpoint.

Even though Kevin enjoyed moderate business success, he could not see these obvious **profit-killing issues...** nor did he know what to do about them once I identified them...

These were the primary reasons Kevin was earning half of what he deserved while working harder than he had to...

- 1. <u>Kevin never contacted his past clients except for an annual Christmas Card.</u> When we ran the numbers, he had only retained about 15% of his past clients' organic repeat business. This meant that 85% was being lost to local competitors.
- 2. <u>His estimating sales process was professional, but it was not persuasive.</u> For the most part, Kevin showed up, made small talk, then emailed a proposal after he left. Kevin wasn't giving his prospects any reason to select him unless he had the cheapest price. As far as they could tell Kevin was the same as an illegal or Chuck-in-a-Truck painter.
- 3. <u>Kevin was getting a lot of clients through word-of-mouth referrals, but he did not have any formalized process for generating more of them.</u> Basically, he just crossed his fingers and "hoped" that clients remembered and referred him. Lack of a referral program is the reason referrals had dropped as more clients looked online for their painting referrals.
- 4. <u>Kevin's website was professional, but it was not optimized for local search or conversion.</u>
 This meant his company was not getting found for the best keywords. Even though the website looked "pretty," it did not contain the essential messaging elements necessary to turn website visits into estimate requests. The web designer built what he thought Kevin wanted instead of what the search engines and the clients demand.
- 5. The inability to hire quality painters cost Kevin dearly. He was turning away good work and it was hitting his personal income hard. Not only that, the painters he did have were causing customer complaints. He was constantly "babysitting." In years past, posting an ad online and getting referrals from his painters for prospective hires was enough. In today's roaring economy, Kevin's lack of a formalized recruitment and hiring program was causing real problems.
- 6. He was not using an incentive or recognition program to motivate his men to come in on or under budget. Other than a "good talking to," Kevin didn't know what to do to keep projects on-budget and profitable. He was doing a lot of work where he lost money because budgets were being blown.

The Bad News Was the "Business End" of Kevin's Company Was In Rough Shape... The Good News Is These Are the EASIEST Problems to Solve for Painting Contractors

In our hour-long diagnostic call, I laid all this out to Kevin and proposed a plan... (next page)

...to turn Kevin's profitability around in his painting company. My chief goals were to:

- ✓ <u>Increase Kevin's personal income by at least 100%</u> so he could bank serious money for retirement and eliminate any outstanding debt.
- ✓ Help him build sustainable business systems so he could <u>sell his painting business for top-dollar</u> when he decided to exit the industry.
- ✓ <u>Make his painting business and work schedule more predictable and easier to manage</u> so he could spend more time with friends, family, and fishing his favorite pastime.

In Order to Achieve Kevin's Goals Above, We Implemented the Following Done-for-You, Templated Strategies and Systems

Luckily for Kevin, all of his problems were common. There was nothing new about his situation. In fact, I had solved these same problems for hundreds of other painting contractors.

The solutions I proposed to Kevin had worked for APPC Members in rural and urban markets.

They worked in the United States, Canada, Australia, Great Britain and Switzerland.

They worked for independent and franchised painters...

for company's ranging from \$200,000.00 to \$30,000,000.00.

Kevin began working on implementing these systems one at a time, step-by-step, with guidance and instruction from me and the APPC community... and the results were amazing.

- □ In the first 30 days, we ran a proven <u>Customer Reactivation Campaign</u> to Kevin's past client and unconverted lead list of 1,100 contacts. While reintroducing his painting company to clients who had forgotten about him, <u>he was able to generate over \$145,000 in repeat and referral sales!</u>
- □ During day 30-60, we implemented our <u>PowerPaint Presentation ProcessTM</u> to make Kevin's estimating process less technical and more persuasive. <u>His aggregate closing rate climbed from 32% to 47%.</u>
- □ Now that we had higher quality clients calling his company with repeat and referral business alongside an improved sales process, we raised Kevin's prices by 20%. He did not see a significant change in closing rates, but his monthly income had doubled.
- □ At the 60-90 day mark, we sent out the mailed and digital versions of the done-for-you <u>At</u>

 <u>Home Monthly NewsletterTM</u> ensured that the <u>repeat and referral momentum</u> we gained through *Customer Reactivation* would continue uninterrupted.

Making These Simple Changes Had Already Doubled Kevin's Income, But He Was On a Roll and Didn't Want to Break the Winning Streak

Kevin soon realized he had an aptitude for marketing, sales, and systems that had previously been undiscovered. While he was "bored to death" with the daily running of his painting business, he was excited about working on the "business end" of his painting business because... (over please)

...he was seeing a real return for his investment of time and money. Kevin now understood that the money wasn't in checking on jobs, running ladders, and mindless office work. The money was in building systems that eliminated problems or created opportunity.

Encouraged by his success, Kevin pressed on...

- ☐ With sales volume and profits going up faster than he anticipated, Kevin needed help hiring more painters... FAST! Using our PowerPaint QuickStart Recruitment Toolkit™ and Hiring and Assessment Toolkit, we were able to onboard two extra crews of professional, reliable painters. This made Kevin's job easier and really increased his weekly income.
- Preventing projects from going over budget was a huge profit opportunity. Kevin had "gotten big" before without making much profit on the jobs he completed. To make sure that did not happen again, we installed a *Saved Labor Bonus Program* to formally record and report labor to crew leaders while incentivizing and recognizing them for coming in under budget. Soon, projects were consistently coming in under budget, making additional income for Kevin and bigger paychecks for his painters.
- ☐ Then we helped Kevin generate his own leads online. He realized subsidizing HomeAdvisor, Thumbtack, Angie's List, and other pay-per-lead services was a dead end. Soon, with *APPC's Digital Services Program*, leads were coming in for commercial and residential repaint leads.
- □ With sales volume and profits up and plenty of help in the field, Kevin needed office help. By hiring a professional answering service, bookkeeping service, and part-time marketing coordinator, Kevin was able to free up time to focus on "big money" projects and still get home in time for dinner with the family.
- □ Things were a lot more predictable and profitable now. With all the fundamental business systems firing on all cylinders, Kevin began implementing the Commercial Repaint Lead Generation Campaign.

