

 CASE STUDY

With no LLC and no painting experience, Zach booked \$92K in his first 8 weeks



Zach Medin

MEDIN'S PRO PAINTING / MINNESOTA

Zach Medin moved to Minnesota with no LLC, no painting experience beyond a year of house remodeling, and a goal to hit \$1M in profit by 30. Eight weeks after joining PBP, he'd booked \$92K, closed his third estimate ever at \$1,500 above the next bidder, on a house he'd never have known how to paint.

No LLC. No painting experience. \$92K booked in 8 weeks.

 AT A GLANCE

The Challenge

Zach had no LLC, no painting experience beyond a year of remodeling, and a string of failed businesses behind him, including a 400-day stretch of up to 100-hour weeks with zero profit. His first estimate was miserable. He'd never painted an exterior in his life.

The Solution

He watched every training video first, then tested every marketing channel at once and cut what didn't work. Facebook ads paid off, so he scaled spend and called every lead within five minutes. When the project calendar overloaded, he brought on his fiancée to run production.

The Outcome

Eight weeks in, Zach had booked \$92K, closed 35% of his estimates, and was running a 30–35% net margin. He's working with three subcontractor crews and his fiancée, and he's targeting \$5M in revenue within five years.

BEFORE · DAY 1

\$0 revenue

- No LLC yet
- No painting experience
- Past ventures: up to 100-hr weeks, no profit

AFTER · WEEK 8

\$92K booked

- 30–35% net margin
- 35% close rate, up from 20%
- 3 crews and his fiancée running production

“What's the worst that could happen? Say I go out of business tomorrow. So what? I'll just start again.”

— ZACH MEDIN, MEDIN'S PRO PAINTING

What you'll learn from Zach

Watch Zach's episode with Painting Business Pro to learn how he:

- Tested every marketing channel before doubling down on Facebook ads
- Turned 5-minute callbacks into a 35% close rate
- Knew when to slow down and bring on his first hire



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CASE STUDY

From \$90K Solo Painter to a \$500K Business Owner in One Year



Joseph Holvater

BLUE MACAW PRO PAINTING / IDAHO

Joseph Holvater started Blue Macaw Pro Painting in Idaho in October 2023, doing every job himself. His first year, he brought in \$90K. A year later, running self-sufficient subcontractor crews and spending real money on marketing for the first time, he's on pace for \$500K–\$550K — and July alone brought in more than his entire first year.

\$90K painting solo to \$500K+ with a team of subs, in one year.

AT A GLANCE

The Challenge

Before this year, Joseph did every job himself, charged \$60–\$80 an hour, and spent about \$200 total on marketing for the whole year. He brought in \$90K with roughly \$30K profit. He was afraid to spend money and afraid to charge more, and both were holding the business back.

The Solution

He stopped being afraid to spend on marketing, working up to about \$100 a day in ad spend plus buying leads directly. He raised his rate to \$120 an hour and never dropped it again. He hired a \$7-an-hour virtual assistant to answer every lead within minutes and follow up daily. He built a team of self-sufficient subcontractor crews and let them run jobs without him standing over them.

The Outcome

Joseph is on pace for \$500K–\$550K this year with around \$100K in net profit, running three houses a week at his peak. In July alone, he brought in \$97K, more than his entire first year combined. The goal isn't just revenue: he wants a team that runs without him so he can move into full-time ministry within five years.

BEFORE • YEAR 1

\$90K revenue

- \$30K profit
- \$60–80/hr rate, painting every job himself
- \$200 spent on marketing all year

AFTER • YEAR 2

\$500K–\$550K revenue (on pace)

- \$100K net profit (25% margin)
- \$120/hr rate, self-sufficient sub crews + a VA
- Hours vary by design, 4 countries traveled this year

“My business is more than just a business. My business is a ministry.”

— JOSEPH HOLVATER, BLUE MACAW PRO PAINTING

What you'll learn from Joseph

Watch Joseph's episode with Painting Business Pro to learn how he:

- Got over the fear of charging more and spending on marketing
- Built self-sufficient subcontractor crews he doesn't manage day to day
- Used a \$7/hr virtual assistant to book more estimates, faster



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From \$18K to \$80K a Month, Without Painting a Single Wall



Sam Satterfield

STS CONTRACTING / MCDONOUGH, GA

Sam Satterfield spent years swearing off painting after brutal overnight jobs in high school, then tried everything else first: furniture flipping, college, even flipping couches on Facebook Marketplace. When he finally committed to Painting Business Pro in March 2024, months of perfecting his logo and website kept him stuck. He started subbing out real jobs that August. By December he was doing \$18K a month. By June 2025, he hit \$80K in a single month, and he hasn't painted a wall since.

\$18K in December. \$80K in June. Zero walls painted by Sam.

AT A GLANCE

The Challenge

Sam had painted jobs himself since high school, including overnight stretches that burned him out more than once. When he joined Painting Business Pro, fear of getting something wrong kept him stuck for months polishing a logo and website instead of booking work. His sales rate started around 15%.

The Solution

He stopped chasing perfection and started subbing out real jobs, even scared he'd mess one up. A surprise \$20K job in October 2024 forced the issue — a fellow PBP member told him nothing is ever going to go perfect, just get out there and learn from it. He found reliable crews by December, built his marketing around simple selfie-style videos, and moved everything to subcontractors while holding a 50% gross margin.

The Outcome

Sam is on pace for roughly \$600K this year, up from \$155K in 2024, and he's not painting anymore. Production takes 10–15 hours a week of check-ins and walk-arounds, marketing costs sit near 8% of revenue, and his sales rate is up to 53% for the year.

BEFORE · 2024

\$155K revenue

- 15% starting sales rate
- Painting jobs himself, some overnight
- No consistent marketing system

AFTER · 2025, ON PACE

\$600K run rate

- 53% sales rate (65% in June)
- Everything subbed out, 10–15 hrs/week on production
- 8% marketing cost, \$45 avg. cost per lead

“Don't major in minor things.”

— SAM SATTERFIELD, STS CONTRACTING

What you'll learn from Sam

Watch Sam's episode with Painting Business Pro to learn how he:

- Broke out of analysis paralysis on his logo and website
- Turned simple selfie-style Facebook ads into his main lead source
- Stayed calm and fixed it when a customer was furious



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CASE STUDY

He Lost \$250K in One Year. Now He Runs a \$1M Company Working 15 Hours a Week.



Jack Magee

TRAILBLAZE PAINTS / MOORESVILLE, NC

Jack Magee started Trailblaze Paints in North Carolina in February 2020 at 21 years old, chasing revenue instead of profit. By 2022, on \$1.2M in sales, he lost \$250,000. Three years later, he's on track for just over \$1M this year at a 45% gross margin and climbing, running the business on a two-person team instead of five.

\$250,000 lost in one year. A \$205,000 month, three years later.

AT A GLANCE

The Challenge

In 2022, Jack was chasing revenue at any cost. He had five people on his management payroll, cost of goods sold near 95%, and no real idea where the money was going. He ended the year \$250,000 in the hole, working 60+ hour weeks and miserable.

The Solution

He slowed down on purpose. He learned to run his own Facebook ads instead of outsourcing them, cutting his cost of acquisition from 15% to under 5%. He started job-costing every project down to the dollar and raised prices, taking his gross margin from 5% to 45%. He started delivering quotes on the spot instead of just discussing price, which took his close rate from 25% to over 50%. He cut his team from five people to two.

The Outcome

Jack is on pace for just over \$1M this year with \$150K in profit so far, and in August he closed a \$205,000 sales month working 15–20 hours a week, with his close rate hitting 55%. He's planning to step almost entirely away from the business for 3–6 months when his first child is born, and he's aiming for \$1.5M–\$2.5M next year, not because he needs it, but because his team will be ready.

BEFORE · 2022	AFTER · 2025, ON PACE
\$1.2M revenue -\$250K net loss 5% gross margin 5 people on payroll, 60+ hour weeks	\$1M revenue \$150K net profit so far 45% gross margin, targeting 50% 2-person team, 15–20 hrs/week in busiest month

“We have a lifetime to build this. There's no rush.”

— JACK MAGEE, TRAILBLAZE PAINTS

What you'll learn from Jack

Watch Jack's episode with Painting Business Pro to learn how he:

- Cut his cost of acquisition from 15% to under 5% running his own ads
- Took his gross margin from 5% to 45% by job-costing every project
- Took his close rate from 25% to 55% by delivering quotes on the spot

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CASE STUDY

He's Walking Away From \$500K a Year in Tech to Paint Full-Time



Brady Cummings

BOISE PAINTER / BOISE, ID

While still working full-time in software sales, on pace to earn close to \$500,000 this year, Brady Cummings started Boise Painter in his spare time last spring. Working 10–20 hours a week around his day job, he's booked nearly \$210,000 and produced \$142,000 in his first seven months, with a baby on the way and a plan to go all-in on the business full-time.

A \$500K job. \$210K booked on the side. Going all-in anyway.

AT A GLANCE

The Challenge

Brady spent almost a decade in a high-earning tech sales career that could pay him close to \$500,000 a year, but he could feel the ceiling every year he had to re-earn it from zero. He wanted the flexibility he watched his own parents build running a family business, and he'd started to feel embarrassed by how much of his life he was spending on work he wasn't proud of.

The Solution

He built a cabin with his dad, fell in love with the painting part of it, and found a mentor, a well-known local painting company owner, willing to help with his first estimate. He started the business part-time that spring, working 10–20 hours a week around his day job, evenings and weekends. He tested every marketing channel at once: door hangers, lawn signs, referrals, and Facebook ads, and kept one loyal crew of three booked three-plus weeks out at all times.

The Outcome

In his first seven months, working the business part-time, Brady booked nearly \$210,000 and produced \$142,000, closing almost 40 projects at an average job size over \$5,500. He's planning to go full-time on the business at the start of next year, trading a job he wasn't proud of for one he's building for his family.

BEFORE

\$250K–\$500K W2 income

- No painting business
- No flexibility, capped upside
- Working for someone else's company

AFTER · 7 MONTHS IN

\$210K booked (part-time)

- \$142K produced
- 10–20 hrs/week around a full-time job
- Going all-in at the start of next year

“What's money worth if you're not working on or building something you're excited about and proud about?”

– BRADY CUMMINGS, BOISE PAINTER

What you'll learn from Brady

Watch Brady's episode with Painting Business Pro to learn how he:

- Built \$210K in bookings in 7 months while working full-time
- Tested every channel, from door hangers to Facebook, before doubling down
- Kept one crew booked three-plus weeks out no matter what



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From Zero Jobs to \$326K in His First 6 Months



Cade Zerr

ARROWHEAD PAINTING / KANSAS CITY, KS

Cade Zerr quit his W2 estimating job on March 12, 2025, with zero booked jobs, no leads, and no experience running his own crews. Six months later, he'd sold \$326,000 and produced \$258,000, running lawn signs, door knocking, and Facebook ads on a subcontractor model he built from scratch.

Zero jobs on March 12. \$326K sold six months later.

AT A GLANCE

The Challenge

Cade quit a stable painting-industry job with zero pipeline, zero leads, and had never run his own estimate. His biggest constraint quickly became production: he leaned on one subcontractor for too long, afraid to interview more, until a nearly \$100K sales month left him without enough painters to produce the work.

The Solution

He hammered lawn signs and door-to-door in one neighborhood until it built enough trust to snowball into referrals, then shifted hard into Facebook ads, job-site branding, and SEO once he had traction. He started aggressively interviewing subcontractors on a rolling basis instead of waiting until he was desperate, and went back through every job he'd produced to write down what went right and wrong on each one.

The Outcome

Six months in, Cade had sold \$326,000 and produced \$258,000, running at a 28–30% net margin and hitting 47–50% job margins once his subcontractor bench was solid. He's projecting \$375,000–\$400,000 by year end, nearly double the \$200,000 goal he set for himself before he'd sold a single job.

BEFORE · MARCH 12

\$0 revenue

- No leads, no experience running his own crews
- Relying on a single subcontractor
- \$200K first-year goal

AFTER · 6 MONTHS IN

\$326K sold

- \$258K produced
- 28–30% net margin, 47–50% job margins
- Actively recruiting subs on a rolling basis

“I choose acceptance and I choose gratitude.”

– CADE ZERR, ARROWHEAD PAINTING

What you'll learn from Cade

Watch Cade's episode with Painting Business Pro to learn how he:

- Turned one neighborhood of lawn signs and door knocking into his first \$90K
- Almost lost a \$100K month by waiting too long to recruit backup subs
- Writes down lessons learned from every single job he produces



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CASE STUDY

Stuck at \$500K for Six Years, Now On Track for \$600K



Steve Burnett

THE PAINT LEAGUE COMPANY / MICHIGAN

Steve Burnett spent six years stuck around \$500K a year running his painting company, first as Superior Custom Painting, then rebranded as The Paint League Company. After joining Painting Business Pro in January 2025, he's on track to hit \$600K this year, built almost entirely by finally letting go of his fear of subcontractors.

Six years stuck at \$500K. On track for \$600K this year.

AT A GLANCE

The Challenge

For six years, Steve couldn't break past the \$500K mark, no matter how much he tried to professionalize the business. He'd built a strong relationship with one main crew, but he was staying loyal to them out of fear, not strategy. He'd convinced himself that trying a new subcontractor meant getting burned.

The Solution

A \$96K sales month in May forced the issue: he didn't have the production capacity to back it up. He started recruiting aggressively, Craigslist, Facebook groups, coffee meetings, and built a bench of subcontractor crews, at one point running 12 painters in the field at once. He had honest, sometimes uncomfortable conversations with his main crew leader about giving other crews the same trust and autonomy, which strengthened rather than broke that relationship.

The Outcome

Steve is on track for around \$600K this year, up from being stuck near \$500K for six years, and he's already planning to hire a project manager by spring and push toward \$750K in 2026. Just as important to him: he now blocks out real time for family and friends, and can take a Friday off with his wife and kid without guilt, something that used to feel impossible.

BEFORE · 6-YEAR PLATEAU

\$500K revenue plateau

- Reliant on one main crew, avoided new subs
- No time-management system, missed commitments
- Stuck despite trying other coaching programs

AFTER · 2025, ON TRACK

\$600K revenue on track

- 12 painters in the field across multiple crews
- Calendar-based time mastery system
- Hiring a PM by spring 2026, targeting \$750K

“The only way to do more and have more results is actually to do less.”

— STEVE BURNETT, THE PAINT LEAGUE COMPANY

What you'll learn from Steve

Watch Steve's episode with Painting Business Pro to learn how he:

- Built a bench of subs after a \$96K month exposed his production gap
- Grew from one crew to 12 painters without losing control
- Freed up real family time with a calendar-based time system



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CASE STUDY

Two Brothers Quit Their Jobs. Now They're Running a \$400K+ Painting Company Together.



Shawn Peckham

BROTHERS IN BRUSHES PAINTING / CONNECTICUT

After a boss told his brother Tommy “you're just a painter,” Shawn Peckham decided they'd build something bigger together. Shawn booked out an entire month of production before quitting his own job in April 2024, and by year one, both brothers were fully off the tools, closing just under \$300K. They're on track to hit \$400K+ in year two, with a goal of running fully on subcontractors and \$600K+ next year.

From “you're just a painter” to a \$400K company, off the tools, together.

AT A GLANCE

The Challenge

Shawn bounced through a decade of jobs, including five miserable years at a stable municipal job, never finding fulfillment. He knew how to paint, but not how to run a business, and had no idea the subcontractor model even existed. Meanwhile his brother Tommy, a great painter, was told by his employer he was “just a painter” and nothing more.

The Solution

Shawn set a concrete goal, book out April, before quitting his W2 job, and hit it through referrals and his own network. He brought Tommy on as a partner, and they painted every job themselves for months before discovering they could subcontract the work out entirely, something Sean didn't even know was possible. He interviewed subcontractors, built trust slowly, and by year two moved Tommy into a full-time project management role so both brothers could get fully off the tools.

The Outcome

In year one, Brothers in Brushes closed just under \$300K and got both brothers off the brush. They're on track for \$400K+ in year two, running twice-weekly production reviews and a real marketing mix of print, lawn signs, and SEO. Next year's goal: a 100% subcontractor model and \$600K+.

BEFORE • EARLY 2024

\$0 revenue, no business

- Shawn stuck in a 5-year municipal job, miserable
- Tommy told he was “just a painter”
- Both painting out of a gutted \$4,000 minivan

AFTER • YEAR 2, ON TRACK

\$300K year one → \$400K+ year two

- Both brothers fully off the tools
- Tommy moved into full-time project management
- Targeting 100% sub model and \$600K+ next year

“You're not just a painter. You're so much more than that.”

— SHAWN PECKHAM, BROTHERS IN BRUSHES PAINTING

What you'll learn from Shawn

Watch Shawn's episode with Painting Business Pro to learn how he:

- Booked out a full month of production before quitting his job
- Ran every job himself before discovering the subcontractor model existed
- Moved his brother into project management instead of waiting until overwhelmed



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CASE STUDY

From \$40K to Nearly \$1M: Six Years of Failing Forward



Hayden Owens

QUALITY COATS PAINTING / TYLER, TX

Hayden Owens started Quality Coats Painting in Tyler, Texas in 2019 at 25, walking away from a \$15-an-hour subcontractor painting job with a baby on the way. His first year, he lost money on almost every job and made \$40,000. It took six years of expensive mistakes, a bad hire, and a near-loss year before he finally took over sales himself and leaned into Facebook ads. This year, he's on pace to cross \$1,000,000.

\$40K his first year. On pace for \$1M seven years later.

AT A GLANCE

The Challenge

Hayden's first year was a disaster: no professionalism, no job costing, and money lost on almost every project, ending the year at just \$40,000 while he kept working as a painter to get by. Years later, a poorly sequenced hire, a salesperson brought on before he had the marketing or training to support them, nearly put the business in the red by August of year five.

The Solution

He rebuilt the fundamentals one year at a time: consistent job costing, his own bookkeeping, a website he built himself. A lucky quarter-million-dollar job funded real growth, but it also taught him a hard lesson about not having an S-corp set up. The real turning point came when he finally took over sales himself instead of outsourcing what scared him, and backed it with a calculated, numbers-driven bet on Facebook ads, including a \$48,000 loan he only took after three years of tracking data gave him confidence in the math.

The Outcome

Hayden went from \$459,000 in sales last year to a pace of over \$1,000,000 this year, with multiple \$20,000–\$40,000 sales weeks that have become his new normal. It took six years of expensive lessons, but the business he has now is being carried by numbers he trusts and sales he finally believes he can close.

BEFORE · 2019, YEAR 1

\$40K revenue

- Losing money on almost every job, no job costing
- No professionalism, no systems
- Afraid to own sales himself

AFTER · YEAR 7, ON PACE

\$459K → on pace for \$1M+

- Multiple \$20K–\$40K sales weeks
- Growth funded by a calculated, numbers-driven marketing bet
- Finally owns sales himself

“The most costly words I've ever spoken over myself were, ‘I already know that.’”

– HAYDEN OWENS, QUALITY COATS PAINTING

What you'll learn from Hayden

Watch Hayden's episode with Painting Business Pro to learn how he:

- Rebuilt his business year by year after losing money his entire first year
- Almost sank year five by hiring a salesperson before the marketing was ready
- Jumpstarted this year's growth with a \$48,000 loan backed by tracked numbers



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CASE STUDY

Mom of Four Rebuilds Her Painting Business, On Pace for \$600K in One Year



Kara Wolfe

WOLFE PRO PAINTING / SYRACUSE, NY

Kara Wolfe learned to paint working alongside her mom for a decade before finally starting her own LLC in 2022. A business partnership fell apart so badly she had to dissolve the company entirely and restart it from scratch in October 2024. One year later, working about 30 hours a week around homeschooling two of her four kids, she's on pace for \$600,000 in revenue at roughly 30% net profit.

Dissolved the business, restarted from scratch. On pace for \$600K a year later.

AT A GLANCE

The Challenge

Kara priced herself so low she won almost every job she bid, painted most of it herself, and had no real marketing or business systems. A partnership she'd formed out of fear of doing it alone fell apart in 2024, and when her partner wouldn't sign the business back over to her, she had to dissolve the entire LLC and start over from nothing.

The Solution

She restarted the business in October 2024, doubled her prices immediately instead of raising them gradually, and rebuilt her subcontractor bench with far more confidence than before. When marketing stalled earlier this year, she blocked off every open estimate slot on her calendar for organic marketing instead, and within three weeks her leads jumped from 3–4 a week to 20, filling her calendar two weeks out. She also set hard boundaries on when she answers calls and texts, protecting time for her four kids, two of whom she homeschools.

The Outcome

A year after restarting from zero, Kara is on pace for about \$600,000 in revenue at roughly 30% net profit, working about 30 hours a week instead of the 40–50 she used to log painting jobs herself. She's planning to bring on a project manager next year so she can step back further and spend more time with her family.

BEFORE • 2023

\$160K revenue

- Painting herself, rock-bottom prices
- 90% close rate at those prices
- Stuck in a misaligned partnership, no marketing system

AFTER • YEAR 1 REBUILT, ON PACE

\$600K revenue, 30% net profit

- Doubled prices, 45% average close rate
- 30 hrs/week, full ownership of the business
- Project manager and team planned for next year

“I can move work around the way I need to, to fit my life, instead of trying to fit life in around work.”

— KARA WOLFE, WOLFE PRO PAINTING

What you'll learn from Kara

Watch Kara's episode with Painting Business Pro to learn how she:

- Rebuilt the business from scratch after a partnership fell apart
- Doubled her prices all at once instead of raising them gradually
- Took leads from 3–4 a week to 20 with three weeks of focused organic marketing



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CASE STUDY

A \$400K Painting Startup, Built on Client Experience, in 7 Months



Scot Chrisman

PARKER PRECISION PAINTING / PARKER, CO

Scot Chrisman launched Parker Precision Painting in March, after a Christmas light installation business taught him he liked service work and subcontracting painters. His first real month, May, he sold \$80,000. Seven months in, he's sold \$408,000 and produced \$382,000, built primarily on SEO and a deliberate, review-driven client experience, despite a commercial job that cost him an estimated \$100,000 in missed revenue elsewhere.

Zero to \$80K in his first real month. \$408K sold in 7 months.

AT A GLANCE

The Challenge

Scot started with no Sherwin-Williams account, no subcontractors, and barely any sales, just \$3,000 in April, before he found his footing. A few months later, a commercial GC talked him into painting the interior of an entire 150,000-square-foot Walmart, a job he estimated at 20 nights that turned into 45, and the disruption to his sleep, marketing, and lead response cost him an estimated \$100,000 in revenue elsewhere.

The Solution

He named his business around a location-plus-service SEO strategy that had already worked for his Christmas light company, landing his first lead within 7 days of launch. He built his marketing mix around SEO, referrals, and paid ads, and made client experience the core of his sales process, mentioning five-star reviews from the very first call through the final walkthrough. When a sub's broken roof tiles turned into a client complaint, he had every tile replaced within two days regardless of fault, turning that customer into one of his most vocal promoters.

The Outcome

In seven months, Scot sold \$408,000 and produced \$382,000 at around 43% gross profit, with roughly \$100,000 in net profit for the year. More than half his revenue comes from SEO alone, and about 20% comes from referrals, built entirely on the client experience he's made central to the business.

BEFORE · APRIL

\$3K sold

- No Sherwin-Williams account, no subcontractors
- No confidence, no sales process
- Commercial job cost \$100K in missed revenue

AFTER · 7 MONTHS IN

\$408K sold, \$382K produced

- 43% gross profit, \$100K net profit
- 50%+ of revenue from SEO alone
- 20% of revenue from referrals, built on client experience

“If I make less money, I'm okay with that. I can sleep at night, and I have max respect for myself operating that way.”

— SCOT CHRISMAN, PARKER PRECISION PAINTING

What you'll learn from Scot

Watch Scot's episode with Painting Business Pro to learn how he:

- Got his first SEO lead in 7 days with a location-plus-service naming strategy
- Built a 20% referral engine by mentioning five-star reviews throughout the sale
- Turned a roof tile complaint into a promoter by fixing it fast, fault or not



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CASE STUDY

22-Year-Old On Pace for \$200K in His First 7 Months



Ben Tornambi

TORNAMBI PAINTING / MONTGOMERY COUNTY, PA

Ben Tornambi left college during his junior year after realizing nursing, sports, and pharmaceuticals weren't it, launching Tornambi Painting outside Philadelphia in June at 22. Five months in, he'd sold \$175,000 and produced \$150,000, running the business solo with two subcontractor crews, and he's on pace to cross \$200,000 by January.

22 years old, \$175K sold in 5 months, on pace for \$200K by month 7.

AT A GLANCE

The Challenge

Ben was terrified to even present an estimate when he started, on top of dyslexia that made writing things down and staying organized a constant uphill climb. He also had to learn to trust subcontractors with the brush and the client relationship, something he says cost him sleepless nights before he ever handed off his first job.

The Solution

He built rigorous checklists for every part of the business, pre-estimate, post-estimate, project management walkthroughs, because writing things down was the only way he could stay on track with dyslexia. He recorded and rewatched his own estimate calls like game film, kept a running document of his failures to learn from, and time-blocked every hour of his calendar. He found subcontractors through his Sherwin-Williams rep and local contractor networking, vetting them with phone interviews, in-person interviews, and a small first job before trusting them with anything bigger.

The Outcome

Five months in, Ben had sold \$175,000 and produced \$150,000, running two subcontractor crews solo, with about 66% of his leads coming from referrals and networking at close to zero marketing cost. He's on pace for \$200,000 by January, targeting \$750,000 for 2026, and he's already taken a marketing conference trip, a two-week trip to Italy, and run a marathon without losing a week of production.

BEFORE · JUNE

\$0 revenue, no business

- Terrified to present an estimate
- No subcontractors, painted every job himself in college
- No systems, first two months “jumbled”

AFTER · 5 MONTHS IN

\$175K sold, \$150K produced

- Two subcontractor crews, off the brush
- 66% of leads from referrals, 5% marketing spend
- On pace for \$200K by month 7, targeting \$750K in 2026

“Pressure is a privilege.”

— BEN TORNAMBI, TORNAMBI PAINTING

What you'll learn from Ben

Watch Ben's episode with Painting Business Pro to learn how he:

- Built checklists for every part of the business to stay organized with dyslexia
- Reviewed his own estimate calls like game film to sharpen his close
- Took a two-week trip to Italy and ran a marathon without losing a week of production



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CASE STUDY

From Immigrant Painter to a \$500K Business in Under a Year



Paul Chaban

PAINT PAUL LLC / VANCOUVER, WA

Paul Chaban moved to the U.S. from Ukraine speaking no English, working DoorDash while studying the language three hours a day. He picked up painting almost by accident, lost money on his very first solo job, and spent 2024 piecing together roughly \$112,000 in scattered work. After officially joining Painting Business Pro in February 2025, he's on pace to close the year near \$500,000.

No English, no experience, first job lost money. \$112K to \$500K in a year.

AT A GLANCE

The Challenge

Paul's first solo painting job, found through a Slavic Facebook group, went badly: he oversprayed a roof without masking the fascia and gutters, the client refused to pay, and it cost him weeks of unpaid cleanup and about \$1,000 he couldn't afford to lose. Even after joining PBP, he signed up for a marketing agency and Angie at the same time, running up a \$7,000–\$8,000 monthly bill before his business was ready for it, and went about \$25,000 in the red that spring.

The Solution

He cut off the marketing agency, switched to yard signs and a flat monthly Angie plan, and it started working. When sales outpaced his production capacity, he seriously interviewed subcontractors for the first time, six interviews, one hire, and found the crew leader who'd run most of his exterior work ever since. He later learned Meta ads himself after a paid agency delivered inconsistent results, spending about two weeks learning the platform before generating 15 leads in a week and a half on his own.

The Outcome

Paul is on pace to close 2025 near \$500,000, up from about \$112,000 the year before, powered by an Angie spend of \$11,100 that returned \$137,000 in booked work and a subcontractor crew he trusts. His wife has joined the business to help with calls and marketing, and he's targeting \$1,000,000 and a project manager hire for 2026.

BEFORE · 2024

\$112K revenue

- Lost money and trust on his first solo job
- Marketing bill of \$7K–\$8K/month before he was ready
- No reliable subcontractor crew

AFTER · 2025, ON PACE

\$500K revenue

- \$11.1K on Angie returned \$137K booked
- A trusted 6-man sub crew found through Craigslist
- Wife joined the business, targeting \$1M and a PM hire in 2026

“Freedom is not free. You've got to pay for that freedom with your time, with your money, and with your stress.”

— PAUL CHABAN, PAINT PAUL LLC

What you'll learn from Paul

Watch Paul's episode with Painting Business Pro to learn how he:

- Rebuilt after a \$1,000 loss and a refused payment on his very first job
- Avoided a repeat of a \$25,000 hole from hiring a marketing agency too soon
- Found his crew leader through six subcontractor interviews on Craigslist

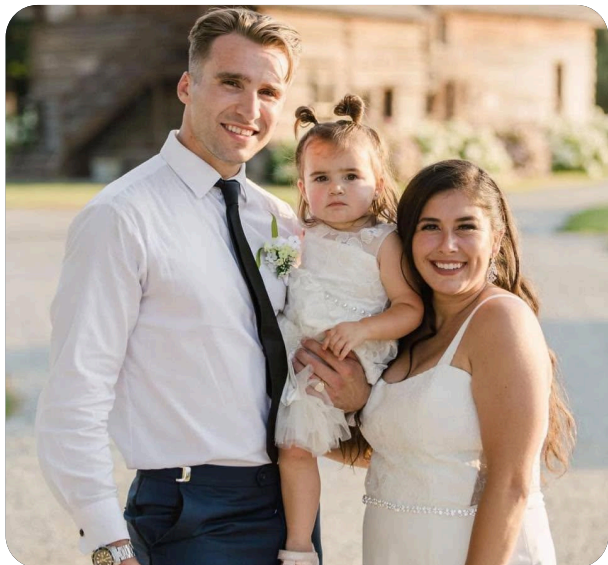


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CASE STUDY

He Builds a Growing Painting Business on Referrals, Not Ad Spend



Gage Colpron

REVIVE PAINTING / CANADA

Gage Colpron restarted Revive Painting from scratch in October 2022, 60 days after his first daughter was born, after a first attempt at painting for himself and a detour through a bank job. Three years later, he runs the company on a lean marketing budget, driven mostly by referrals and networking, with a project manager, an office manager, and a mix of in-house painters and subcontractor crews.

From a solo painter with a bank job to a full team, three years in.

AT A GLANCE

The Challenge

Early on, Gage trusted a subcontractor crew with his first exterior job of the season on a close friend's house, and the crew barely masked anything before spraying, ruining the roof, driveway, and landscaping with overspray. He also admits he stayed on the tools and in the project manager seat far longer than he should have, and that fear, not lack of confidence in the plan, was what kept him playing it safe on decisions he already knew he needed to make.

The Solution

He rebuilt trust with subcontractors by closely managing the first three jobs of any new crew, requiring prep photos before paint goes on, rather than assuming good work from a promising interview. He kept marketing spend low from the start and grew mostly through referrals, joining a strong local BNI chapter where he became the group's top referral source this year. He also started tying business decisions to a five-year view of his life instead of next month's cash flow, which he says is what finally got him to stop delaying hires and changes he already knew were right.

The Outcome

Three years after restarting the business, Revive Painting runs on a lean team, a project manager, an office manager, in-house painters, and subcontractor crews, built primarily on referral and network marketing instead of paid ads. Gage has become one of the most active referral sources in his BNI chapter, and the business has shifted from mostly new construction and exteriors early on to primarily interior residential work today.

BEFORE · 2022

Solo painter, working for himself

- Learning “the wrong way first”
- Backup job at a bank
- No team, no systems, no sub vetting process

AFTER · 3 YEARS IN

PM, office manager, painters, and sub crews

- Marketing spend kept low as a share of revenue
- Primarily interior residential, under 20% exterior
- Top referral source in his BNI chapter this year

“Even when I was with her, what was going through my mind wasn't what I wanted it to be.”

— GAGE COLPRON, REVIVE PAINTING

What you'll learn from Gage

Watch Gage's episode with Painting Business Pro to learn how he:

- Rebuilt his subcontractor vetting process after a botched job on a friend's house
- Turned a BNI group into a near-weekly source of pre-sold referrals
- Set boundaries around family time after missing his first daughter's early months



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CASE STUDY

\$970,000 in Year One – Then He Slammed the Brakes to Fix the Business



Mike Pote

PAINTING COMPANY OWNER / FLORIDA

Mike Pote had already built one two-million-dollar business, a cabinet refinishing company, that ran almost entirely without him. When he and his partner started a second company, his new painting business, they went all in immediately: a marketing agency, a sales manager, and \$970,000 in sales in the first 12 months. But growing too fast almost broke the business, and about ten months in, Mike hit the brakes hard to rebuild the foundation.

\$970,000 sold in year one. Then he hit the brakes to fix it.

AT A GLANCE

The Challenge

Mike and his partner hired a marketing agency and a sales manager before they'd sold a single job, and sales took off immediately, \$30K the first month, \$100K+ by January. But production couldn't keep up: he scaled to nine W-2 painters, overpromised on start dates, and got burned trusting people who hadn't proven themselves yet. Margins on some jobs got so thin he was stressed out and losing money while working himself into the ground.

The Solution

About ten months in, with three-plus months of work booked and marketing spend that wasn't paying off, Mike killed the marketing, killed the sales push, and had his sales manager switch to running production instead. He cut the crew from nine guys down to four he actually trusted, and spent two dedicated weeks building a real square-footage and linear-footage pricing system, testing it on his own house before rolling it out to customers.

The Outcome

Mike's new painting company closed its first year at \$970,000 in sales, and he's rebuilding it deliberately this time, with intentionally low sales goals early in the new year so he doesn't fall back into the same trap. His goal is to grow it into the same kind of business his cabinet company became: a sales manager, production manager, and office manager running the day-to-day, so it operates without him needing to be on the tools or in the weeds.

BEFORE • LAUNCH

\$0 revenue, no jobs sold

- Marketing agency + sales manager hired before the first sale
- Scaled to 9 W2 painters, overpromised on jobs
- Thin margins, high stress, unsustainable pace

AFTER • YEAR 1

\$970K sold in year one

- Down to 4 trusted core painters
- Real square-footage/linear-footage pricing system
- Intentionally low sales goals to rebuild the foundation

“The pain of going fast was greater than the pain of slowing down.”

– MIKE POTE

What you'll learn from Mike

Watch Mike's episode with Painting Business Pro to learn how he:

- Hired a marketing agency and sales manager before the first sale, and hit \$970K in year one
- Almost broke the business by scaling to nine W2 painters too fast
- Rebuilt pricing in two weeks instead of guessing job after job



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CASE STUDY

Kyle Hit \$600,000 in Year 1 With No Painting Background



Kyle Hoorn

GREEN DIAMOND PAINTING

Kyle Hoorn had no painting industry background, just general construction experience, when he bought the Painting Business Pro course about 18 months before starting Green Diamond Painting. He committed to following the program exactly rather than customizing it, and in his first full year in business, he hit about \$600,000 in revenue at a 30–35% net profit margin.

No painting background. \$600K revenue, 30-35% net profit, in his first full year.