In a few short months, he had added 2 property management firms, 2 nursing homes, and 1 private school to his portfolio of repeat commercial clients. Plus, with over \$233,000 in quoted commercial work, he knew it was just a matter of time before he would win even more contracts.

Just a few short months ago, Kevin was doubtful his painting business would ever turn around. Now, as he watched his personal bank account pile up with reserves for retirement, he was more hopeful than ever.

However, like all owners, Kevin still needed encouragement to stay on track – to avoid the old business practices that had led him down the "low-profits pathway" he had escaped from. That's why we hooked him into the following support programs:

1. Once a month, Kevin was able to get on a phone call with me and his fellow APPC

Members during our no-holds-barred Members' Only Mentoring Q&A Call. (next page...)

On this call, Kevin was able to ask ANY question he wanted. Owners shared their amazing success stories and asked for help solving their toughest painting problems. No topic was off limits. Hiring, marketing, sales, management, and financial problems were routinely solved. But most of all, he was encouraged by the other owners assuring him, "Kevin, you can do this!"

- 2. About two weeks later, Kevin could participate in the *APPC Monthly Mastery Training* with the group. On this training, he got better and better at the fundamentals and picked up advanced strategies and tactics that built on the *Core 5 Systems*. This meant Kevin was not doing a dozen things poorly, but instead focusing on the most important things that really made more money or allowed him more time off.
- 3. The APPC Member's Only Private Facebook Group was a good place for getting quick answers and feedback. If Kevin had a simple question, he could post in there and get an answer, opinion, or suggestion. Unlike most online groups that were full of Chuck-in-a-Truck types or employee-painters, this one was full of successful owners who were investing in their future. Kevin liked that.
- 4. Finally, Kevin knew he could always reach out to me by email for support. If needed, we'd hop on a quick call to walk through a particularly complex problem or issue.

For the first time in his painting career, Kevin was not going it alone. He had a proven path to follow and other painting contractors there to help him along the way.

At the *Annual Painting Profits Summit*, Kevin joined hundreds of other painting contractors and APPC Members. During his personalized "Hot Seat" in front of his peer group, he shared his story of transformation. At the social gatherings, he bonded with other painters just like him.

Kevin's Story Is Amazing, But Fortunately for YOU It Is Not Unique... Hundreds of Painting Contractors Have Traveled Down This Path to Success and Personal Satisfaction

What Kevin Told Me at the Painting Profits Summit Summarizes Why I Do What I Do...

"My father-in-law used to always tell me to 'get a real job.' Our painting business went through some serious ups and downs. It was hard for our family at times. I hated telling my wife we couldn't do certain things that we should have been able to afford," Kevin recalled.

"In the last two years I have literally tripled my take-home-pay. Now, when I go to Thanksgiving Dinner, my in-laws don't say a word. We've paid-off all our personal debt and we've been able to get newer cars with cash. Even though our kids are older, we can take them on trips to make up for not being able to do that when they were younger," he was beaming.

He concluded, "I feel good about retirement and I feel like I'm a real business owner for the first time in my life. I actually enjoy running by business again. Thank you, Brandon."

As Kevin gave me a big bear-hug, I teared up. I'm normally a no-nonsense guy and all business. I get embarrassed easily with public praise and try to avoid it. But I will admit, it made me feel very, very good about what we do at the APPC. At this time of my life, I feel it is what God has called me to do. (over, please...)

When I Changed Kevin's Business, I Changed His Life. I Changed His Family's Life and His Sense of Self-Worth and Accomplishment

If You KNOW There Is a "Better You" Buried Inside Your "Better Business," Please Reach Out to Me Personally Before Our 2018 Fall Open-Enrollment Deadline On November 15th, 2018!

Kevin's story is one you needed to hear. You need to know that your business and life can be improved. Don't let anyone tell you otherwise.

Don't let anyone tell you your market, competition, or lack of formal education has anything to do with it. I've watched young men and old men succeed alike. I don't care if you are white, black, brown, yellow, purple, pink, orange or red – you can succeed.

To Discover If Your Painting Business Is Sitting On a Mountain Of Opportunity Like Kevin's, Take These 3 Steps Today:

<u>STEP #1</u> – Read the Stories of the Painters Enclosed In This Letter – I have tons more than these on video, audio, etc. However, I cannot mail all of them to you – it's too expensive. Here's what you need to ask: If Kevin can do it and THEY can do it, why can't I do it?

<u>STEP #2</u> – Read "A Detailed Summary of What's Included In Your Core 5 Maximum Repaint Profits SystemTM" - It relays what you get with the GOLD APPC MEMBERSHIP. It's about the price of a cheap pressure-washer to enroll. One painter must paint "grandma's bedroom" once a month over monthly membership. It's a small investment for a BIG return.

<u>STEP #3</u> – Reach Out to Schedule Your *FREE 60-Minute Business Diagnostic Assessment* – There are three ways you can respond:



- Email me directly at <u>Brandon@PaintersAcademy.com</u>
- Call the office at 423-800-0520
- Complete Your FREE 60-Minute Diagnostic Request: CLICK HERE NOW!