AT A GLANCE

The Challenge

Kyle came from construction, not painting, and had never run a business before. He didn't have a differentiated strategy or industry insight to lean on, just a decision to trust a system he hadn't tested yet and follow it exactly, even when it was tempting to customize it based on his own instincts.

The Solution

He went through the PBP course twice in two months, taking detailed notes, and implemented it without trying to reinvent any of it. He leaned hard into Facebook ads through a vetted marketing vendor, deliberately running a marketing cost as high as 15% in his first year to build volume, reviews, and a referral pipeline early, rather than optimizing for the lowest possible cost per lead. He tracked cost per estimate, not just cost per lead, to hold his marketing vendor accountable, and put just as much focus on client experience as on lead volume.

The Outcome

Kyle did about \$200,000 in his first six months in business in 2024, and hit roughly \$600,000 in revenue with a 30–35% net profit margin in his first full year. He's built 109 Google reviews in 18 months, and referral business is already compounding, with customers now referring siblings, parents, and repeat projects off the back of a single strong first experience.

BEFORE · 2024, FIRST 6 MONTHS

No painting background, no business experience

- \$200K in his first 6 months
- No proven marketing vendor, no systems
- Had to decide whether to trust an untested program

AFTER · FIRST FULL YEAR

\$600K revenue, 30–35% net profit

- 109 Google reviews in 18 months
- Marketing cost 10–11%, vendors held to cost per estimate
- Referral and repeat business compounding

“I just wanted it to work. That's actually all I wanted. I wasn't trying to recreate anything.”

— KYLE HOORN, GREEN DIAMOND PAINTING

What you'll learn from Kyle

Watch Kyle's episode with Painting Business Pro to learn how he:

- Followed the program exactly, without customizing it, to hit \$600K in year one
- Ran marketing costs as high as 15% early on purpose to build volume and reviews
- Tracked cost per estimate, not just cost per lead, to hold vendors accountable



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CASE STUDY

From Oil Fields to \$622K in His First Year, Averaging \$100K a Month



Ronnie Adams

PREMIER PAINTING OF LOUISIANA

Ronnie Adams left an oil field business development career to start Premier Painting of Louisiana with zero painting experience, launching in April 2025. He deliberately built slowly for the first few months, then turned on paid marketing in August. By year end, he'd sold \$622,000 and was consistently averaging \$100,000 a month.

No painting experience. \$622K sold in year one, \$100K/month by the end.

AT A GLANCE

The Challenge

Ronnie came from the oil fields and business development, with no painting background and real doubt about whether the promised 50% profit margins were even achievable. He had to learn the trade on the fly, leaning on his Sherwin-Williams rep and being upfront with customers whenever he didn't know something yet.

The Solution

He spent his first few months deliberately slow, building his systems, name, and processes before spending a dollar on marketing, using yard signs alone to bring in \$44,000 while he found and vetted a crew. Once he trusted his crew leader and had cash saved up, he turned on paid marketing in August and sales took off. He pays subcontractors one flat, all-in number per job instead of tracking separate materials and hours, keeping the whole business easier to manage.

The Outcome

Ronnie's business sold \$622,000 in its first year, more than double what he and his partner had originally projected, and he's been averaging around \$100,000 a month since September. He's brought on an office manager, opened a physical office on a high-visibility street, and is targeting a \$2 million run rate by the back half of 2026, deliberately building a separate team for commercial work instead of stretching his residential crew too thin.

BEFORE · APRIL 2025

No painting experience, doubted the numbers

- \$44K in sales, yard signs only
- No crew, no name, no systems
- Working a full-time job on the side

AFTER · YEAR 1

\$622K sold in year one

- Averaging \$100K/month since September
- 50% target margins, flat all-in sub pay
- Office manager hired, targeting \$2M run rate by late 2026

"If I mess something up or if I miss something, I'm going to make it right for you. It goes both ways."

— RONNIE ADAMS, PREMIER PAINTING OF LOUISIANA

What you'll learn from Ronnie

Watch Ronnie's episode with Painting Business Pro to learn how he:

- Built for months on yard signs alone before spending a dollar on paid marketing
- Found one trusted crew leader and grew to three crews
- Paid subcontractors one flat, all-in number instead of tracking separate costs



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CASE STUDY

From \$175K to \$680K by Doing Everything His Own Way, the Hard Way



Austin Edgar

LEGACY PAINTING

Austin Edgar started Legacy Painting in May 2024 after realizing he was making \$1,000 an hour on an \$8,000 paint job for someone else. His first partial year, he did \$175,000. In his first full calendar year, 2025, he grew that to \$680,000, largely through sheer consistency and door-to-door hustle, despite building his own systems instead of following the ones already proven to work.

\$175K to \$680K in year two. Built almost entirely his own way.

AT A GLANCE

The Challenge

Austin ran his sales process his own way instead of following PBP's system, closing at just a 33% rate. He had no real production system, hired his first subcontractor off a friend's recommendation with no vetting (which went badly), and didn't track his marketing at all, so he couldn't tell what was actually working. He also didn't touch digital ads until July because the technical side felt out of his control.

The Solution

What he did have was consistency: heavy door-to-door canvassing he did himself, cold calls to businesses and property managers (leveraging cold-calling experience from a past real estate stint), a wrapped truck, yard signs, and relationship-driven referrals. He's now rebuilding his approach for 2026 around tracking his marketing, following PBP's sales process instead of his own, and learning to delegate instead of insisting on doing everything himself, the mindset he says held him back the most.

The Outcome

Austin grew from \$175,000 in his first partial year to \$680,000 in his first full calendar year, even while acknowledging his sales process, production systems, and marketing tracking were all underbuilt. He believes a properly implemented sales process alone could have made 2025 a \$1 million year, and he's targeting \$5 million within three to five years by finally building a team instead of doing it all himself.

BEFORE · 2024, PARTIAL YEAR

\$175K revenue

- No production system, first sub hire went badly
- Sales process entirely self-made, 33% close rate
- No marketing tracking, no digital ads until July

AFTER · 2025, FIRST FULL YEAR

\$680K revenue

- Cold calling, door-to-door, and referrals driving growth
- Targeting the PBP sales process and real marketing tracking for 2026
- Long-term goal of \$5M within 3–5 years, building a team

“I no longer view myself as a failure when I fail. I now view failure as an opportunity to improve and grow and move forward better.”

— AUSTIN EDGAR, LEGACY PAINTING

What you'll learn from Austin

Watch Austin's episode with Painting Business Pro to learn how he:

- Grew from \$175K to \$680K almost entirely on consistency and door-to-door hustle
- Generated leads through cold calls to businesses and property managers
- Is learning to let go of doing everything himself to build toward a \$5M goal



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CASE STUDY

Ex-Google Employee Launches Painting Business, Doubles His Goal With 60+ Jobs in Year One



Dusty Reid

POSITIVE PAINTING PROS / DENVER, CO

After a 17-year career at Google ended with a layoff notification on his phone, Dusty Reid started Positive Painting Pros in February 2025 with no painting experience. He set a goal of 30 jobs for his first year, considered ambitious even by his Sherwin-Williams rep's standards. He closed the year with more than 60.

Laid off from Google. 60+ jobs and 45 five-star reviews in year one.

AT A GLANCE

The Challenge

Dusty had 25 years of corporate event-management experience but had never run a business, painted a house, or managed subcontractors. His biggest fear going in was finding good subcontractors, something that turned out to be far easier than he expected once he leaned on the same vendor-management instincts he'd built managing high-stakes corporate events.

The Solution

He gave his subcontractors full autonomy instead of micromanaging them, treated every customer with the same care he'd given corporate stakeholders worth billions, and tracked his numbers religiously, leads, revenue, and production, something he'd never had to do as a W2 employee. He built his name (and a five-star reputation) through genuine relationships: his very first review came from someone who didn't even hire him, just because of how he ran the estimate process, and he closed jobs from customers willing to take a chance on a brand-new company with only a handful of reviews.

The Outcome

Dusty doubled his original goal of 30 jobs, closing more than 60 in his first year and building 45 five-star Google reviews along the way. More than half his jobs came from Facebook, with most of the rest from referrals off those same relationships. He's aiming to double his job count again this year, adding SEO and networking to his marketing mix, and plans to hire a project manager once sales and delivery outgrow what he can personally manage.

BEFORE · FEBRUARY 2025

No painting or business experience

- Laid off from Google, searching for what's next
- Goal: 30 jobs for the year
- No reviews, no reputation, no subcontractor relationships

AFTER · YEAR 1

60+ jobs closed, doubling his goal

- 45 five-star Google reviews
- More than half of jobs sourced from Facebook
- Targeting 120 jobs and a PM hire in year two

“I treat you just like I treat the high-up stakeholders I used to work with, because you're just as important, if not more important. You're putting your trust in me.”

— DUSTY REID, POSITIVE PAINTING PROS

What you'll learn from Dusty

Watch Dusty's episode with Painting Business Pro to learn how he:

- Doubled his goal of 30 jobs to close 60+ in his first year with no painting experience
- Gave subcontractors full autonomy instead of micromanaging them
- Earned his first 5-star review from a customer who never even hired him

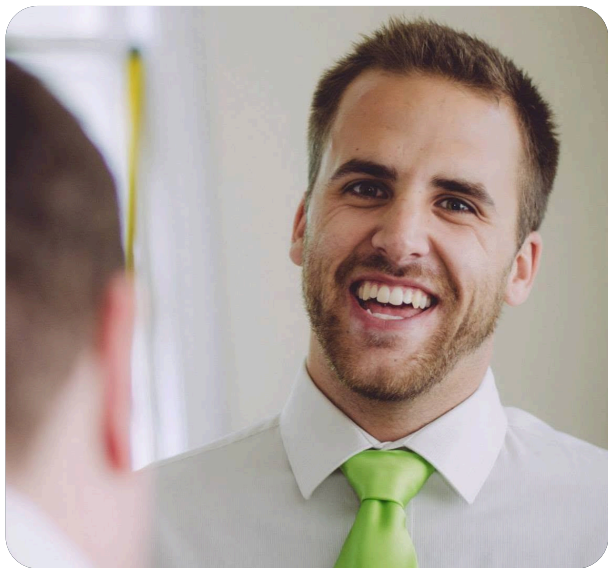


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CASE STUDY

Jordan Doubled His Income in One Year in His Painting Business, Here's How



Jordan Curtis

CURTIS PAINTING / OHIO

Jordan Curtis has run Curtis Painting in Ohio for 16 years. In 2024, he did about \$730,000 in revenue at a 19% net profit margin. After a coaching call with Eric flagged his small average job size and thin margins, he raised his prices and minimum job size instead of chasing more revenue. In 2025, revenue grew only modestly to about \$800,000, but his net profit nearly doubled to 34%, close to \$150,000 more in his pocket.

\$60K more revenue. Nearly \$150K more profit. Same business, fewer jobs.

AT A GLANCE

The Challenge

Jordan was averaging just a \$3,300–\$3,500 job size with a \$500 minimum, low enough that small jobs stressed his painters out, got rushed, and left everyone unhappy, the client, the crew, and Jordan. He was also spending most of his attention chasing an aspirational revenue number instead of tracking the numbers that actually built the business.

The Solution

He raised his minimum job size from \$500 to \$1,000 (later \$1,500) and raised prices across the board after finding his rates were underpriced by about 10%, with a bigger bump on exteriors where his margins were thinnest. His average job size grew from \$3,300 to \$5,500 within a couple of months, and his close rate never dipped, it held steady at 55–60% through the entire year. He also shifted his daily focus away from a big aspirational revenue target and onto the numbers that actually drive it: leads, estimates, and close rate against a realistic floor number he could count on.

The Outcome

Jordan's revenue grew by only about \$60,000 in 2025, but his net profit nearly doubled, from 19% to 34%, adding close to \$150,000 to his bottom line while doing fewer total jobs. His crews slowed down and did better work, his clients got a better experience, and he says the business became more fun to run in almost every way.

BEFORE · 2024

\$730K revenue, 19% net profit

- \$500 minimum job size
- Average job size \$3,300
- Revenue-focused tracking

AFTER · 2025

\$800K revenue, 34% net profit

- \$1,000–\$1,500 minimum job size
- Average job size \$5,500
- Close rate held at 55–60%, focus on leads/estimates/close rate

“I was just distracted by revenue for so long. It tells such a small part of the business and doesn't indicate the health of it.”

— JORDAN CURTIS, CURTIS PAINTING

What you'll learn from Jordan

Watch Jordan's episode with Painting Business Pro to learn how he:

- Changed his average job size by raising his minimum from \$500 to \$1,000
- Raised prices across the board without losing a single point of close rate
- Shifted focus from an aspirational revenue number to leads, estimates, and close rate



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CASE STUDY

\$382K to \$585K in One Year, With a Sales Rate That Doubled



Jonah Deuerling

PATHWAY HOME PAINTING AND IMPROVEMENTS

Jonah Deuerling left a career as a high school business teacher, briefly tried house flipping, and started Pathway Home Painting and Improvements in November 2023. His first full year, he did \$382,000 in revenue but netted only \$68,000. After joining Painting Business Pro's Accelerator program in 2024, he rebuilt his pricing and sales process, and his second year, he produced \$585,000 at 44% gross margins, with a close rate that more than doubled.

\$382K at a thin margin. \$585K a year later, at 44% gross margins.

AT A GLANCE

The Challenge

Jonah's first year, he let subcontractors price jobs on the spot and inflate costs whenever they wanted, then padded his own rough cost estimates by 35% and hoped for the best. He closed only about 20% of his estimates, took days to send quotes, and a business contact once turned down his bid specifically because he'd brought a subcontractor along, telling him bluntly that it signaled he was paying for a middleman.

The Solution

He stopped letting subcontractors set prices on site and started presenting firm, prepared estimates himself, telling his subs the number was the number, and if a job ran thin, the next one would make up for it. His main subcontractor turned down four jobs under the new terms before accepting them, and went on to produce 87% of Jonah's work in 2025, earning \$187,000 in labor off \$585,000 in total production. Jonah also stopped chasing side work outside of painting, tightened his estimate process, and rebuilt his sales approach around a real process instead of improvising.

The Outcome

Jonah's revenue grew from \$382,000 to \$585,000 in a year, while his close rate more than doubled from about 20% to 44% and his margins climbed to match. He closed his first-ever six-figure month in January 2026 at \$102,000, and he's set a goal of paying his lead subcontractor \$350,000 this year as production continues to scale.

BEFORE · 2024

\$382K revenue, \$68K net profit

- 20% close rate, no real sales process
- Subs priced jobs on site, inflated costs
- Took on carpentry, decks, and other trades beyond painting

AFTER · 2025

\$585K revenue, 44% gross margins

- 44% close rate, more than doubled
- Firm subcontractor pricing, no on-site renegotiation
- Focused exclusively on painting

“When I first heard integrity training, I thought it was nonsensical. Now, I want to live my life by impeccable integrity.”

— JONAH DEUERLING, PATHWAY HOME PAINTING AND IMPROVEMENTS

What you'll learn from Jonah

Watch Jonah's episode with Painting Business Pro to learn how he:

- Stopped letting subcontractors price jobs on-site and protected his margins
- Turned firm, non-negotiable pricing into an 87%-of-production sub partnership
- More than doubled his close rate by building a real sales process



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CASE STUDY

\$200K to \$600K in 1 Year – Built Without Ever Picking Up a Paint Brush



Evan Sweezey

PAINTING COMPANY OWNER

Evan Sweezey never planned to own a painting business, he started painting for his father-in-law to pay for seminary school before life redirected him. He launched his own company in mid-2023, transitioning from the brush to running it full-time. His first partial year, he did about \$200,000. His first full year, 2024, he did just over \$600,000, without ever painting a job himself.

\$200K his first partial year. \$600K+ his first full year. Zero paintbrushes.

AT A GLANCE

The Challenge

Evan started with a great two-man crew, but as he tried to grow, he realized he was overpaying them for his market, and they weren't aligned with where he wanted to take the business. They eventually left for a six-week job with another contractor in the middle of his busy season, forcing him to rebuild his production capacity from scratch. He also had early jobs, including a smoker's-home repaint that went sideways, that taught him the hard way how much expectation-setting matters before a job even starts.

The Solution

He fully committed to following PBP's systems instead of customizing them, calling it “submitting to the process.” He rebuilt his crew through a Sherwin-Williams referral, landing a six-man crew that's stayed with him for over a year. He also rebuilt how he handled customers, learning to approach every job and every complaint from a blank slate instead of his own accumulated assumptions, and built his online reputation early by documenting every job with before-and-after photos and videos across Angie, Thumbtack, Facebook, and Google.

The Outcome

Evan grew from about \$200,000 in his first partial year to just over \$600,000 in his first full year, then to \$650,000 the year after as he brought on a project manager in September. He's targeting roughly double that this year. He's also built enough of a reputation with local subcontractors that a Sherwin-Williams store manager applied to work for him as a project manager, specifically because of what he'd heard from crews about working with Evan.

BEFORE · 2023

\$200K revenue (transition year)

- Working for his father-in-law and other contractors
- One mismatched 2-man crew, no real vetting
- No online reputation, no reviews

AFTER · 2024-2025

\$600K+ (2024) → \$650K (2025)

- Stable 6-man crew found through a Sherwin-Williams referral
- Project manager hired, systems fully implemented
- Reputation built through documented jobs, now generating referrals

“If you just follow the systems, submit yourself to it, you're going to find success.”

— EVAN SWEZEY

What you'll learn from Evan

Watch Evan's episode with Painting Business Pro to learn how he:

- Grew from \$200K to \$600K+ in his first full year without ever painting a job himself
- Rebuilt his crew from scratch after outgrowing his first one
- Built an online reputation by documenting every job, now driving referrals



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CASE STUDY

From 20 Years of Painting Houses to Commercial Painting Expert



Scott Lollar

CONSULTING FOR CONTRACTORS

Scott Lollar started painting in high school, ran his own residential repaint business for two decades, then pushed hard into commercial repaint work in 2012, joining a Chicago-area company as an estimator and ending up running the entire business through a period of rapid growth. Seven years ago, he stepped back from running his own crews and founded Consulting for Contractors to teach other painting business owners how to do what he did.