DEADLINE! Nov. 15^{rn}, 2018!

I hope you've enjoyed reading Kevin's story. It can and *should* be your story too. <u>I'll be standing</u> by for your email or call.



Your Friend in Repaint Profits,

Sandan Jewis Brandon Lewis, MBA PAINTER'S WEEKLY

Founder, *The Academy for Professional Painting Contractors* Publisher, *Painter's Weekly*

P.S. Heading into winter is the perfect time to tackle business improvement while reducing the impact of the winter slow season. Do what Kevin did: Take control of your painting business and your life! Call 423-800-0520 or email Brandon@PaintersAcademy.com to schedule your FREE 60-Minute Business Diagnostic Assessment! DEADLINE: November 15th, 2018! BL







As Seen In...









Academy for Professional Painting



Hundreds of Painting Contractors Have Success Stories Similar to Kevin's... **Enclosed Are Many of Them!**

(I Can't Afford to Mail Them All to You!)



Local Guide · 15 reviews · 4 photos



★★★★★ a month ago -

Amazing organization that is quickly moving to the forefront of the painting industry! Brandon KNOWS his stuff. He is innovative, yet has a keen knack for combining every form of marketing and sales techniques. He truly understands the power of utilizing everything from the latest in social media marketing, to video, to "old school" mail. Speaking of mail.... he will "read yours" if you give him 5 minutes...lol! But, he will also quickly set you on a path that takes you from struggling in your business toward success!



Stephen Blauert

1 review



Brandon definitely does A+ work! We met Brandon at a conference where he held a workshop on marketing for painting companies. We signed up for his coaching program on the spot, and he has helped us steer our company out of low-profit new construction to higher-profit repaint and residential work. We have always struggled to generate commercial painting leads, and Brandon has made that process simple and streamlined for us.

We wholeheartedly recommend Brandon and his team. If you are a painting contractor you NEED to check out what he offers.

Tim Perryman 1 review · 7 photos

★★★★★ 3 weeks ago

We are a Platinum member with the APP. Brandon Lewis is an outstanding coach! I have ran a painting business for more than 25 years and I wish I had a resource like this when I first got started. He has changed my view and given me the tools to improve two key areas of our business - How to implement a professional sales process and how to recruit quality painters. We attended the professional painting summit last January in Florida. We were surrounded by painting contractors willing to share proven solutions to just about every problem painting contractors will face in their businesses. I'm looking forward to the one In Tennessee this coming January!

Whether you are just getting started or have been running a large painting business for years, I would highly recommend you look into how the APP can help you fix those nagging problems we all face.

Keep up the good work Brandon!



★★★★★ a month ago

The APPC is a fantastic source of information, tactics, techniques, and procedures that will prove invaluable to any paint company owner who is interested in growing his business and increasing profitability. I highly recommend Brandon's programs, and as someone who has attended his invaluable presentations on marketing and recruiting, as well as his education about the "business end" of paint company ownership, I can give my highest and unconditional recommendation for these business development services. There is no better source of paint-company specific business information out there.

Office Admin 1 review

★★★★★ a month ago

Been working with this marketing coach for 3+ years and seen phenomenal results. This Painting business coach has helped me keep painters in Missouri busy through the slow winter season and more than tripled our painting company's size. Don't settle for online painting leads that go nowhere. If you are a painting contractor who wants to leave more for your family than a garage full of used paint and some tools for a garage sale after you are gone, I recommend you contact Brandon ASAP. When it comes to help with marketing for painting companies, this is by far the best investment I have made in my painting business.



All-Pro Home Services

3 reviews

★★★★★ 3 weeks ago

Brandon Lewis has great information and techniques for professional painters or contractors such as myself. I started in the paint business as a painter and two years later started working for myself. I knew how to paint but I have learned everything about sales business and marketing along the way. And customer service. Listening to Brandon Lewis really helped me to be a better business owner. Without sales and marketing you have no business. I was a painter and now I feel like I am much more of a business owner and a business professional. Thank you Brandon Lewis for your great work. And the academy for professional painting contractors.



★★★★★ a month ago

The materials for the Academy for professional painters is top notch. I have found this information to be helpful for anyone in the painting industry. If your brand new to the business you will be miles ahead if you follow the program and instructions as given. As a seasoned painting contractor with over 40 years experience I have found that Brandon's information has been helpful and many ways and I would recommend to anyone looking to improve the quality of work and the bottom line to definitely be part of the program. J A Nestle with champion decor and Coatings Phoenix AZ



Jimmy Canabe

2 reviews · 1 photo



Due to Brandon and his amazing guidance, we have been able to grow as a business and as individuals. His unique marketing strategies make our business stand out in very competitive market for all the right reasons. We want to sincerely express our gratitude to the entire team at the APPC for helping us exceed all our goals. Thank you!





Daniel Woodford

2 reviews · 5 photos

★★★★★ 3 weeks ago

Hi Dan here, Have a Painting business in the North East. I have been working with Brandon for 2 1/2 years. Sales were at 200k when I started and up to 1.3M at this point while tripling my bottom line. He's made me a believer. Results do speak. Highly recommend you call him if you have a Painting business that hasn't been paying you what you deserve and are ready to turn things around!



Keith Zafren

1 review

★★★★★ a month ago

Brandon Lewis and his insightful, candid, and pointed advice on how to improve my painting business has expanded my business in so many significant ways, including the bottom line. I've sold more jobs, made a great deal more money, improved systems, hired better people, satisfied many more customers, and created a thriving business with an outstanding reputation in our community. He's the real deal! I can't imagine trying to build and grow my business without his fantastic coaching.

Reach Out to Schedule Your FREE 60-Minute Business Diagnostic Assessment Before November 15, 2018!