20 years painting houses. Now the go-to guide for commercial repaint.

AT A GLANCE

The Challenge

Most painting business owners get their first commercial request by accident, a call about a dentist's office or a small building, and have no framework for deciding whether to bid it, what to watch for, or how commercial buyers actually make decisions. Scott spent his early years treating every RFP the same way, and it took years of hard-won experience to learn that commercial buyers, mostly property managers, care far more about reliability and low hassle than about price.

The Solution

He built a system: vet every RFP by asking who's requesting it and whether the job is already awarded before bidding, start with commercial jobs that closely resemble the residential work you already do well, and build a “bullseye” profile of your ideal commercial prospect instead of chasing every lead. He also teaches painters to mine their own existing client databases, since many past residential customers turn out to be property managers or business owners themselves, and to commit to consistent outreach for six to twelve months before expecting real traction.

The Outcome

Scott took that system from running his own crews to running an entire commercial repaint business through rapid growth in the Chicago market, and has spent the last seven years teaching other painting business owners the same playbook through Consulting for Contractors, including a joint commercial training program with Painting Business Pro.

BEFORE

No framework for vetting commercial RFPs

- Chasing GC and ground-up work instead of repaints
- Treating commercial buyers like residential customers
- No system for re-engaging his own client database

AFTER

Built a repeatable RFP-vetting process

- Focused on commercial repaint, not GC or new construction
- Understood property managers buy reliability, not price
- Built Consulting for Contractors to teach the system to others

"I'm not just talking about money. I want people that I work with that get the life that they dreamed of."

— SCOTT LOLLAR, CONSULTING FOR CONTRACTORS

What you'll learn from Scott

Watch Scott's episode with Painting Business Pro to learn how he:

- Vets a commercial RFP before ever submitting a bid
- Starts with commercial jobs that look like the residential work he already does
- Builds a “bullseye” profile of the ideal commercial prospect



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CASE STUDY

From Layoff to \$138K in Their First Official Quarter, No Painting Experience



Eric and Asia Smith

VIVID EDGE PAINTING / CHARLOTTE, NC

After Asia was laid off from her HR job in January 2025, she and Eric spent months researching franchises before deciding to build Vivid Edge Painting on their own with Painting Business Pro instead. They soft-launched in October 2025 with zero painting experience, and by the end of their first official quarter in 2026, they'd brought in \$138,000, all while Eric kept working his full-time corporate job.

No painting experience. \$138K in their first official quarter, working part-time.

AT A GLANCE

The Challenge

Neither Eric nor Asia had a painting background, Eric came from sales and medical sales, Asia from HR and talent acquisition, and they were considering paying into a painting franchise before deciding they didn't need one. Their early subcontractor hires weren't a great fit, and Eric was still working his full-time job while trying to run estimates and production at night.

The Solution

They soft-launched in their own neighborhood first, offering a 30% discount to build a track record before their official 2026 launch. They found their trusted subcontractor crews by posting a Craigslist ad exactly as the course recommended, getting so many responses they had to take it down, and stayed transparent with customers about being a new company, which turned two early job mishaps into five-star reviews instead of lost clients. They built momentum through door-knocking, lawn signs, and Facebook ads they learned to run themselves, and they split roles clearly, Asia handling initial calls and marketing creative, Eric handling estimates and production.

The Outcome

Vivid Edge Painting brought in \$37,000 during their October–December 2025 soft launch, then \$138,000 in the first quarter of their official 2026 launch year, on pace to hit their \$525,000 goal for the year. Eric is still working his corporate job, but the business is closing in on the numbers that will let him go full-time.

BEFORE · LATE 2025

No painting experience, considered a franchise

- \$0 revenue, researching for 10 months
- Early subs were a poor fit, two job mishaps
- Eric working full-time corporate on top of the business

AFTER · Q1 2026

\$37K soft launch → \$138K in Q1

- Trusted 2–3 sub crews found via Craigslist
- Consistent 15 leads/week from Meta ads and lawn signs
- On pace for \$525K goal, planning Eric's full-time transition

“It's been remembering my why, remembering that we are trying to create a better life for our family.”

— ERIC AND ASIA SMITH, VIVID EDGE PAINTING

What you'll learn from Eric and Asia

Watch Eric and Asia's episode with Painting Business Pro to learn how they:

- Used a 30% neighborhood discount to soft-launch before going all in
- Turned one Craigslist ad into 40 subcontractor leads
- Turned two early job mishaps into five-star reviews by staying transparent



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CASE STUDY

Trevor Hit Roughly \$1,000,000 in His First 9 Months, Here's His Painting Startup Story



Trevor Bridges

PANHANDLE PAINTERS

Trevor Bridges left a full-time insulation sales job to start Panhandle Painters in the spring of 2025, opening with just \$4,000 in savings. His first job nearly broke him, three months, three subcontractor crews, and a bank account down to \$1,000. Eight months later, he closed his first \$200,000 month.

\$4,000 in savings. A nightmare first job. \$200K in a single month by month nine.

AT A GLANCE

The Challenge

Trevor's first job, found through Nextdoor, turned into a three-month disaster: his first crew never showed up, his second walked off mid-job, and he'd underbid the work so badly he burned through nearly all of his \$4,000 in savings before a third crew finally finished it. He had no painting background, no cushion left, and knew he needed a win fast or the business was over.

The Solution

A smooth second job from a yard sign gave him just enough cash to keep going, and in June 2025 he started running Facebook ads himself at \$50 a day. The first three weeks produced zero estimates, but he kept spending, knowing a new ad account needed time to learn. By his third week, he had his first estimate and his first close, and revenue took off from there. He built his sales process around genuine rapport instead of scripts, kept a struggling but coachable subcontractor crew instead of firing them at the first sign of trouble, and quit his full-time job in October once he was consistently hitting \$50K–\$100K months.

The Outcome

Trevor grew from a \$7,000 month in May to his first \$200,000 month by March, running Facebook ads at a 3.5% cost of marketing (down to about 1.5–2% recently after cutting spend to keep up with demand) and closing 70% of his estimates for the year. He's still running the business solo with six subcontractor crews booked out two months, and he's hiring his first project manager this June.

BEFORE · SPRING 2025

\$4,000 in savings starting out

- First job took 3 months and burned through nearly all his cash
- No painting background, no systems
- Working a full-time job on the side

AFTER · MONTH 9

First \$200,000 month

- 3.5% cost of marketing, down to 1.5–2%
- 70% sales rate for the year (75% most recent month)
- 6 sub crews booked 2 months out, hiring a PM in June

“I need a quick success here or I'm gonna fail. I don't have any more money.”

— TREVOR BRIDGES, PANHANDLE PAINTERS

What you'll learn from Trevor

Watch Trevor's episode with Painting Business Pro to learn how he:

- Turned a near-failed first job into three crews he could actually trust
- Kept spending on Facebook ads through three weeks of zero results
- Built a 70% close rate on rapport-driven sales calls instead of scripts



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CASE STUDY

Richie & Gina Were Stuck for 8 Years, Then the Business Doubled



Richie & Gina Long

FREEDOM PAINTING PROFESSIONALS / ARIZONA

Richie Long started Freedom Painting Professionals in Arizona in 2016, but spent nearly eight years stuck on the brush, doing sales, marketing, and painting himself, while his business stalled. After he and his wife Gina fully committed to following the system in 2025, revenue jumped from \$614,000 to \$956,000 in a single year, and they're on pace for \$1.5 million in 2026.

\$614K in 2024. \$956K in 2025. On pace for \$1.5M in 2026.

AT A GLANCE

The Challenge

For years, Richie refused to put the brush down, missing estimates because he was on a ladder mid-job, working himself into exhaustion, and damaging his marriage and time with his kids. He also believed he had to pay subcontractors and buy all their materials at whatever rate kept them happy, an assumption he'd never actually tracked. When he finally pulled his real numbers, he found he was paying out roughly 77% of revenue to painters and materials, far higher than the 60% he thought he was at, and well above the 45–50% needed to scale.

The Solution

Richie finally gave away his tools, let his truck registration lapse, and committed to never painting again after a pointed conversation with his coach about where he wanted to be in five years. He and Gina, now his full-time salesperson, began following the system fully: attending every webinar, recording and reviewing her sales calls, and pushing her estimate volume from 4–5 a week to 16. They started auditing their actual production rates and material usage instead of guessing, and began deliberately raising prices to create enough margin to pay subcontractors well without losing the business.

The Outcome

Richie and Gina grew from \$614,000 in 2024 to \$956,000 in 2025, with \$170,000 in net profit, and they're on pace for \$1.5 million in 2026 after doing \$330,000 in the first three months. Freedom Painting Professionals is now a genuine family business, with Richie's son running his own subcontractor crew for them and his daughter-in-law also working in the business, and Richie is in the process of becoming a National Painting Group business partner.

BEFORE · 2024

\$614K revenue, \$120–125K profit

- Richie still painting, missing estimates
- Believed 60% payout to subs was unavoidable
- Actual payout was 77% of revenue, no real production tracking

AFTER · 2025

\$956K revenue, \$170K net profit (18%)

- Fully off the brush, Gina running sales full-time
- Auditing real production rates, raising prices deliberately
- On pace for \$1.5M in 2026, becoming an NPG partner

“Implementing what is being provided is where the success comes from.”

— RICHIE LONG, FREEDOM PAINTING PROFESSIONALS

What you'll learn from Richie & Gina

Watch Richie & Gina's episode with Painting Business Pro to learn how they:

- Grew from \$614K to \$956K in a year after finally putting the brush down
- Found their real subcontractor payout rate was 77%, not the 60% they believed
- Took Gina's estimate volume from 4–5 a week to 16 by recording and reviewing calls

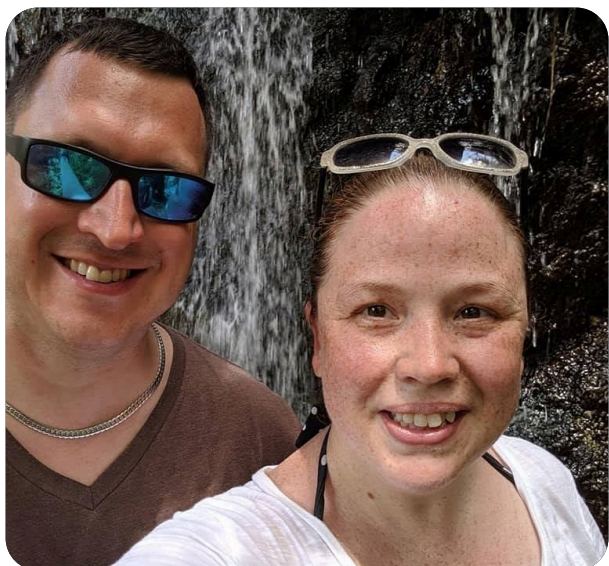


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CASE STUDY

He Built a \$100,000,000 Marketing Engine in the Painting Business



Nate Streeter

ALL ADVENTURES

Nate Streeter spent 18 years building a door-to-door flyer delivery business, the best in the country, before All Adventures acquired it in 2019 and asked him to help build their painting-company holdings model instead. He ran marketing at Paris Painting through COVID, helped grow another portfolio brand from \$600K to \$10M, and now leads an 8-person fractional marketing team supporting roughly 24 partner painting companies nationwide, a portfolio on track to do about \$100 million system-wide this year.

From an 18-year flyer business to a \$100M painting marketing portfolio.

AT A GLANCE

The Challenge

Most painting companies either lean entirely on unpredictable digital ad platforms or treat neighborhood marketing as an afterthought, without a system for sequencing flyers, door knocking, yard signs, and direct mail, or the data to know which neighborhoods are actually worth targeting. Nate saw partner companies struggling with the same problems his own flyer business had spent 18 years learning to solve: how to execute grassroots marketing well enough that it builds a reputation instead of damaging one.

The Solution

He built a structured 40/40/20 marketing model, 40% brand (sales, referrals, repeat business), 40% neighborhood (door knocking, flyers, yard signs, direct mail), and 20% digital, and applies real data to decide where partner companies should even be marketing, avoiding neighborhoods with too little to paint or too much price sensitivity, regardless of how wealthy they look on paper. He introduced a dedicated “neighborhood marketing coordinator” role that's now in about three-quarters of All Adventures' partner companies, and built out a team that tracks execution quality closely, since poorly done flyer drops or door knocks can actively damage a company's reputation instead of building it.

The Outcome

Paris Painting, the company Nate joined as a \$4 million business, did about \$20 million in revenue in 2025. Across all of All Adventures' partner companies, most between \$3 million and \$8 million, the portfolio is on track for roughly \$100 million in system-wide revenue this year, built substantially on the same neighborhood marketing playbook Nate spent nearly two decades refining.

BEFORE

18 years running a door-to-door flyer business

- Paris Painting at \$4M in revenue
- Haven Builders at \$600K
- Partner companies marketing without a structured neighborhood system

AFTER

Paris Painting at \$20M in revenue (2025)

- Portfolio on track for \$100M system-wide this year
- 8-person marketing team supporting 24 partner companies
- Neighborhood marketing coordinator role in 75% of partner companies

“I owned a door-to-door flyer delivery business for 18 years, and we're going to probably system-wide be at like 100 million this year.”

— NATE STREETER, ALL ADVENTURES

What you'll learn from Nate

Watch Nate's episode with Painting Business Pro to learn how he:

- Built a 40/40/20 marketing model that scaled to a \$100M partner portfolio
- Avoids flyer and door-knocking campaigns that backfire without quality control
- Uses real sales data, not demographics, to pick which neighborhoods to target



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CASE STUDY

Max Grew His Business Over 500% and Is Finally Off the Ladder



Max Bates

BATES BROTHERS PAINTING

Max Bates started Bates Brothers Painting in June 2023 while still doing most of the painting himself. His first real year, 2024, he brought in \$127,000, checking his bank account was about the extent of his financial tracking. After buying the PBP course in April 2025, revenue jumped to \$403,000 by October, and he's now trending toward \$800,000–\$1.1 million in 2026, with his first production manager just hired to finally get him off the brush.

\$127K in 2024. \$403K by October 2025. Trending for \$1.1M in 2026.

AT A GLANCE

The Challenge

Max spent his first year mostly painting solo, hired two painters mid-season but had to let them go because he didn't know how to manage them, and had no real financial tracking beyond making sure there was enough in the account to cover payroll. He didn't know his margins in 2024 at all.

The Solution

After buying the course in April 2025, Max got serious about his numbers, building a weekly sales-and-production plan he checks every Sunday to see if he's on pace. He ran his own Facebook ads instead of fully outsourcing marketing, kept his messaging authentic to his brand, and combined that with door-knocking and QR-code lawn signs tied straight into his CRM. As revenue grew, he made the deliberate choice not to coast on an easier plan and instead hired his first production manager to build real leadership into the business instead of running it all himself.

The Outcome

Max grew from \$127,000 in 2024 to \$403,000 by October 2025 at roughly 25% net margin, and he's trending toward \$800,000 to \$1.1 million in 2026. He's set three-, five-, and ten-year goals of \$2.5 million, \$5 million, and \$10 million, and just hired his first production manager to start building the leadership team that growth will require.

BEFORE · 2024

\$127K revenue

- Painting most jobs himself, no real production system
- Hired and had to fire two painters, no hiring process
- No financial tracking beyond checking the bank balance

AFTER · 2025–2026

\$403K by October 2025 at 25% net margin

- Trending for \$800K–\$1.1M in 2026
- Weekly sales-and-production plan, tracked every Sunday
- First production manager hired to build a real leadership team

“The fear of staying the same has to hurt more than the fear of change.”

— MAX BATES, BATES BROTHERS PAINTING

What you'll learn from Max

Watch Max's episode with Painting Business Pro to learn how he:

- Built a weekly sales-and-production plan to replace “just checking the bank account”
- Kept his marketing authentic by running his own Facebook ads instead of outsourcing them
- Hired a production manager instead of coasting on an easier growth plan



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CASE STUDY

From \$0 to \$694K in 7 Months (Single Mom, No Experience)



Lange Eve

PAINTING COMPANY OWNER / ASHEVILLE, NC

Lange Eve spent years running a successful therapy practice in Asheville, working brutal hours as a single mom of two just to keep up with the cost of living after her divorce. Inspired by her boyfriend's construction business and a single conversation with another PBP member, she joined the program in August 2025 with no painting experience, launched her company in September, and sold \$694,000 in her first seven months.

No painting experience. \$694K sold in her first 7 months as a single mom.

AT A GLANCE

The Challenge

Lange was working herself into exhaustion as a therapist, seeing 25 clients a week with no vacations, just to afford her mortgage after her divorce. She had zero background in painting, sales, or running a trades business, and her very first estimate, a \$17,500 exterior job, was also the first sales conversation she'd ever had in the industry.

The Solution

She committed to following the course exactly instead of improvising, starting Meta ads at \$75 a day from day one and sticking closely to the sales scripts rather than winging it. She found a subcontractor she treated as a true partner, not a vendor, built on mutual respect and trust rather than micromanagement, and it paid off in both loyalty and production capacity. When she made costly mistakes, like painting an entire exterior in the wrong sheen, she ate the cost and repainted it rather than arguing with the client, treating every mistake as tuition rather than a crisis.

The Outcome

Lange sold \$694,000 in her first seven months in business, including \$433,000 in the first three and a half months of 2026 alone, at about a 50% sales rate. Her lead subcontractor now says he's making more money than he ever has, working through the winter for the first time in his career, and Lange has built the kind of business that gives her the financial security and time freedom she left her therapy practice to find.

BEFORE · AUGUST 2025

No painting or sales experience

- Working 25 client-hours/week as a therapist, no vacations
- No business, no crew, no systems
- Seeking financial security and time freedom after divorce

AFTER · FIRST 7 MONTHS

\$694K sold

- 50% sales rate
- Found a trusted “tier one” subcontractor partner
- \$433K sold in first 3.5 months of 2026 alone

“I can afford to make mistakes. They're literally how I'm learning, how I'm building this business.”

— LANGE EVE

What you'll learn from Lange

Watch Lange's episode with Painting Business Pro to learn how she:

- Sold her very first estimate, a \$17,500 job, with zero sales experience
- Spent \$75/day on Meta ads from day one instead of easing in slowly
- Handled a costly wrong-sheen mistake by putting the client before her own profit

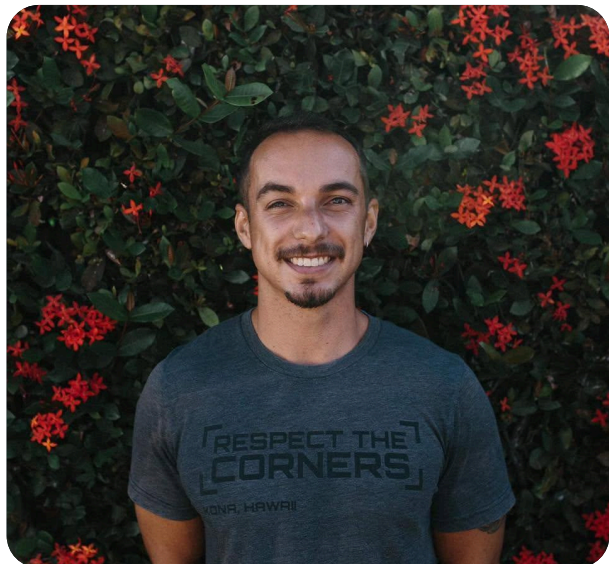


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CASE STUDY

AJ Got Off the Tools, Sold \$150K in 3 Months



AJ Trujillo

PAINTING COMPANY OWNER / NORTH CAROLINA

AJ Trujillo spent his first year as a solo painter doing everything himself, painting, faux finishing, invoicing, estimating, working unsustainable hours right as he got married and had a baby. He joined Painting Business Pro in December 2025, spent a snowed-in winter studying the course, and once he started marketing in February 2026, booked roughly \$150,000 in his first three months, nearly matching his entire previous year's revenue.

A full year solo to build his old revenue. Three months to beat it.

AT A GLANCE

The Challenge

AJ was working long hours on the brush without any business or finance background, underbidding jobs, losing track of admin, and getting blindsided by taxes he hadn't planned for. He was missing time with his wife and newborn daughter and knew the pace wasn't sustainable, but had no system for estimating, marketing, or managing subcontractors to change it.

The Solution

He used a snowed-in winter to study the course before the season even started, then got off the tools immediately once he had a plan. He shifted his marketing from slow door-to-door efforts to Facebook ads, which brought faster traction, and started deliberately targeting higher-ticket jobs instead of taking on every small job out of scarcity. He found subcontractors willing to drive over an hour to work for him by building genuine relationships with them, checking in less as trust grew, and made peace with focusing on production quality over personally supervising every job.

The Outcome

AJ booked around \$150,000 in his first three months of real marketing, including a single day where he closed \$55,000 across two estimates, and produced \$39,000 of that work so far. He's down to roughly 40 hours a week, dropping further as he gets more efficient, and is targeting \$500,000 for the year by focusing on \$6,000–\$8,000 jobs and finding one more strong subcontractor.

BEFORE · FIRST YEAR SOLO

Full year solo painting to hit his old revenue baseline

- No estimating system, underbid jobs, missed taxes
- No subcontractors, no marketing system
- Working unsustainable hours, missing family time

AFTER · FIRST 3 MONTHS

\$150K booked in 3 months of real marketing

- \$55K closed in a single day
- 40 hours a week, dropping as he gets more efficient
- Targeting \$500K for the year, focused on \$6K–\$8K jobs

“I hit burnout pretty quick. I was working too much. I enjoy painting, but it wasn't sustainable.”

– AJ TRUJILLO

What you'll learn from AJ

Watch AJ's episode with Painting Business Pro to learn how he:

- Used a snowed-in winter to study the course before the season even started
- Switched from slow door-to-door marketing to Facebook ads for faster traction
- Built enough trust with subcontractors that they'll drive over an hour to work for him



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CASE STUDY

From Failed Painting Franchise to a \$750,000 Fast Growing Painting Company



Zach Barnes

NORTH ORLANDO PAINTERS / ORLANDO, FL

Zach Barnes, his wife Meredith, and his parents signed on with a painting franchise called Colorful Painting in September 2024, only to watch the franchise's parent company collapse within months, its CEO resigned in December, and by February 2025 the brand's entire national SEO presence and reputation were shut down. Rather than keep operating under a name that had lost all its value, the family of four rebranded entirely as North Orlando Painters, joined Painting Business Pro in July 2025, and is now trending toward \$750,000 in revenue for the year.

Franchise collapsed in 5 months. \$350K in year one anyway. Trending for \$750K.

AT A GLANCE

The Challenge

Zach's family signed a franchise agreement, went through training, and had their official launch, only for the franchise's CEO to resign a month later and the entire brand to be shut down by its private equity owner within three months of opening. They were left holding rights to a name with no marketing infrastructure, no SEO presence, and no reputation behind it, effectively worthless for what they'd paid for it.

The Solution

Instead of limping along under a hollowed-out brand, the family rebuilt entirely: new name, new logo, and a decision to run the business as four equal owners, each in a role suited to their strengths, Zach in sales, Meredith in marketing and back-office production support, his dad running production, his mom in the office. They joined Painting Business Pro in July 2025 and have been working through the harder, less obvious parts of scaling: renegotiating with subcontractors so they take on more responsibility, like buying and delivering their own paint and running final walkthroughs, instead of the family doing it all themselves, and paying subs a variable percentage per job based on how well or poorly each job was bid, rather than a flat rate, to keep the relationship fair over time.

The Outcome

The business closed its first year, split between the failed franchise and the rebrand, at about \$350,000, and is trending toward \$750,000 in 2026 at a targeted 20% net profit, after paying all four owners real salaries. Their average job size is about \$7,500, and they're building toward a three-to-five-year plan that lets Zach's parents step back from day-to-day operations while keeping the business as a family legacy.

BEFORE · YEAR 1

Franchise collapsed within 5 months of launch

- Lost the SEO, branding, and reputation they paid for
- No PBP systems, father personally delivering paint and launching every job
- No clear plan for scaling past family involvement

AFTER · 2026

\$350K closed in year one (franchise + rebrand combined)

- Trending for \$750K in 2026 at 20% net profit
- Average job size \$7,500
- Shifting paint delivery and job walkthroughs to subcontractors to scale

“Risk calculated and risk seen all the way through to the end produces some really awesome and incredible results.”

— ZACH BARNES, NORTH ORLANDO PAINTERS

What you'll learn from Zach

Watch Zach's episode with Painting Business Pro to learn how he:

- Rebuilt from scratch after their franchise's brand was shut down within 5 months
- Pays subcontractors a variable percentage per job instead of a flat rate
- Would rather have 500 higher-value clients than 600 lower-value ones for the same revenue

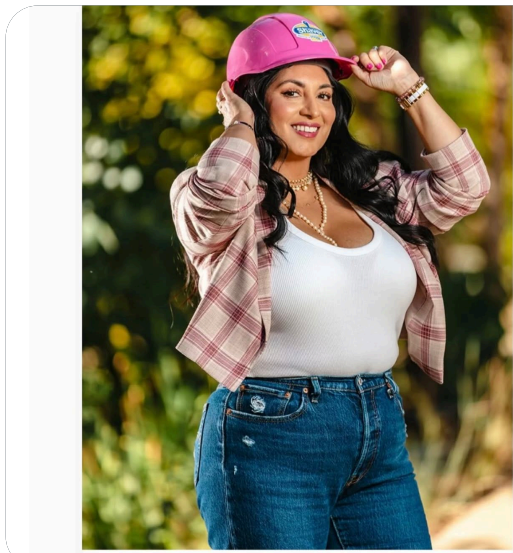


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CASE STUDY

Immigrated From Chile With \$80, Now Runs a \$600K Painting Company



Karina Struble

SHAVER PAINTING / OMAHA, NE

Karina Struble came to the U.S. from Chile in 2001 with \$80 to her name, spent \$60 of it on a bike and the rest on frozen pizza to get through her first week before her first paycheck. After 14 years climbing the ranks at McDonald's Corporation, she and her husband Brian bought Shaver Painting in 2022. She built a second company, Straight Line Painting, alongside it, and after folding Straight Line into a new Shaver Residential division in 2025, she's already on pace for a \$600,000+ year in her first year running it.

\$80 to her name in 2001. \$450K in her own business in 2025. On pace for \$600K+ in year one of Shaver Residential.

AT A GLANCE

The Challenge

Karina had never worked in sales before joining Painting Business Pro and started her first year with a 42% close rate across her first 164 estimates, doing estimates on Saturdays and cramming her schedule to chase every lead, a pattern she recognized from her 14 years at McDonald's, where she was up at 5 a.m. and still checking numbers late into the night.

The Solution

She deliberately slowed down: planning her week in advance instead of overbooking herself, qualifying leads harder with a \$2,000 minimum job size, and asking prospects directly how many other estimates they had scheduled to gauge her real odds of winning the job. She role-played her sales process for an hour every week with a PBP coach for a full year, added a full recap of the walkthrough before every pre-close, and prioritized scheduling estimates when both homeowners could be present, even if that meant working some evenings and Saturdays.

The Outcome

Karina's close rate climbed from 42% to 57% in about six months, a roughly 35% jump in performance. Her prior business, Straight Line Painting, did \$450,000 in its final year before she folded it into a new Shaver Residential division she now runs, which is already at about \$280,000 in revenue less than halfway through its first year, putting it on pace for well over \$600,000.

BEFORE • YEAR 1

No sales background, 42% close rate on first 164 estimates

- Doing estimates on Saturdays, no weekly planning
- Straight Line Painting run as a separate \$450K business
- Long, McDonald's-era work patterns, minimal boundaries

AFTER • 6 MONTHS LATER

57% close rate, 35% performance increase in 6 months

- Weekly role-play practice with a PBP coach for a full year
- Shaver Residential on pace for \$600K+ in its first year
- Deliberate weekly planning, \$2,000 minimum job size, protected personal time

“People lie, numbers don't.”

— KARINA STRUBLE, SHAVER PAINTING

What you'll learn from Karina

Watch Karina's episode with Painting Business Pro to learn how she:

- Raised her close rate from 42% to 57% in about six months
- Asks prospects how many other estimates they have scheduled before investing more time
- Folded a separate \$450K business into a new division now on pace for \$600K+ in year one



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CASE STUDY

He Lost Everything, Then Sold \$270K in His First 90 Days of Painting



Bryant McRae

PAINTING COMPANY OWNER / VANCOUVER ISLAND, BC

Bryant McRae's only income for years, running healing retreats, ended abruptly, leaving him with maxed-out credit cards, three kids, a fourth on the way, and no plan. With a background in paint (a decade at Benjamin Moore) but no painting business experience, he found Painting Business Pro on Google, sold his last valuables to join, and closed a \$35,000 week his very first week in the program.

\$20K solo, then \$100K in month one, then \$150K in month two with PBP.

AT A GLANCE

The Challenge

Bryant had no painting business background, no capital, and a family depending on him, plus a deep resistance to door-knocking that he had to push through out of necessity. His first subcontractor did strong work but wasn't trustworthy, threatening to walk off a job unless paid upfront, and once his sales took off, he had 12 jobs running at once within three weeks with no real production system to manage them.

The Solution

He committed to door-knocking despite his anxiety, booking 9 estimates and closing 5 of them in his very first two-hour session. Once cash flow allowed it, he shifted to Facebook ads within about two weeks and kept selling hard, but when production couldn't keep pace with sales, he made the deliberate call to turn ads off and slow down. He built out real systems, PaintScout for estimating, Asana to track every job's status, and GoHighLevel to automate lead follow-up, while keeping himself personally on every initial call and estimate. He rebuilt his subcontractor team through Craigslist, a Sherwin-Williams referral, and a simple Facebook recruiting ad after letting his first sub go.

The Outcome

Bryant sold about \$20,000 on his own before joining, then \$100,000 in his first month with the program and \$150,000 in his second, closing 12 jobs in a three-week stretch along the way. He now runs two to three trusted crews, one of which he doesn't even need to walk through job sites for anymore, and he's targeting a strong summer season before hiring his first project manager.

BEFORE · JANUARY

No painting business experience, sole income source had ended

- \$0 in savings, credit cards maxed
- No subcontractor relationships, no production system
- Deep resistance to door-knocking and sales

AFTER · FIRST 3 MONTHS

\$270K sold across his first 3 months

- 12 jobs completed in a single 3-week stretch
- 2-3 trusted subcontractor crews, one needs no walkthroughs
- Real systems in place: PaintScout, Asana, GoHighLevel

“We need stress. Stress is a very crucial element to growth.”

— BRYANT MCRAE

What you'll learn from Bryant

Watch Bryant's episode with Painting Business Pro to learn how he:

- Booked 9 estimates and closed 5 in his very first two-hour door-knocking session
- Turned off his ads at the height of momentum to fix his production system
- Uses AI to automate everything except the human touchpoints that build trust

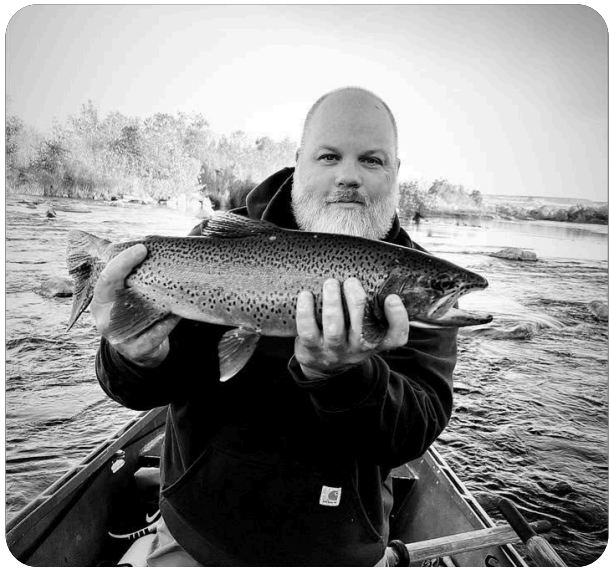


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CASE STUDY

\$1.2M+ in His First Year in Business



Jamie Warren

PAINTING COMPANY OWNER

Jamie Warren spent decades working for other people in the painting and construction trades, always intending to get his contractor's license but never quite making it happen. A use-it-or-lose-it deadline on his qualifying experience finally forced the issue. He got licensed, launched his business with his partner Lindsey in November 2025, and by seven months in was already over \$500,000 in revenue, tracking toward \$1.27 million in his first year.

\$0 to \$500K+ in 7 months. Tracking for \$1.27M in year one.

AT A GLANCE

The Challenge

Jamie had spent his whole career working for other people, watched the 2008 downturn upend his industry once already, and kept putting off getting his contractor's license for years. Once he finally launched, a huge early month, \$174,000 in January, hit before he had a production manager in place, leaving him to personally produce roughly 25 jobs' worth of work solo, many of which weren't nearly as profitable as they should have been because his systems weren't ready for that volume.

The Solution

Instead of trying to reinvent his approach, Jamie deliberately copied what was already working: studying successful painting companies' Meta ad campaigns and messaging rather than building from scratch, even after Meta shut down his ad account early on and he had to rebuild it with guidance. He built a real business plan with conservative numbers so he could see every expense and KPI coming, and adopted a mindset of focusing on the right next step instead of chasing growth directly, letting growth follow from a solid foundation instead of the other way around. His partner Lindsey handled lead response and set a professional tone on every call before he ever walked into an estimate.

The Outcome

Jamie's business crossed \$500,000 in revenue within seven months of launching and is tracking toward \$1.27 million in its first full year. He's since brought on a production manager, is still hands-on training him, and is building deliberately toward a team that can eventually run without him needing to put out every fire himself.

BEFORE · LAUNCH

Years working for others, contractor's license repeatedly delayed

- No business yet, no systems, no production manager
- One huge early month (\$174K) with no capacity to support it
- Many jobs sold at thin or no real profit due to missing systems

AFTER · 7 MONTHS IN

\$500K+ revenue in first 7 months

- Tracking toward \$1.27M in year one
- Real business plan with tracked KPIs and conservative numbers
- Production manager hired, building toward a self-running team

“Growth will come by taking the appropriate steps.”

— JAMIE WARREN

What you'll learn from Jamie

Watch Jamie's episode with Painting Business Pro to learn how he:

- Copied what already worked instead of reinventing his marketing approach
- Turned a \$174,000 month with no production manager into a costly lesson
- Built a real business plan with conservative numbers to finally sleep at night



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CASE STUDY

Gina's Business Grew 39% With ONE Change



Gina Long

FREEDOM PAINTING PROFESSIONALS / MESA, AZ

Gina Long spent 15 years leading sales and business development in the cosmetic industry, managing about 50 employees, before coming home in 2018 to help build Freedom Painting Professionals with her husband Richie. After shadowing him for a year and gradually taking over estimates, she spent her first couple of years doing sales her own way. This year, she committed to fully following Painting Business Pro's sales process, and her close rate jumped from 36% to 50%.

36% close rate last year. 50% this year. One change: a real Q&A.