1. Email me directly at Brandon@PaintersAcademy.com

2. Call the office at 423-800-0520





I had contacted the APP sometime in April of 2018. After 7 years in business I got tired of always running into the same issues in my painting business so I was looking for a "coach" of sorts to get some systems in place to promote growth for my business . After a lot of research I decided to join the APP and I am glad I did !!!! I can't even put into words how helpful Brandon has been !! My business has increased 35% in the last 5 months and implementing his systems has made everything go much smoother . Especially the sales process !! I have never been so confident selling paint jobs in my life . Looking forward to continued growth and I would highly recommended the APP to any painting contractor !!



Guido Bernstein

6 reviews



I found Brandon Lewis and the Academy for Professional Painting Contractors immensely helpful in growing my business profitably and retaining our client base, especially during the typically slow Winter season. Great people and great information! So valuable!



Daniel Samuelson

1 review

★★★★★ 3 weeks ago

Brandon has a plethora of knowledge when it comes to growing and marketing a painting business. I recommend speaking with him whether you are new in business or you've been around for while. Everyone can use help!



runner 96

40 reviews · 1 photo

★★★★★ a month ago

Brandon has lead us to some GREAT processes for getting into the commercial world as well as staying in touch with past clients. Our business has steady grown 25-25% each year since working with him.



Kory Jons

3 reviews · 1 photo

★★★★★ 3 weeks ago

Brandon has great knowledge of running a top notch painting. He given me great advice from hiring painters to getting more leads to being more profitable. Highly recommend him!

Reach Out to Schedule Your FREE 60-Minute Business Diagnostic Assessment Before November 15, 2018!

1. Email me directly at Brandon@PaintersAcademy.com

2. Call the office at 423-800-0520

Absolute Painting

7 reviews



Your information has really helped us develop a system to generate lots of commercial painting leads. Marketing for painting contractors has always been something we struggled with until we found your helpful resource. I like the way you ... More



Sticky Fingaz81

4 reviews



★★★★★ 3 weeks ago

Great content and coaching. The best if you want to grow your business. It is really easy to implement and at a fair price. Thank you Brandon for what you do.



paul carey

2 reviews



The information APPC has available for painting contractors is great.

I have used some of the things they teach with very positive results.

If you want to build a painting business and be profitable without the huge expense of advertising talk to Brandon Lewis at APPC



Bernie Plett

1 review



*** 4 weeks ago

I have enjoyed reading n hearing what u have shared on many different topics. It has been a help to me. thanks



Mike Ott

6 reviews



I am an owner operator with 2 full time employees. Brandon's systems have really helped our company to become more profitable, his coaching paid for itself in a very short period of time.



Randi Kaufman

4 reviews



I have been subscribing to painters weekly for some time now and have learned a ton of info that has helped me in my business. Brandon is top notch!!



★★★★ 4 weeks ago

I have attended their annual conference and it was very beneficial to our company. I would highly recommend at least having a conversation with Brandon and his staff.



Chuck Gilmore

Local Guide · 44 reviews · 16 photos

★★★★★ a month ago

Painter's Academy has given me many marketing ideas, some purchased and others at no cost. Many of these ideas are good business practices for any painting contractor.



Jaime Navarro

1 review

★★★★★ a month ago

APPC always provides great information and solutions to issues that keep small business and their owners from reaching their full financial potential.



Rich Freddo

1 review

★★★★★ a month ago

We've been working with Brandon and APPC for almost three years now, and consider them a very important part of our team. As a franchised painting company, we are fortunate to have many tools at our disposal. Brandon and the team at APPC have done a great job of coaching us to organize those tools for maximum benefit. He doesn't just tell us what to do (though there's lots of concrete, specific direction to be had), but explains why. Under Brandon's mentorship, we've experienced a complete change in the way we think about leads and where those leads come from, and we're much better at laser focusing our marketing efforts where we are likely to obtain the most bang for our marketing bucks.



Chad Snow

2 reviews

★★★★★ 3 weeks ago

I've learned a lot from APP's emails, letters, cd's and webinars. Very motivating and and practice advice you put into practice immediately.



Cliff Mohling

1 review

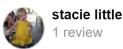
★★★★★ a month ago

Business tips are always making us think and evaluate how to improve and run our business better.

Reach Out to Schedule Your FREE 60-Minute Business Diagnostic Assessment Before November 15, 2018!

1. Email me directly at Brandon@PaintersAcademy.com

2. Call the office at 423-800-0520



★★★★ a month ago -

Professional and relatable business owner! Has an incredible desire to help and huge genuine heart to see you grow!



Walter Williams

Local Guide · 51 reviews · 21 photos

★★★★★ a month ago

Great group. Hoping to get more involved as I take my business to the next level.



Fresh Look Painting LLC

4 reviews · 31 photos

★★★★★ 3 weeks ago

Brandon was really helpful 4 my painting business, he give me lots of useful adevices and practical tools.



Bobby Ross

2 reviews · 1 photo

★★★★★ a month ago

Brandon's experience and knowledge has been of great help in growing our business.



steve letniak

1 review

★★★★★ a month ago

alot of useful tips in the painting for the painting industry, as i have been in this industry for 40 yrs. it covers some of past experiences i endured and had to learn from experience, i highly recomand his help and getting started in enjoying a profitable business, for a small operation there are moments of stress that he covers, to make this alot of easy shortcuts to make it a easy bussiness from labour to advertising shortcuts, alot painters start up and fail, i recommend his guidance and after 40 years i still love going to see my customers, repeats, signs that see a building change to a beautiful job. keep up the good work for guidance in this industry, steve at housecare of canada



Peter Byrne

2 reviews

★★★★★ 3 weeks ago

Brandon provides realistic and sensible solutions that help professional painters succeed in their business.

Reach Out to Schedule Your FREE 60-Minute Business Diagnostic Assessment Before November 15, 2018!

1. Email me directly at Brandon@PaintersAcademy.com

2. Call the office at 423-800-0520



Danny Madrid

Local Guide · 17 reviews · 21 photos

★★★★ 4 weeks ago

True professional, great advice with regards to information for an up-and-coming and seasoned paint contractor!



Sarah Ross

17 reviews

★★★★ a month ago

Brandon's ideas are extremely helpful when it comes to making our painting business stand out and debunk the stereotype of a painting contractor. Plus, he's just fun to listen to!



Jim Yaeger

Local Guide · 38 reviews · 2 photos

★★★★★ a month ago

Learning from someone who has the experience and is willing to teach is invaluable.



Eric Heipel

8 reviews · 1 photo

★★★★★ a month ago

Great stuff - thanks Brandon



Joseph Gallop

1 review

★★★★★ 4 weeks ago

Brandon's resources are a great help.



Andrew Richardson

1 review

★★★★★ 2 weeks ago

Very helpful and informative.



Zrhino 1

1 review

★★★★★ 3 weeks ago

Actually I love it.



John Gallagher

2 reviews

★★★★★ a month ago

Brandon has solid information that works!





Based on the opinion of 6 people



Our company will never be the same since we join. The knowledge we have gained and put to use has been such a huge success in growing our profit in our company. The tools you receive can help take you company to the next level in the competitive market we face in the painting industry. Thanks Brandon and you entire staff.



The entire landscape of our business has changed since we joined the APPC. Our revenues have skyrocketed, our field staff is up by over 300% and we are finally building equity in our company. Thanks, Brandon!

Reach Out to Schedule Your FREE 60-Minute Business Diagnostic Assessment Before November 15, 2018!

Email me directly at <u>Brandon@PaintersAcademy.com</u>
 Call the office at 423-800-0520
 Visit the Fall 2018 Open Enrollment Page: <u>CLICK HERE</u>



Greg Collins reviewed Academy for Professional Painting Contractors





May 24, 2017 · 🔇

We've been in the Platinum Mentoring group for about 13 months, and it has fundamentally changed our business. We are on pace to more than double last years' gross sales, and have tripled our crew size to process all of the work we are bringing in. Thanks, Brandon!



Allen Lotz reviewed Academy for Professional Painting Contractors — •••

March 31 · 🕙

Im a painter 30+ years experience I started at age 18 working on crews and worked my way up the ladder then went on my own . I've done most ever Residential, Repaints , new work ,commercial , industrial, and even cars classics (cobras,mustangs , camaros, etc) .

Painting gave me the opportunity to move to Hawaii.

I didn't go to the Academy but I've done a lot I know a lot but one cannot ever know anything. That's where I enjoy Brandon's Painters Weekly he has some really great points and ideas.

Thanks Brandon Sincerely, Allen Lotz ALOTZ PAINTING Boise, Idaho





North Atlantic Painting Co

to me

Jun 16 (4 days ago)



Hey Brandon,

I know its the weekend but I wanted to share this with you...

On Thursday, I lost three of my crew members for various reasons. I did not panic because I had three guys on deck from my constant recruitment efforts that wanted to work for my company. This morning we closed the deal with the three new employees who are on board with where I am taking the company and in the end I was able to get experienced guys at a total of \$5/hr less than what I was paying the others that left.

I am so energized by the new dynamics of the crew! Now my biggest stress is getting out and selling enough work to keep the seven man crew busy year round. Because of your proven sales techniques I am more confident than ever that I can deliver the work!

Thank you for your guidance and support of our industry. I like to think I am helping raise the bar for the industry by holding true to the standards of behavior and quality that I expect.

Best, Eric Belley North Atlantic Painting Company



Cliff Mohling

1:46 PM (1 hour ago)





to me

Brandon,

I was contacting some unconverted proposals from last fall....Just found out from one that we were approved for a \$58,000 exterior repaint of a multi-tenant commercial building in Iowa City! God is good! Blessing. Cliff Mohling

PS: I will be glad when my union battle is over, then I can really focus on the "plan"! 12 days and counting.

> Several reasons. First, you were contacted because of your company's excellent online reviews. Next, your company was responsive during the lead up to the onsite and the follow up emails are a good way to set your company apart. Third, you arrived onsite on time and presented a professional yet personable approach. The proposal was simple and while not the cheapest, the amount, like you, seems honest and derived from a thorough evaluation of the job. Lastly, after receipt of all the company's bids, I searched online again and ran across a site that touches on certain history that you've overcome. I relate to, respect, and support an individual who harnesses support to change their journey. Your actions to help, support, and mentor others via your business is impressive, important and a place where I want to spend my money.



Roger D Carroll That's great that you started 2018 with a bang. The painting industry just like any other industry is one that you must continue to gain all the knowledge, input and most up to date methods of doing things. Bankers, IT, Lawyers, doctors etc go to conventions every year to learn, enhance their knowledge and make sure they are on the cutting edge of their industry. Why shouldn't painters do the same? We should run our companies as if it's on Wall Street or Main Street, all the same. I believe it's wonderful we have a opportunity to have someone who helps us with this. It changed our whole company last year. Brandon continued to follow up with us all year. In life I could have chosen any job I wanted . I have several degrees and many opportunities. I chose to be a PAINTER. I don't apologize for it . I am proud and take pride in being one. Thanks Mr Brandon Lewis for all the help this year, everything you send us and the motivation you bring. Never change or let anyone or anything define you. Shelby Carroll and I really appreciate all you have done. My 2018 is off to a great start also with so many of the ideas you gave us. Our bang is \$17,000,000 this year. With your help and programs we will blow right through it.