AT A GLANCE

The Challenge

Gina's early estimate process was a quick walkaround followed by an emailed bid later that day, no sit-down conversation, minimal questions, and a rush to get in and out because she felt nervous and insecure being in a stranger's home. That approach led to missed details like paint type and sheen, unhappy customers, and repeat trips to fix avoidable mistakes.

The Solution

She rebuilt her entire estimate process around a real Q&A, sitting down with homeowners before or after the walkaround, and opening by asking what questions they had for her instead of launching into her own. She studied the course material like an athlete training for a season, listening to it repeatedly until she had it down cold, and built her questions around uncovering what a client actually needed, wanted, and trusted, not just their color and timeline preferences. She also learned to fully detach from the outcome of any single estimate, trusting that consistently taking care of people, enjoying the process, and following the system would produce results regardless of how any one conversation felt in the moment.

The Outcome

Gina's close rate climbed from 36% to 50% in about a year, a 39% jump in performance, while doing the same number of estimates. She's now using her own process as the standard for hiring and training future salespeople, with plans to bring on her first hire this year and a second for the West Valley next year.

BEFORE • LAST YEAR

36% close rate

- Walkaround only, no sit-down Q&A
- Bids emailed later, no in-person close
- Missed details like paint type and sheen, repeat trips to fix mistakes

AFTER • THIS YEAR

50% close rate, 39% performance increase

- Dedicated sit-down Q&A separate from the walkaround
- Opens by asking what questions the homeowner has, not the reverse
- Building toward hiring and training her own sales team

“Of course I want to make money, but I want to do it the right way.”

— GINA LONG, FREEDOM PAINTING PROFESSIONALS

What you'll learn from Gina

Watch Gina's episode with Painting Business Pro to learn how she:

- Took her close rate from 36% to 50% by separating the Q&A from the walkaround
- Opens every estimate by asking what questions the homeowner has for her
- Studied the sales SOPs like an athlete training for a season



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CASE STUDY

From Laid Off at 53 with No Painting Experience to a \$750K Painting Business



James Leon

PAINTING COMPANY OWNER / TAMPA BAY, FL

James Leon was fired from his VP of Strategy role at a digital marketing agency a week before his one-year anniversary. With no painting experience, but a strong marketing background, he started his painting business at the end of 2024, closing his first year at just over \$300,000 in revenue and about \$80,000 take-home profit. In year two, he's on track for \$750,000, a 150% jump, after fixing the one part of the business he'd been avoiding: sales.

\$300K in year one. On track for \$750K in year two. No painting experience.

AT A GLANCE

The Challenge

James had no painting background and no sales experience, coming from a digital marketing role where success meant someone clicking an ad online, not standing in a stranger's living room asking them to spend thousands of dollars. His Meta ad skills brought the phone ringing quickly, but he was closing only about 30% of his estimates because he wasn't pre-closing prospects or presenting bids in person, he was mailing them and hoping.

The Solution

James leaned hard into what he already knew, running his own Meta ad campaigns and testing constantly instead of trusting his own taste, which kept leads and subcontractor applicants coming in cheaply. At a Painting Business Pro Fast Track event, he identified sales as his single biggest constraint and made three specific changes: pre-closing prospects twice on the initial call, pre-closing twice again at the estimate, and presenting the bid on-site on his iPad instead of emailing it later. He paired that with a genuine, community-rooted approach to customers, being willing to refer people to a competitor when it wasn't the right fit, and staying visibly part of his local community rather than hiding from his own reputation.

The Outcome

Those sales changes alone took James's close rate from about 30% to the mid-50s within weeks, and his monthly revenue jumped from an average of \$60,000 to \$116,000 the very next month. He closed his first year at \$300,000 and is now on track for \$750,000 in year two, all while spending just \$150 a day on Meta ads, roughly 18 months after not knowing the first thing about painting.

BEFORE · YEAR 1

No painting or sales experience

- 30% close rate, no pre-closes, bids emailed later
- \$300K revenue, \$80K take-home profit
- Averaging \$60K/month in sales

AFTER · YEAR 2

Mid-50s close rate after 3 specific sales changes

- Bids presented on-site, pre-closed twice on the call and twice at the estimate
- On track for \$750K in year two
- \$116K in a single month right after the change

“Success is not me getting to \$750,000 this year. Success is getting to a stage where I can work 20 to 30 hours a week and clear enough money to do whatever I want.”

— JAMES LEON

What you'll learn from James

Watch James's episode with Painting Business Pro to learn how he:

- Took his close rate from 30% to the mid-50s with three specific sales changes
- Presents every bid on-site now instead of emailing it later
- Finds subcontractor leads for about \$3 each using Meta ads



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CASE STUDY

From Door Knocking to \$900K: Why He Waited to Turn On Facebook Ads



Josef Hajzler

J. FLORES PAINTING / WINNIPEG, MB

Josef Hajzler grew his Winnipeg painting business from \$80K to \$260K to a projected \$900K+ in two years, but he didn't start with Facebook ads, he couldn't afford them. He built his foundation through door-knocking in -34°C winters and late-night lawn sign runs, and only turned on paid ads once he had the cash flow, jobs, and crews to support them. When he finally did, they returned about \$33 for every dollar spent.

\$80K to \$260K to \$900K+ in two years. Ads didn't start it, they poured gas on it.

AT A GLANCE

The Challenge

Josef started his business with no capital to spend on advertising, so his only real options were the marketing channels that cost time instead of money: door-to-door canvassing and lawn signs. He knocked doors through Winnipeg's brutal January cold, cold enough that his pens froze and he had to switch to pencils, all while working through a lifetime of social anxiety.

The Solution

He stuck to door-knocking and late-night lawn sign runs, out at 10pm on Fridays, until spring jobs gave him enough cash flow to consider paid marketing, and only turned on Facebook ads once he had jobs, money, and crews in place to support the volume they'd bring. When he did launch ads in the fall of 2025, he stayed personally on camera, avoided generic AI-sounding ad copy, and leaned into authentic, sometimes playful content, including a recurring bit built around local deer sightings that consistently outperforms his more polished, professional ads.

The Outcome

Once the foundation was in place, Josef's Facebook ads took off, returning about \$33 for every dollar spent, so efficiently that he had to cut his spend down to \$20 a day just to stop overbooking his four-week-out estimate calendar. He grew from \$80,000 in 2024 to \$260,000 in 2025 to a projected \$900,000-plus in 2026, running 5 to 6 crews producing \$15,000 to \$20,000 a week.

BEFORE · 2024

\$80K revenue (2024), no capital for paid ads

- Door-to-door and lawn signs only, no Facebook ads yet
- Building cash flow, jobs, and crews the slow way first
- -34°C door-knocking winters, years of social anxiety to push through

AFTER · 2025-2026

\$260K (2025) → on track for \$900K+ (2026)

- Facebook ads launched only once the foundation was ready, returning \$33 per \$1 spent
- Had to cut ad spend to \$20/day to stop overbooking a 4-week-out calendar
- 5-6 crews producing \$15K-\$20K/week

“Business is a life journey. It's not just financial, it's not just income, it's learning about yourself, it's discovering what you're capable of.”

— JOSEF HAJZLER, J. FLORES PAINTING

What you'll learn from Josef

Watch Josef's episode with Painting Business Pro to learn how he:

- Waited to turn on Facebook ads until he had jobs, money, and crews in place
- Built early cash flow through -34°C door-knocking winters and late-night lawn sign runs
- Made his ads return \$33 per \$1 spent, so well he had to cut his budget



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CASE STUDY

How a single mom reclaimed her time—and built a business around her life



Grace Roundtree

SQUARED AWAY PAINTING / HOUSTON, TX

When Grace took over a struggling painting business, she had never run an estimate, managed sales, or operated a company. Nine months later, she was generating \$100,000+ per month without spending a dollar on advertising—all while raising five young kids and working roughly 25 hours per week.

\$0 in ad spend to \$100K/month in 9 months

AT A GLANCE

The Challenge

Grace inherited a painting business with no sales or estimating experience. She relied on subcontractors, juggled five young kids as a single mom, and struggled to keep everything afloat.

The Solution

Grace joined Painting Business Pro and implemented the systems step-by-step. She learned how to run estimates, built two reliable crews, structured her week around time-blocking, and created a steady flow of leads through organic marketing. Rather than trying to figure it out herself, she followed a proven roadmap and focused on consistent execution.

The Outcome

In just nine months, Grace surpassed \$100K/month in revenue. Today, she runs a streamlined business, works roughly 25 hours a week with more time to spend with her family, and has a clear path to continued growth.

BEFORE • JUNE 2024

\$40K-\$60K revenue (YTD)

- Had never run an in-person estimate
- Toxic dependence on subcontractors
- Constant overwhelm, under-earning

AFTER • MARCH 2025

\$100K+ a month

- Runs sales, production, and marketing herself
- Two reliable, high-performing crews
- Two reliable, high-performing crews

“I didn't think I could sell jobs. But I followed the script, got the check, and realized—this is real.”

— GRACE ROUNTREE, SQUARED AWAY PAINTING

What you'll learn from Grace

Watch Grace’s podcast episode with Painting Business Pro to learn how she:

- Took full ownership of the company
- Hired a second, high-quality subcontractor crew
- Mastered her schedule with intentional time-blocking
- Stayed 100% coachable and ran the PBP systems
- Focused entirely on organic marketing: Facebook, Nextdoor, and yard signs



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CASE STUDY

After 10 years on the brush, Brandon built a \$3M company that runs without him



Brandon Griffin

TRIANGLE PRO PAINTING / RALEIGH, NC

Brandon spent a decade painting for other people before starting Triangle Pro Painting in 2019. The business grew fast, but the work still ran through him. He was painting jobs himself, working 60-hour weeks, and carrying the whole thing on his back. Five years later, he had built a \$3M company with \$600K+ in profit, and he was working 10 to 15 hours a week.

Trusted crews and a simple plan turned 60-hour weeks into \$600K+ profit, travel, family time, and 10-15 hours a week.

AT A GLANCE

The Challenge

Brandon launched Triangle Pro Painting at \$320K a year, but he was still the one doing the work. He painted every job himself, worked 60-hour weeks, and ran on chaos. The business was growing, but it was not giving him freedom.

The Solution

He learned how to find subcontractors who did great work and actually cared. Then he built a plan, followed it one step at a time, and let the small moves compound. Instead of trying to figure it out alone, he followed people who had already done it.

The Outcome

In five years, Brandon grew the company to \$3M a year with \$600K+ in profit. The business now runs without him, and he works 10 to 15 hours a week. He travels, spends real time with his family, and has a company that no longer depends on him holding the brush.

BEFORE · 2019 · YEAR 1

\$320K revenue

- \$120K profit
- 60-hour weeks, painting every job himself
- Chaos, no real freedom

AFTER · 2023 · YEAR 5

\$3M revenue

- \$600K+ profit
- Works 10 to 15 hours a week
- Travels and spends time with family

“The pain of staying the same has to be greater than the pain of making the change.”

— BRANDON GRIFFIN, TRIANGLE PRO PAINTING

What you'll learn from Brandon

Watch Brandon’s episode with Painting Business Pro to learn how he:

- Found subcontractor crews he could trust
- Built a plan and followed it one step at a time
- Got the business running without him



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CASE STUDY

After 15 years in corporate America, Michael built a painting business and won his time back



Michael Mead

ARTISAN PAINTING OF HOUSTON / HOUSTON, TX

Michael spent fifteen years in corporate America before quitting on January 1 to start a painting company with no industry background. By March, he was overwhelmed and almost walked away. Fifteen months later, he was running \$150K a month, making \$40K+ in monthly profit, and had a full-time manager running the day-to-day.

No painting experience. No safety net. Just proven systems, strong support, and a passion for his work.

AT A GLANCE

The Challenge

Michael left corporate America and started from zero. No painting background. No existing company. No safety net. By March, the pressure hit hard, and he almost quit before the business had a chance to work.

The Solution

Instead of trying to figure it out alone, Michael followed the PBP systems step by step. He learned how to estimate, sell, track lead conversion, and use his 2% Sat Fund to keep customers happy. Then he put a full-time manager in place to run the day-to-day.

The Outcome

Fifteen months in, Michael was doing \$150K a month at \$40K+ in monthly profit. A full-timer runs operations, so Michael can work 15 to 20 hours a week. He is not trapped in the business anymore. He keeps going because he loves the work.

BEFORE • JANUARY 2023

Starting from \$0

- Quit corporate America on January 1
- No background in painting
- Almost quit the business in March

AFTER • 2024

\$150K a month

- \$40K+ profit per month
- Full-timer runs the day-to-day
- Could work 15 to 20 hours a week, but loves it

“I love what I do, and PBP straight up changed my life.”

— MICHAEL MEAD, ARTISAN PAINTING OF HOUSTON

What you'll learn from Michael

Watch Michael's episode with Painting Business Pro to learn how he:

- Used his 2% Sat Fund to keep customers happy
- Converted expensive leads from lead services
- Put a manager in place to run the day-to-day



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CASE STUDY

From 60-hour weeks on the brush to 5x growth in one year



Josh Strange

STELLAR PAINTING / FORT WORTH, TX

Josh left his 9-to-5 in October 2022 to start Stellar Painting. The beginning was slow. He was doing \$10K months, working 60-hour weeks, and painting every job himself. Within twelve months, he hit \$60K a month, \$15K+ in monthly profit, and got off the brush.

After leaving his 9-5, Josh knew he needed help to make his business succeed and get him off the tools.

AT A GLANCE

The Challenge

Josh started from scratch, and the first months were heavy. He was doing \$10K months, working 60-hour weeks, stressed, and painting everything himself. He owned a business, but it still felt like a job he could not step away from.

The Solution

He built a business plan and tracked his numbers every week. The plan became his guide. He lived by his calendar, kept his actions lined up with the plan, and stayed persistent when growth felt slow. The little wins started compounding.

The Outcome

Within twelve months, Josh grew from \$10K a month to \$60K a month, with \$15K+ in monthly profit. He got off the brush and cut his hours to 40 a week. He kept growing, and by July 2024, he hit \$200K in a single month.

BEFORE · JANUARY 2023

\$10K a month

- \$6K profit a month
- 60-hour weeks, painting every job himself
- Stuck, stressed, and not growing

AFTER · NOVEMBER 2023

\$60K a month

- \$15K+ profit a month
- Works 40 hours a week, off the brush
- Hit \$200K in a month by July 2024

“Having a step-by-step plan changed everything and helped me 5X my business.”

— JOSH STRANGE, STELLAR PAINTING

What you'll learn from Josh

Watch Josh’s episode with Painting Business Pro to learn how he:

- Built a business plan and used it every week
- Tracked his numbers instead of guessing
- Got off the brush and kept growing



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CASE STUDY

From burned out business owner to delegating the work and leading a \$3.8M team



Daniel Thayer

INTEGRITY PAINTING / GRAND JUNCTION, CO

Daniel had run Integrity Painting for more than ten years and built it to \$1.7M. But he was still buried in the work: selling, estimating, running projects, handling office tasks, and carrying the stress himself. Then he fixed his margins, hired and trained the right people, and built a team that could take the business to \$3.8M with about \$800K in net profit.

From stressed at \$1.7M to a \$3.8M business with a real team

AT A GLANCE

The Challenge

Daniel was making money, but the business was costing him too much. At \$1.7M, he was still doing estimates, running projects, helping with office work, and trying to keep everything moving himself. The stress was not worth it anymore. He needed the business to stop depending on him for every decision.

The Solution

He fixed the business before chasing more work. He raised prices by 20%, hired a full-time office manager, added another project manager, brought on a sales rep, and trained each person hard. He did estimates side by side with his sales rep for a month. His PM trained the next PM for six months. Instead of hiring people and hoping they worked out, Daniel built a team that knew exactly how to win.

The Outcome

Daniel grew from \$1.7M in 2022 to \$3.8M in 2023, with about \$800K in net profit. By 2024, the company was tracking toward \$5M+, with 60 painters, an office manager, a commercial estimator, project managers, a general manager, and a sales team. Daniel is no longer the guy doing everything. His team sees the numbers, owns the vision, and is helping build the next stage of the company.

BEFORE · 2022

\$1.7M revenue

- 10–15% net margin
- Daniel was selling, estimating, and running projects
- Stressed, overloaded, and doing too much himself

AFTER · 2023

\$3.8M revenue

- About \$800K net profit
- Team runs the day-to-day
- Tracking toward \$5M+ in 2024

“I want them all to make good money. They all have kids and a family.”

— DANIEL THAYER, INTEGRITY PAINTING

What you'll learn from Daniel

Watch Daniel's episode with Painting Business Pro to learn how he:

- Raised prices before hiring sales
- Trained his sales rep by running estimates together
- Built a team that could grow without him



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CASE STUDY

Small margins. Bills piling up. 60-hour weeks. The way out was structure.



Dustin Hunter

ACE OF DIAMONDS PAINTING / LONGMONT, CO

Dustin had built Ace of Diamonds Painting to \$1.45M, but the business was only producing 6% profit. He was working 60-hour weeks, burned out, stressed, and still not making the money he wanted. Then he rebuilt the business around profit, purpose, and better decisions.

The business had revenue, but not relief. Structure, systems helped double Dustin's profit margin while working fewer hours.

AT A GLANCE

The Challenge

On paper, Dustin looked successful. The company was doing \$1.45M. But behind the scenes, he had 6% profit, bills piling up, 60-hour weeks, and extreme burnout. More revenue was not fixing the problem. The business was grinding him down.

The Solution

He got clear on what the business was supposed to do for his life. Then he stopped chasing vanity metrics, let go of team members who were not doing the job, raised profitability, and learned to say no to work that was not worth the time.

The Outcome

Dustin more than doubled his margin from 6% to 16%, taking profit from \$105K to \$220K. He cut back to 40 to 50-hour weeks, and the burnout and stress are gone. He built a healthier company that gives him more control over his time.