1

Hey Brandon what's up buddy. I wanted to let you know man I really want to be at the summit this year with everyone but I don't think I'm gonna make it bud. Just don't have the extra this year. Sorry bud.

On another note my business is still growing every month bud and you have been a big part of that. It's only my second year in business and I hit \$80,000 in sales last year and we are gonna be right around \$300,000 this year for year 2. I now have a 6 man crew where last year this time it was me and a helper lol. My goal this year was to double and hit \$160,000 in sales. I can't believe we are going to almost 4 times our sales. Roi is still staying around 46% to 52% I think that's pretty good. Taxes are gonna kill me this year though. Do you have a strategy for uncle sam . My mind is blown away ever week. And we haven't even touch the first big commercial job, and I've only done 3 jobs all year for contractors. It's 90 percent res repaints. Just recently landed 2 builders though woo hooo. Gonna go crazy next year and push for that million in sales lol. Thanks a lot buddy. Maybe I'll make the next summit.

Reach Out to Schedule Your FREE 60-Minute Business Diagnostic Assessment Before November 15, 2018!

1. Email me directly at $\underline{Brandon@PaintersAcademy.com}$

2. Call the office at 423-800-0520

From: Rich Freddo/FRAN/CertaUS/FranCorp/US
To: Brandon Lewis

Sprandon@paintersweekly.com>,

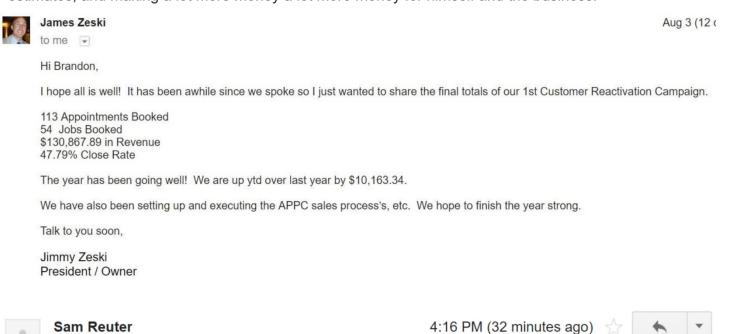
Date: 04/03/2018 08:36 AM
Subject: Word-of-Mouth Marketing

Hey Brandon. I hope you're doing well!

Just wanted to see if there's anything in the pipeline (or past marketing mastery plans that I may have missed) related to generating more word-of-mouth. For some reason, we're struggling in that area this year. Our previous customer leads are up 65% year over year, but WOM is down about 5%. Interestingly, in the past we've done little to generate WOM, and we're actually focusing on it this year during the intake call, estimate, while the job is ongoing, and when closing out the job. We're also up significantly in customer satisfaction metrics (up 44% YOY), so I'm at a loss.

All of that being said, we've had a great start to the year. We slashed Home Advisor and pumped the money we've saved into direct mail, PC and WOM programs. As a result, leads are down 44% YOY and estimates (by #) are down 31%. Close to 100% of the reduction in leads and estimates is attributable to cutting out Home Advisor. At the same time, our success ratio (closure rate) is up 70% YOY and currently sitting at 57%. Slippage (leads that don't convert to estimates) are down 57% YOY.

Most importantly, our average residential job size is up 17%, booked \$\$ are up 27% and our produced \$\$ are up 33%. In other words, our residential sales associate is working much smarter, doing fewer estimates, and making a lot more money a lot more money for himself and the business.



Hi Brandon,

Sam Reuter to me

Just wanted to let you know about a big win for me. Just closed a \$99,000 commercial repaint of 5 banks!!! In big part to the PowerPaint Presentation. Sales are already up to around \$525,000 from just under \$200,000 last year!!!

Closing Rates, Margins, and Sales Are UP!!!



"Awesome program! Your advice is 100% right and made things super simple. I have not even implemented all of your strategies and I'm already seeing results in increased profits! 50% margins thanks to the PowerPaint Presentation Process." The value far, far exceeds the investment." Omar R. - Palm Coast

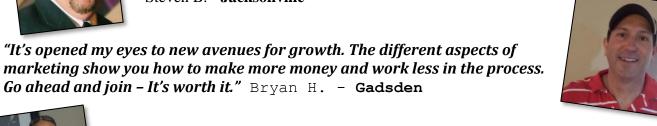
"I DOUBLED MY SALES THIS YEAR!!! Man...this is crazy, I have never had so many estimates to do all at once. I am really looking forward to setting down my "painter cap" once and for all so this is probably the best "problem" I have ever had in my entire working life!!!."

- Neil C.- *Hamilton*



"I've looked at over \$328,000 in residential and commercial repaint bids in less than 30 days that I would not have seen otherwise."

Steven B. - Jacksonville





"I have learned that it is so very important to market in order to get more business. It is a great opportunity!" - Harold O. - Huntsville

"MY CLOSING RATES WENT FROM 15% to 54%! In the past, I never got much of a response, if any, because I didn't have the experience of your marketing plan. What I would say to a painting contractor is you have nothing to lose and everything to gain – all for a nominal amount."