BEFORE • 2022

\$105K profit (6%)

- \$1.45M revenue
- 60+ hour weeks
- Extreme burnout and stress

AFTER • 2023

\$220K profit (16%)

- 40 to 50-hour weeks
- Burnout and stress are gone
- Healthier, more profitable company

“If your team is not making your life easier, why are you paying them?”

– DUSTIN HUNTER, ACE OF DIAMONDS PAINTING

What you'll learn from Dustin

Watch Dustin's episode with Painting Business Pro to learn how he:

- Stopped chasing revenue that did not create profit
- Let go of team members who were not doing the job
- Said no to work that did not fit the business



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CASE STUDY

From operator to owner: how getting off the brush grew the business to \$3M



Matt Highfill

HIGHFILL PAINTING / RICHMOND, VA

Matt started Highfill Painting without a business degree, without a painting company background, and without a perfect plan. For the first few years, he was still painting, still doing too much himself, and still trying to build the business from inside the work. Then he put the brush down, learned his numbers, fixed cash flow, invested in marketing, and built a team. In 2023, he did \$990K. This year, he is on pace for \$3M.

Delegating the work, learning the numbers, and building a team helped the business grow beyond him.

AT A GLANCE

The Challenge

Matt was a good painter, and that became the problem. He thought no one would do the work as well as he could, so he stayed too close to the job site. In 2021, he was doing \$230K and still painting himself. The business was growing, but it was still built around him doing lower-value work instead of leading the company.

The Solution

He finally put the brush down and started building the business. He trusted his painters, stepped into sales and production management, and focused on the work only he could do. Then he tapped into coaching, PCA events, cash flow help, marketing, branding, and job costing. He learned his numbers, raised prices, improved sales, and started making better decisions with real data.

The Outcome

Matt grew from \$230K in 2021 to \$560K in 2022, then to \$990K in 2023. This year, he is on pace for \$2.5M to \$3M, with an office manager, production manager, in-house crews, subcontractor crews, and a new sales hire. He had his first baby, missed a week of work, and came back without worrying the company would catch on fire. That is the real win: a business that can keep moving while he builds a life with his family.

BEFORE · 2021

\$230K revenue

- Still painting himself
- Thought he had to be the best painter on every job
- Business depended too much on him

AFTER · 2024

\$2.5M–\$3M pace

- \$990K revenue in 2023
- Office manager, production manager, crews, and sales support
- Business kept running while he spent time with his new baby

“I want to create a business and a life where I have freedom.”

— MATT HIGHFILL, HIGHFILL PAINTING

What you'll learn from Matt

Watch Matt’s episode with Painting Business Pro to learn how he:

- Got off the brush and started leading the business
- Used numbers, job costing, and cash flow to make better decisions
- Invested in marketing and branding without guessing



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CASE STUDY

He didn't build a bigger business. He built a better life.



Ryan Koshiol

STRAIGHTLINE PAINTING / MINNEAPOLIS, MN

Ryan didn't build his company to chase revenue. He built a lifestyle business. He takes three months off every year and has a life he loves, while making more money than he ever did at a job.

3 months off every year—and growing

AT A GLANCE

The Challenge

Ryan was running Straightline at \$150K, capped less by the market than by his own beliefs about what he could earn. He wanted to prove to himself the business could really work.

The Solution

He quit painting himself and learned to count on other great people. He found coaches and a community to build the business the right way from the start. And he kept his priorities straight, growing at a comfortable pace.

The Outcome

Ryan grew to \$526K at \$135K in profit, living the lifestyle he wanted. He took three months off to travel the US, with total control over his time and when he works.

BEFORE · 2020

\$150K revenue

- \$65K profit
- Capped by limiting beliefs
- Unsure the business could really work

AFTER · 2024

\$526K revenue

- \$135K profit
- Takes 3 months off to travel
- Total control over his time

“I wanted to prove to myself that I could make my own business really work.”

— RYAN KOSHIOL, STRAIGHTLINE PAINTING

What you'll learn from Ryan

Watch Ryan's episode with Painting Business Pro to learn how he:

- Quit painting and learned to count on other great people
- Found coaches and a community to build it right from the start
- Kept his priorities straight and grew at a comfortable pace



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CASE STUDY

From distracted to disciplined: how focus and systems built a million-dollar business



Campbell Gorrie

NORTHLAND PAINTING / NORTHLAND, NEW ZEALAND

For years, Campbell treated painting like the thing paying the bills while he looked for something else. He chased internet marketing, crypto, and other opportunities, but the painting business kept sitting there in the background. Then he finally committed to it. He got off the tools, followed a plan, hired a project manager, and grew from about \$400K to over \$1M while cutting his workweek to 25 hours.

When Campbell stopped chasing shiny objects, he got off the tools, followed the plan, and grew the business past \$1M while working 25-hour weeks.

AT A GLANCE

The Challenge

Campbell was not fully committed to the painting business. He was still jumping on the tools when something broke, working weekends, reacting all day, and running around like a headless chicken. The business made money, but it depended too much on him. He did not have the structure, schedule, or team to grow without dragging himself back into the work.

The Solution

He decided he was done going backward. He got off the tools completely, followed a real business plan, tightened his schedule, and focused on the highest-value work. Then he hired a project manager to take over production, crews, and customer issues. That gave him the space to focus on sales, marketing, and the parts of the business he actually enjoys.

The Outcome

Campbell grew from about \$400K in revenue and \$150K in profit to \$1.067M in revenue and about \$230K in profit. He stopped painting, cut his workweek to about 25 hours, and dropped a huge amount of stress. His project manager freed up half his week, and Campbell now has more time with his family while the business keeps growing.

BEFORE · 2022

\$400K revenue

- \$150K profit
- 40+ hours a week, still jumping on the tools
- Reactive, stressed, and working weekends

AFTER · 2023

\$1.067M revenue

- About \$230K profit
- 25 hours a week, off the tools
- PM runs production and stress is way down

“I never thought that I would have a production manager. Now I’m like, how was I doing business without one?”

– CAMPBELL GORRIE, NORTHLAND PAINTING

What you'll learn from Campbell

Watch Campbell’s episode with Painting Business Pro to learn how he:

- Got serious about the business instead of chasing the next thing
- Got off the tools and stopped going back to phase zero
- Hired a project manager to free up half his week



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CASE STUDY

At 27, he built the business—and lifestyle—most owners dream about



Brett Guerts

TOP-TIER PROFESSIONAL PAINTING / WOODBURY, MN

After four years at a college painting company, Brett started his own so he wouldn't have to get a real job. Four years in, he's over \$1M a year with huge margins and a lifestyle most people would envy. And he's only 27.

Better marketing, stronger sales, and less micromanaging created \$300K in profit, 75+ vacation days, and 150 rounds of golf.

AT A GLANCE

The Challenge

Brett started Top-Tier doing \$240K, wearing every hat himself and still picking up the brush. He'd learned the trade in college, but running the whole thing solo had a ceiling.

The Solution

He poured more into marketing, focused on the three channels that were working, and did more of them. He let go of control, going from micromanaging to trusting his team to do their jobs. And he sharpened his sales process.

The Outcome

Brett grew to \$1M a year at \$300K in profit, running it part time at 27. His sales work alone added \$180K in high-profit sales in a year, and his lifestyle now includes 75+ vacation days and 150 rounds of golf.

BEFORE • 2021

\$240K revenue

- \$80K–\$100K profit
- Wore every hat himself
- Still doing some of the painting

AFTER • 2024

\$1M revenue

- \$300K profit
- 75+ vacation days a year
- 150 rounds of golf a year

“I love my lifestyle and the opportunities are endless.”

— BRETT GUERTS, TOP-TIER PROFESSIONAL PAINTING

What you'll learn from Brett

Watch Brett's episode with Painting Business Pro to learn how he:

- Spent more on marketing and doubled down on what worked
- Let go of control so his team could step up
- Sharpened his sales and added \$180K in high-profit work



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CASE STUDY

Father and son duo bought a tiny painting company and proved they could figure it out



Carl & Andrew Wood

CHARLOTTE PAINT SQUAD / CHARLOTTE, NC

Carl and Andrew did not come from painting. Carl spent 25 years as a pharmacist, then built a COVID testing and vaccine business with Andrew. When that opportunity faded, they went looking for a business they could build together. They bought a small painting company, spent the first three months learning the trade, and then started building Charlotte Paint Squad the right way.

From no painting background to \$800K-\$1M in year one

AT A GLANCE

The Challenge

They bought a painting company without knowing the painting business. The first few months were all learning: the trade, the crews, the customers, the process, and the expectations. They had to move fast, but they could not afford to fake it. They needed to build trust with customers, painters, and each other from day one.

The Solution

They leaned on resources, asked questions, learned from people who had already done it, and built the business around customer experience. Andrew focused on sales and relationships. Carl focused on production, quality control, and making things right. They built a referral process, followed up with customers, documented the steps, and made sure everyone was working from the same playbook.

The Outcome

In their first year, Carl and Andrew built Charlotte Paint Squad toward \$800K to \$1M. They were selling \$20K to \$30K a week, had three crews they trusted, and had already hired their first team member. More than half their work came from referrals and repeat business. They did not win because they knew everything. They won because they were willing to learn, serve people well, and build the company the right way.

BEFORE · OCTOBER 2023

Starting from scratch

- No background in painting
- Bought a small painting company
- Spent 3 months learning the ropes

AFTER · AUGUST 2024

\$800K-\$1M year-one pace

- Selling \$20K to \$30K a week
- Three strong crews and first team member hired
- Heavy referrals and repeat business

“Anything is figure-out-able.”

— CARL & ANDREW WOOD, CHARLOTTE PAINT SQUAD

What you'll learn from Carl & Andrew

Watch Carl and Andrew’s episode with Painting Business Pro to learn how they:

- Learned the trade fast without pretending to know everything
- Built referrals through customer experience and follow-up
- Documented the process before hiring ahead of growth



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CASE STUDY

Building a profitable business without sacrificing family



Nick O'Keefe

OAK CITY COATINGS / RALEIGH, NC

If quality time with your family is the priority, this one's for you. Nick runs a profitable, growing business, but he built it without sacrificing time with his wife and boys. It's not all about more revenue and more profit. You can have both, and you don't have to wait.

The company reached \$750K in revenue and \$200K in profit while protecting four family days every week.

AT A GLANCE

The Challenge

After ten years at Sherwin-Williams, Nick was let go, and along the way he'd missed a lot of memories with his kids. He decided he couldn't go back to that world, so he started a painting company.

The Solution

He bet on himself and started Oak City Coatings. He built a schedule with his wife that protected time for what matters most, his family, and never messes with it. Then he patiently built the company the right way.

The Outcome

Nick grew from \$550K in 2023 to \$750K in 2024 at \$200K in profit, while working less. He takes four family days a week, with results well above average for an owner-operator.

BEFORE · JANUARY 2021

Starting over

- Let go from Sherwin-Williams after 10 years
- Had missed a lot of memories with his kids
- Decided to start a painting company

AFTER · AUGUST 2024

\$750K revenue

- \$200K profit
- 4 family days every week
- Grew from \$550K in 2023, working less

“When I look back at what my life used to be like, I can't believe how things have changed.”

— NICK O'KEEFE, OAK CITY COATINGS

What you'll learn from Nick

Watch Nick's episode with Painting Business Pro to learn how he:

- Bet on himself and left corporate behind
- Built a schedule with his wife that protects family time
- Patiently built the company the right way



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CASE STUDY

Brian bought a failing painting company with no profit and rebuilt it the hard way



Brian Struble

SHAVER PAINTING & DECORATING / OMAHA, NE

Brian spent more than a decade at Sherwin-Williams before going into business for himself. Instead of starting from scratch, he bought Shaver Painting & Decorating, a commercial painting company doing about \$1M a year with no profit. He thought he could step in, move fast, and grow it right away. What he actually had to do was slower and harder: clean up the culture, focus the business, cut what did not make sense, and turn revenue into profit.

Cleaning up the culture, cutting overhead, narrowing the work, and protecting margins turned revenue into a real business.

AT A GLANCE

The Challenge

Brian bought a real company, but it was not a healthy one. It had revenue, equipment, legacy customers, and a well-known name. It also had no profit, expensive overhead, old habits, and a culture that did not match where he wanted to take the business. In his first year, he doubled revenue, but did it sloppy. The company grew, but the foundation was not right.

The Solution

He slowed down and started fixing the business underneath the revenue. He let go of the wrong people, cleaned up the culture, downsized the office, sold equipment they did not need, narrowed the work, raised prices, and stopped chasing everything. Instead of trying to fix the whole company in one day, he learned to make smaller, better changes.

The Outcome

Brian grew Shaver Painting & Decorating toward \$2.5M with about 18% net profit. The business already has about \$1.5M booked for next year, a healthier team, cleaner margins, and a clearer direction. He turned a no-profit acquisition into a real company with a future. The win was not buying a business. The win was finally building one that works.

BEFORE • JANUARY 2022

\$1M revenue, \$0 profit

- Bought an existing commercial painting company
- Expensive overhead and legacy habits
- Revenue, but no healthy foundation

AFTER • OCTOBER 2024

\$2.5M revenue pace

- About 18% net profit
- \$1.5M already booked for next year
- Healthier culture, cleaner focus, better company

“Slow down to speed up.”

— BRIAN STRUBLE, SHAVER PAINTING & DECORATING

What you'll learn from Brian

Watch Brian’s episode with Painting Business Pro to learn how he:

- Cleaned up culture after buying an existing company
- Cut overhead and narrowed the business to protect profit
- Learned why small changes beat trying to fix everything at once



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CASE STUDY

No painting experience. Big vision. Massive growth.



Paul Thompson

BRIGHTLINE PAINTING / GREENVILLE, SC

After a career in consulting and professional services at Ernst & Young, Paul started his painting company with big dreams, big plans, and a highly strategic approach. It took him to eight figures in revenue in his first 18 months.

\$9.5M in revenue in year two

AT A GLANCE

The Challenge

Paul came from consulting at Ernst & Young, with a full-time job, a string of side hustles, and a background in the Navy, but no painting business and no experience in the trade.

The Solution

He went after new construction and landed contracts with four of the five largest builders in the country. He recruited subject-matter experts to build his playbooks and systems, and invested in cloud-based technology to keep the organization lean and organized.

The Outcome

In his second year, Paul hit \$9.5M in revenue, with contracts across five of the top ten builders, multiple locations, and a strategic, private-equity-style playbook. He's projecting over \$20M in 2025.

BEFORE · 2022

Starting from zero

- Consultant at Ernst & Young
- Navy background, full-time job
- No painting business

AFTER · 2024

\$9.5M revenue

- Contracts with 5 of the top 10 builders
- Multiple locations
- Projecting over \$20M in 2025

“You gotta take a risk, you gotta act, or nothing happens.”

— PAUL THOMPSON, BRIGHTLINE PAINTING

What you'll learn from Paul

Watch Paul's episode with Painting Business Pro to learn how he:

- Won new construction with top national builders
- Recruited experts to build his playbooks and systems
- Invested in cloud tech to stay lean and organized



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CASE STUDY

From living out of a truck to leading a \$4.2M company



Trent Huskey

HUSKEY PAINTING / ASHEVILLE, NC

Trent started Huskey Painting after years of working two jobs: painting during the day and waiting tables at night. He was hungry, living lean, and trying to build something bigger. Seven years later, he runs a \$4.2M company with 32 painters and 39 total staff. Then Hurricane Helene hit Asheville, wiped out his schedule, and put the whole company under pressure. Trent responded by generating 160 leads in two weeks and keeping his team working.

A hurricane pushed back 30 jobs. Systems, speed, and discipline helped him generate the leads he needed to weather the storm.

AT A GLANCE

The Challenge

Trent had built Huskey Painting into a serious company, but Hurricane Helene changed everything fast. He had 25 appointments booked, and every one canceled. He had 30 jobs lined up, and they got pushed back. The phone stopped ringing. Deposits had to be refunded. He looked at the schedule and had about a week and a half of work left for a team of nearly 40 people.

The Solution

He did not freeze. He gave himself about 15 minutes to feel the pressure, then got to work. He put out 500 yard signs, sent 25,000 postcards, rebuilt his Facebook advertising, called, emailed, and texted his client list, and redid his newsletter. He told his team he did not know what would happen, but he was going to work until he figured it out.

The Outcome

Trent generated 160 leads in two weeks and sold close to \$400K in three and a half weeks. He got the production schedule back where it needed to be and kept the company moving with zero layoffs. Huskey Painting is now on track for \$4.2M, with 32 painters, 39 total staff, and over \$1.5M in commercial work. The real result is not just growth. It is a company strong enough to protect its people when everything gets tested.

BEFORE • 2023

\$2.6M revenue

- \$500K+ profit
- Mostly residential repaints
- Just starting commercial

AFTER • 2024

\$4.2M revenue

- 32 painters, 39 total staff
- Added over \$1.5M in commercial work
- Survived Hurricane Helene with zero layoffs

“Who do you think you are? You’re going to solve this.”

– TRENT HUSKEY, HUSKEY PAINTING

What you'll learn from Trent

Watch Trent’s episode with Painting Business Pro to learn how he:

- Created leads fast when the schedule fell apart
- Stayed focused on one strong location instead of expanding too fast
- Built a team he could protect when the market shifted



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CASE STUDY

How this husband/wife duo built a \$2M business after years of carrying it all



Ryan & Danie Turry

HEADWATERS PAINTING / MINNEAPOLIS, MN

Ryan started Headwaters Painting to get out of a cubicle. But as the company grew, he and Danie were still carrying too much of the day-to-day themselves. At \$800K, they were managing the work, the leads, the customer communication, and the stress. Then they built a plan, hired the right roles, trained their team, and shifted into support instead of survival. Now, Headwaters is on track for \$2M with about \$500K in owner compensation and profit.