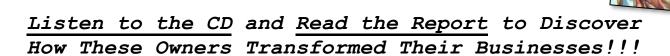
Steve G. – New Hartford





"I really do enjoy the prospect of engaging more with my customers. What I realized is that there are plenty of names on my list that I don't really remember or know, so this process is really helping me to "purify my list." Thank you for doing such a great job with these and helping me get moving on communicating with my company's greatest asset." Brent - **Ashland**

"It provides consistency in lead generation and consistency in marketing by measuring the results. I would absolutely recommend it!" Denise R. - Madison



Keeping Painters Working – *Even All Winter?*



"In the first month, we've way more than paid for the cost of the APPC and all the marketing expenses. We booked \$33,000 and we've completed about \$20,000 of it already. We haven't even gotten to the round two and round three of reaching out to these customers. Not bad when we started going into December, obviously a pretty tough time to do a lot of painting during the holidays.

"There's no reason why I wouldn't expect to see this program bringing in \$60,000 to \$70,000 worth of business in the Spring!" **Pat W. – Huntington Beach**

"When the money started coming in because past clients began responding to the customer reactivation campaign, I was able to put painters to work that weren't working. I was surprised that people we had done work less than a year ago were calling us back to take care of their deck, their fence, and power washing the exterior of their house.

We started making real money. I knew I could hand this program over to a marketing assistant and they could take over and run it in the busy season. That was a very big win for us. **Rich W. - Clarksville**





"I have a renewed confidence that my business can provide me the financial stability I've been looking for. If you have been trying to figure out how to have a financially successful and rewarding business, the APPC system is an excellent guide to help you achieve your financial goals." **Torrance D. – Raleigh**

Other marketing programs I've been involved with all have seemed to produce no results. Whether it be yellow pages, SEO companies, paid for leads, or google ad words. The kind of results I've seen from this program have been measurable. Right now, it's the middle of winter and I've got work to do. Plus, I've got 14 jobs lined up for spring already. That's the kind of security this program has brought for me and if I was looking into starting the program again, I wouldn't hesitate. Chris B. - Sioux Falls





"I've only implemented a small fraction of the Core 5 Strategies and I already have great results. Last winter I only had one painter working and he wasn't even working full time. This **winter** I have three painters currently working full time and a nicely filled schedule that's still filling up." **Nick C. – South Euclid**



From Stalled and Struggling to Growing Green!



"I Turned \$483.00 Into an Extra \$34,065.00 within 45-Days Using the Customer Reactivation Campaign" Ray P. - Horsham, PA

"I'm looking at my painting company as a real business now. I love **building equity** and I certainly never realized how powerful and valuable my contact lists were until now."

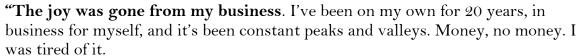


Kyle K. - Gardner, KS



"This year has been the biggest year of growth for us. We're double where we were last year. I realized the real money in this business is in the marketing of the services — not the doing of the services"

Torlando H. - Bloomington



"In just the first wave from customer reactivation, I landed sales from several jobs. Your old customers don't remember you no matter how great of a job you did. They constantly need to be reminded. That's what the Academy can do... If you're on the fence like I was, do it. Just do it." – **Jesse N. - Bradenton**





It's allowed me to focus my attention on business growth. I like having defined business systems for things like recruiting and going after commercial work. I tend to overthink things or try to make them perfect and they never get out the door. This way, I just implement and move on with things. I like that."

"I lacked a clear marketing vision for my company, but now I clearly see how much potential there is around me to grow!" **Nick D. - Rochester**



Stories of 100% Growth, Hope, and Progress!

"My idea of marketing for my business has changed dramatically. All the templates and the tools have allowed me to present my company in a more professional manner to clients. The PowerPaint Presentation $Process^{\mathbb{M}}$ has helped close more sales on the spot. Many estimates that I would normally let slide have resulted in closed sales because of the follow-up systems.

I would tell any painter looking to join that it's worth every penny. The tools you've given me so far have helped me put some people in place that takes a load off me on a daily basis. If it's a money issue, go ahead and take a leap. Become a member you'll appreciate that you did." Anthony M. - Monroe





"Since we've signed up with you, we have actually moved into a bigger building. We got a warehouse that's about 3500 square feet with some offices in the back. I've hired three new employees and that puts our staff at 15. We've been getting a lot of calls because of the Customer Reactivation Campaign, doing anywhere from five to seven estimates every day. I just promoted my top painter to production manager and I've hired my sister to work in the office. I just wanted to thank you Brandon.

You really put a fire under my butt to get going...I just needed some guidance and you provided that for me. I would tell any painting contractor who was considering joining... that it's a must - especially for a contractor just starting out. They need some guidance as to how to market their company." Rob Y. - Davison

"Since joining the APPC, I have almost DOUBLED my sales compared to last year! It is teaching me how to effectively spend my marketing dollar for the most return. I'm hiring an office manager and I am currently ramped up to 6 employees. I had two operating employees at the time that we joined. We are booked solid for the next month.

I have cut my estimating time in half...I'm doing my estimates on the spot now. I've been able to present myself much more professionally to my customers. I am closing sales at a higher profit margin as a result of knowing how to build more value in my painting service instead of showing up just being a painter...That has helped me dramatically." Shawn T. - Marshall



"It has changed my outlook towards my marketing. The APPC is able to provide that marketing plan that I have needed for many years, but was reluctant to work on to generate consistent leads for my company."

Ray R.- Mount Kisco





Call Now to Schedule Your FREE Business Growth Diagnostic Call Before 11/15/18!



Schedule Call...

CLICK HERE

Or Call... 423-800-0520

Or Email: <u>Support@PaintersAcademy.com</u>

Don't Get "Locked Out" and Miss Your Opportunities for Bonuses & Discounts!

Finally Build the Painting Business of Your Dreams & Earn the Money You Deserve!

ARE THESE GUYS WRONG? ----->

Can This Many Owners Be Wrong?...



"I produced \$232,000 or 3,000 hours in booked labor in about 45 days. Clients really, really enjoyed it. They thought it was clever, interesting, and loved being considered a V.I.P. I've never had a result this amazing, and we've done our share of marketing.

You can go out there and cold-call your life away, but if you have a customer base like we have, just use it. You know, we're not marketers, but you are. And the great part of this is that you provide the information and tools to use the system easily." $Mike\ A. - York,\ PA$

"Due to our consulting efforts with Brandon, this year we are doing <u>MORE</u> than THREE TIMES the business we did last year at this point. In the last ten years I began to recognize that while my company was certainly changing, it was not necessarily growing." $Dan\ W.-Narraganset,\ RI$





"We received 30 estimates or more after all the steps were taken. We are at \$58,256 so far after 60 days and I know that many estimates will still close. We laugh at 'traditional marketing wisdom' now!" *Karon Z. – Pickering, Canada*

"You are responsible for my business not going \$20,000 to \$30,000 in the hole this winter. You gave me confidence in my marketing. To date, we are right at \$99,000 and it's only cost me about \$35-\$40 per thousand customers. I think we'll do another \$100,000 by the time we are done."

Ken A. – Woodstock, GA





"Our first campaign reached \$60,041.98! That's a huge percentage of our annual sales! You don't pick the peach orchard just one time. Different peaches ripen every day. Thanks for encouraging us to keep after it!" Jim and Lorraine Y. – New Bern, NC

"15 requests for quotes and closed and/or completed \$23,000 of work and I still have a few more to do. **Conservatively this campaign will net \$25,000 in found money in the first 45 days!** Thanks Brandon!" *Eric H. - Sauk Centre, MN*





"42 reactivated leads, 42 quotes and 22 closed sales 2 of which are commercial jobs. We'll hit \$30,000 plus in just a few weeks. This has been the easiest money I've ever made!" Alan D. San - Antonio, TX

THE ACADEMY for PROFESSIONAL PAINTING CONTRACTORS



A Detailed Summary of What's Included In Your Core 5 Maximum Repaint Profits System™

More Jobs. More Word of Mouth Referrals. Higher Closing Rates. Higher Prices. Greater Wealth, Certainty, Predictability, and Peace of Mind. *It can ALL be YOURS!*

AN EASY-To-READ VALUE BREAKDOWN

Core5 Strategies™ and Tools <u>STAND ALONE</u> VALUE	Release Date	Value
60-Minute Quick Start One-on-One Strategy Call	Instant	\$495.00
Core 1: Customer Reactivation Campaign™	Instant	\$997.00
Core 2: The PowerPaint Presentation Process™	30 Days	\$997.00
Core 3: The At Home Monthly Newsletter & eNewsletter™	60 Days	\$997.00
Core 4: Referral Generation Machine™	90 Days	\$997.00
Core 5: Commercial Repaint Lead Generation Campaign™	120 Days	\$997.00
Weekly Core5 Strategies™ Implementation eGuides	Instant	\$397.00
Core5 Ongoing Support & Systems™ <u>STAND ALONE</u> VALUE	Release Date	Value
Done-for-You Monthly Marketing Mastery Calendar™	150 Days	\$5,579.00
Maximum Repaint Profits Newsletter™	Instant	\$597.00
Member's Only Mentoring Q&A Call & Archives Access	Instant	\$1,188.00
Monthly Core 5 Marketing Mastery Training™ & Archives Access	Instant	\$1,188.00
	Instant Instant	\$1,188.00 \$1,188.00
Monthly Core 5 Marketing Mastery Training™ & Archives Access		· · ·

I've spent **hundreds of thousands of dollars** perfecting this system and **thousands of hours** PROVING its effectiveness in my own business and in the field with APPC members and other consulting clients. Sure, you could "reinvent the wheel" if you have tons of money and tons of time to burn, but why go to all that wasted effort?

When I work on comprehensive, stand-alone solutions for painting contractors and home service providers, I routinely charge from \$15,000 to \$20,000 as a consultant – and that's ONLY to work on ONE particular aspect of their business such as sales or lead generation.

However, your APPC membership is only a one-time set up fee of \$1,497, then \$397/month member support beginning in month two. One measly sale per month or one BIG SALE a couple of times a year will easily pay for your membership. It should be obvious that we're talking about quickly and easily adding dozens of sales each month. That makes this price is an absolute steal.

BUT...You Won't Even Pay That Much

If you join by the enrollment deadline, I'll knock \$500 off the set-up fee, and \$100 off the monthly support fee. You'll only pay \$997 set up, then \$297/mo. beginning in month two.

3 Reasons Why You Must Respond NOW:

- #1 Why wait? Every day that goes by without this system in your possession, working automatically for you, is money NOT going into your bank account. (That's big money LOST! Our members are routinely generating thousands extra per month. Do you have an extra \$1,000.00, \$2,000.00, or \$5,000.00 per month you can afford to give up?)
- #2 You'll lose your \$500 set up discount and \$100 monthly support discount. (OUCH!)
- #3 Open enrollment closes in just a FEW DAYS! If you delay you will be locked out until our next open enrollment. I don't know when that will be. (Do you really want to miss out?)

You see, In order to keep the quality of the program top-notch, I only open membership up periodically, and only when we feel we can handle the new members.

All you have to do to apply for enrollment is to simply schedule your FREE Core5 Diagnostic Systems Assessment Call!

There's no pressure and no obligation whatsoever. Just a conversation.

Here's how to get started. Take action today!

Option #1 Complete Online Request: CLICK HERE

Option #2: Call 423-800-0520 to Schedule

DEADLINE

NOV. 15TH, 2018!

Option #3: Email Support@PaintersAcademy.com