They hired the right roles, trained the team, and finally built a business that did not depend on them carrying every detail.

AT A GLANCE

The Challenge

Ryan and Danie had momentum, but the business still depended on them too much. Ryan was selling and managing too much himself. Danie was drowning in lead intake, office work, communication, and a never-ending to-do list. They were doing the work of a team without the structure of a team.

The Solution

They built the business around clear roles, real benchmarks, and weekly numbers. They hired a project manager, estimator, and part-time office manager/production coordinator. They trained shoulder to shoulder, held weekly meetings, tracked the plan, and moved Ryan and Danie into coaching, support, marketing, and business development instead of every daily task.

The Outcome

Ryan and Danie are on track for a little over \$2M, with about 48% gross profit and 25% total owner compensation and profit. Their team now runs the day-to-day, and Danie went from drowning to working about 25 focused hours a week. Ryan can finally breathe, support the team, and think about the next stage. They built the company together, but they no longer have to carry every part of it themselves.

BEFORE · 2021

\$800K revenue

- \$104K profit
- W2 employees
- Ryan and Danie did the day-to-day

AFTER · 2024

\$2M revenue

- About \$500K owner compensation and profit
- Team runs the day-to-day
- Ryan and Danie moved into support and growth roles

"It's like the first time in nine years where I can actually feel like I can breathe a little bit."

— RYAN & DANIE TURRY, HEADWATERS PAINTING

What you'll learn from Ryan & Danie

Watch Ryan and Danie's episode with Painting Business Pro to learn how they:

- Created clear roles and weekly benchmarks
- Trained a PM, estimator, and office support instead of winging it
- Built a team that could run the day-to-day without them



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CASE STUDY

How Mathew escaped the 50-hour grind and built a \$900K painting business



Mathew Camp

SERIOUSLY PAINTING LTD / NANAIMO, BC

Mathew grew up painting with his dad and eventually took over the family business. For years, Seriously Painting was stuck around \$300K, with Mathew working 50+ hours a week alongside two painters. Then he changed how he hired, built systems his team could follow, and learned how to market the business. In one year, he tripled revenue and cut his own hours.

From a stalled \$300K business to \$900K with a team of 9

AT A GLANCE

The Challenge

Mathew was running the family business the way it had always been run. It was him, two painters, and a lot of hours. Revenue had stalled at \$300K, and the harder he worked, the more stuck he felt. The business could not grow if he had to stay in the middle of everything.

The Solution

Mathew changed how he thought about people. He learned to hire painters he could trust, invested real time into learning how to market and build a company, and started creating systems his team could follow. Instead of doing everything himself, he built a structure ordinary people could succeed inside of.

The Outcome

In one year, Mathew grew Seriously Painting to \$900K with \$270K+ in profit. He built a team of eight painters and a project manager, and cut his own hours from 50 a week to 30. The business finally had the team and systems to grow without trapping him inside every job.

BEFORE · 2023

\$300K a year

- \$115K profit
- Team of 2 painters plus himself
- Worked 50+ hours a week

AFTER · 2024

\$900K a year

- \$270K+ in profit
- Team of 8 plus a project manager
- Works 30 hours a week

“Built extraordinary systems so that ordinary people can be extraordinary performers.”

— MATHEW CAMP, SERIOUSLY PAINTING LTD

What you'll learn from Mathew

Watch Mathew’s episode with Painting Business Pro to learn how he:

- Hired painters he could trust to do great work
- Learned how to market and build the business
- Built systems his team could actually follow



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CASE STUDY

Mason built an \$8.7M company, then had to build the structure to sustain it



Mason Marquis

SPRAY TEX PAINTING / DALLAS, TX

Mason started Spray Tex Painting at 20 years old after working the dish pit at an event venue and doing handyman work. Seven years later, he oversees \$8.7M across two painting companies. But the real story is not just fast growth. Mason mastered marketing, built a team, and then had to go back and rebuild the structure after growing too fast.

\$8.7M revenue, 180 leads a week, and a rebuilt team structure

AT A GLANCE

The Challenge

Mason grew fast, but fast growth created pressure. Spray Tex was doing \$6.7M in Dallas-Fort Worth and Yellow Rose was nearing \$2M in Waco. But Mason still had too many direct reports, production was too dependent on him, and the company had to get more sophisticated operationally. Revenue was not the problem anymore. Structure was.

The Solution

He focused on the two things that let a big company keep growing: lead flow and people. Mason spent years mastering marketing until Spray Tex was generating 180 leads a week and running over 50 estimates. Then he reorganized production, brought in a director, rebuilt leadership, and started putting the right people in the right seats. He also kept investing heavily in learning, development, culture, and team growth.

The Outcome

Mason now oversees \$8.7M in revenue across two locations, with Spray Tex growing around 15% year over year. The company has a sales team, office team, production team, and a stronger leadership structure. Mason is still working through the next layer, but the company is becoming less dependent on him as the bottleneck. He built the machine, then started building the structure that lets it last.

BEFORE · 2017

20 years old, just starting out

- Working the dish pit at an event venue
- Started as a handyman
- Transitioned into painting

AFTER · 2024

\$8.7M a year

- \$6.7M at Spray Tex, nearly \$2M at Yellow Rose
- 180 leads a week
- Sales, production, and office teams in place

“I’ve scaled fast. It hasn’t worked. And I’ve had to go back and rebuild.”

— MASON MARQUIS, SPRAY TEX PAINTING

What you'll learn from Mason

Watch Mason’s episode with Painting Business Pro to learn how he:

- Built lead flow until demand stopped being the bottleneck
- Rebuilt production leadership after growing too fast
- Invested in culture and people to support a bigger company



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CASE STUDY

Bruce bought out his brother, rebuilt the team, and made the business healthy



Bruce Byrnes

EXEMPLARY PAINTING / LITTLETON, CO

Bruce started Exemplary Painting with his brother and grew it to \$1.5M. But the partnership no longer matched where he wanted to take the company. The sales role was underperforming, the team was misaligned, and profit was stuck under 10%. Bruce made the hard calls: he bought out his brother, let go of the wrong people, rebuilt the team, and grew to \$2.3M with stronger margins.

From \$1.5M and under 10% profit to \$2.3M and over 16%

AT A GLANCE

The Challenge

Bruce had a real business, but it was being held back by misalignment. His brother was still his partner, but their goals were no longer the same. His sales rep was closing 25% to 30%, did not believe better was possible, and the excuses started bleeding into the team. Revenue was there, but the business was not healthy enough.

The Solution

Bruce stopped tolerating what was not working. He bought his brother out, let go of the underperforming sales rep, took over sales himself, and proved what was possible with a 68% close rate. Then he started rebuilding the team around better meetings, better feedback loops, clearer expectations, and people who were coachable.

The Outcome

Bruce grew Exemplary Painting to \$2.3M as sole owner, with net profit over 16%, or closer to 19% when including his wife’s salary. His wife runs the office, he has project managers in place, and the company is aiming for \$3M next. The business is growing faster because Bruce made the uncomfortable decisions instead of carrying misalignment forward.

BEFORE

\$1.5M a year

- Partnership with his brother
- Sales rep closing 25% to 30%
- Under 10% net profit

AFTER

\$2.3M a year

- Sole owner
- Over 16% net profit
- Stronger team, better alignment, clearer direction

“It’s not me versus you. It’s us versus the problem.”

— BRUCE BYRNES, EXEMPLARY PAINTING

What you'll learn from Bruce

Watch Bruce’s episode with Painting Business Pro to learn how he:

- Ended a misaligned partnership and bought his brother out
- Took over sales and proved better results were possible
- Rebuilt the team around coachability and clear expectations



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CASE STUDY

Left corporate, beat cancer, and built a business centered on a present life



Ty Brown

MOUNTAIN WEST PAINTING / LITTLETON, CO

Ty spent 18 years in corporate America opening retail stores. He had a successful career, but the hours kept him from the life he wanted. After cancer, the decision became clearer: he wanted a business that gave him more time with his kids, more control, and more upside. Three years in, Mountain West Painting has passed \$2M with strong margins and a lean team.

After cancer changed what mattered most, he built a lean, numbers-driven company that gave him time with his kids, strong margins, and room to live.

AT A GLANCE

The Challenge

Ty had the corporate career, but it came at a cost. He was working long hours, missing time with his kids, and had no time for the things he loved, like golf and snowboarding. After going through cancer, the question changed. It was no longer just “Can I build a business?” It was “What kind of life am I building this for?”

The Solution

Ty went all in. He learned the painting business fast, tracked his numbers closely, ran lean, and built around strong people. He hired a project manager, trained a salesperson through 50 estimates, and built systems so calls, estimates, production, and customer experience did not all depend on him. He used his corporate operations background, but built the business for his own goals this time.

The Outcome

Ty built Mountain West Painting to over \$2M a year, with about 50% gross profit and a lean, healthy operation. He takes his kids to and from school every day, takes time off when he wants, and has space for golf, snowboarding, and family. The business gives him the money corporate never could, but more importantly, it gives him the life corporate never did.

BEFORE

Successful corporate career

- 18 years opening retail stores
- Long hours, not enough time with his kids
- No time to golf or snowboard

AFTER • 3 YEARS IN

\$2M+ a year

- About 50% gross profit
- Project manager and salesperson in place
- Takes his kids to and from school daily

“I remember pulling over on the side of the road, almost with tears in my eyes, because of the load that was going to come off my back.”

— TY BROWN, MOUNTAIN WEST PAINTING

What you'll learn from Ty

Watch Ty's episode with Painting Business Pro to learn how he:

- Left corporate and went all in after cancer
- Built a lean, numbers-driven company
- Hired and trained the right people to protect his time



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CASE STUDY

Hunter built a \$6M company that makes real profit and runs without him



Hunter Miller

ELK HORN PAINTING / CASTLE ROCK, CO

Hunter started Elkhorn Painting after knocking doors and selling jobs for Foothills. In his first full year, the company did just under \$500K. Then he built the plan, the team, the comp structure, and the culture to make the business healthy at every stage. In 2024, Elkhorn did over \$6M in revenue, over \$1M in profit, and Hunter worked about 25 hours a week.

\$6M+ revenue, \$1M+ profit, 25 hours a week

AT A GLANCE

The Challenge

Hunter had to learn that growth without a healthy team does not work. Early on, he had turnover, team issues, and a hard truth from someone he trusted: he was not easy to work for. If he wanted the business to grow past him, he had to become a better leader and build the company the right way.

The Solution

He got serious about planning, profit, comp models, training, and leadership. He built a yearly plan he could actually hit, kept overhead in check, and created roles where people could make great money while the company still produced strong margins. Then he developed the team to perform at a high level instead of trying to carry the business himself.

The Outcome

Elkhorn Painting did over \$6M in 2024 with over \$1M in profit and roughly 20% margins. Hunter works on the business about 25 hours a week. His people make great money, the company is healthy, and the next stage is clear: grow commercial, develop more leaders, and keep building a company people love.

BEFORE · 2017

Just under \$500K revenue

- Built from door knocking and sales
- Team issues and turnover
- Hunter had to become a better leader

AFTER · 2024

\$6M+ revenue

- \$1M+ profit
- About 20% profit margin
- Works about 25 hours a week

“The fastest way through this is to do it the right way.”

— HUNTER MILLER, ELK HORN PAINTING

What you'll learn from Hunter

Watch Hunter’s episode with Painting Business Pro to learn how he:

- Built a plan that protected profit at every stage
- Created comp models where the team and company both win
- Became the kind of leader a strong team could grow with



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CASE STUDY

From carrying the company to building leaders who could run it



Ben Landusky

FOOTHILLS PAINTING / FORT COLLINS, CO

Ben took over Foothills Painting in 2013 when it was doing about \$650K a year. The first stretch was messy. He and Eric made bad hires, moved too fast, built weak systems, and learned a lot of painful lessons the hard way. But they kept rebuilding. Today, Foothills is a nearly \$7M company with 18 staff, 40 subcontractor crews, and a leadership team stepping up to run the business.

Slowing down, building structure, and developing leaders helped turn a \$650K company into a nearly \$7M business.

AT A GLANCE

The Challenge

For years, Ben and Eric were spread thin. They were stressed, moving too fast, and trying to grow without the infrastructure to hold it. They had no real systems, no stable leadership layer, and no clean way to step out of the daily chaos. The business had potential, but they were still too central to everything.

The Solution

They slowed down and built the company the right way. They hired, trained, and developed leaders. They built departments around sales, production, marketing, office, and business development. They learned to trust their people, document the work, and stop being the bottleneck. The growth came when they stopped trying to force it and started building the foundation.

The Outcome

Foothills is now just shy of \$7M, with 18 W2 staff, 7 sales reps, 5 production managers, office support, marketing leadership, business development, and about 40 subcontractor crews. Ben is stepping out of the CEO seat so his leadership team can run the company, while he supports National Painting Group. The business no longer depends on him being in every meeting.

BEFORE · 2013

\$650K revenue

- Ben took over Foothills
- Spread thin with weak systems
- No leadership team running the business

AFTER · 2024

Nearly \$7M revenue

- 18 staff and about 40 subcontractor crews
- Leadership team running the company
- Ben stepping into a bigger role at NPG

“You have leaders who want to step up and take over for you. Move out of the way.”

— BEN LANDUSKY, FOOTHILLS PAINTING

What you'll learn from Ben

Watch Ben’s episode with Painting Business Pro to learn how he:

- Built departments instead of carrying everything himself
- Developed leaders who could take ownership
- Learned that slowing down is what made faster growth possible



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CASE STUDY

Daniel built an \$860K business while playing college football



Daniel Zeuli

ZEULI PAINT / HUDSON, WI

Daniel started his painting business in college while playing football full time. He ran estimates and jobs an hour to an hour and a half away from campus, using whatever free hours he had. By the time he graduated in May 2024, he had grown the business to \$860K. Now, in his third year, he is already over \$200K through the first quarter, double where he was last year, with a young child and a growing team.

From college side hustle to \$860K before graduation

AT A GLANCE

The Challenge

Daniel had almost no extra time. He was a full-time student, playing football, building a business away from campus, and trying to make more money than he could in an hourly job. The business had to stay simple because his schedule left no room for chasing random ideas.

The Solution

He focused on the few things that mattered most. He used the name and reputation his grandpa had built in the area, kept the business simple, and hired help earlier than most. He brought on production support while still in college, then moved that person into sales when it became clear that was the better fit. Now he is hiring a project manager again to spread the workload and keep growing.

The Outcome

Daniel did about \$860K in 2024 and is already over \$200K in the first quarter of 2025. He is running ahead of last year, building a real team, and creating a business that can keep growing while he supports his family. The goal is not just another busy job. It is a company that can run for a month or more without him.

BEFORE

College student and football player

- Running jobs 1 to 1.5 hours from campus
- Started with his grandpa's painting reputation
- Building the business in his free time

AFTER • 2024

\$860K revenue

- Over \$200K through Q1 2025
- Sales support in place
- Hiring a project manager to spread the workload

“We didn’t chase a ton of shiny objects. I didn’t have time.”

– DANIEL ZEULI, ZEULI PAINT

What you'll learn from Daniel

Watch Daniel’s episode with Painting Business Pro to learn how he:

- Built a business while balancing school and football
- Kept the model simple and focused
- Hired help early so the business could keep growing

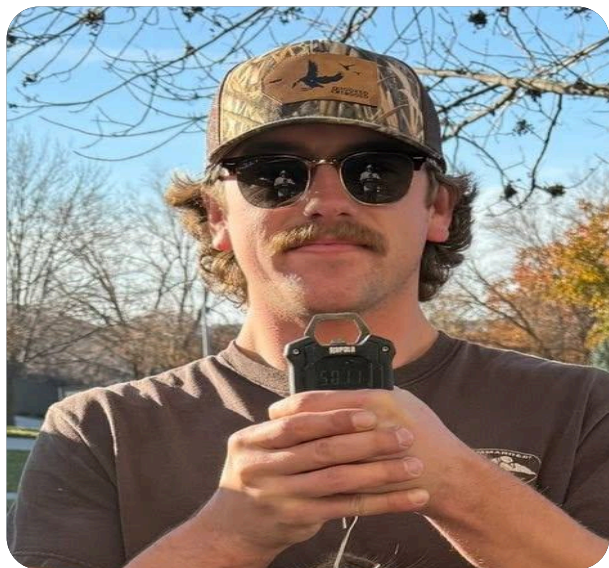


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CASE STUDY

He built a \$1.2M business and works one day a week



Evan Kieser

KIESER’S PAINTING / OMAHA, NE

Evan dropped out of college to start a painting company at just 20. Within a few years he built a \$1.2M business and now works just one day a week, building everything around the life he wants.

College dropout to a business that runs without him

AT A GLANCE

The Challenge

Evan was a college dropout with no business experience, working in the business full time with no clear systems. He didn’t want a business that controlled him.

The Solution

Evan stopped doing estimates, project management, and production himself. He built systems that let the business run with minimal input, developed key leaders to run the day-to-day, and intentionally built his schedule around the life he wanted.

The Outcome

Evan built Kieser’s Painting to \$1.2M in revenue and works just one day a week, with a streamlined team and operations and people he’s hired, trained, and empowered to run it.

BEFORE

College dropout, no experience

- Working in the business full time
- No clear systems
- No business experience

AFTER

\$1.2M in revenue

- Works one day a week
- Streamlined team and operations
- Hires, trains, and empowers his team

“I didn’t want to build a business that controlled me. I wanted a business that gave me my life back.”

— EVAN KIESER, KIESER’S PAINTING

What you'll learn from Evan

Watch Evan’s podcast episode with Painting Business Pro to learn how he:

- Delegated fully—stopped doing estimates, PM, and production himself
- Systematized operations to run with minimal input
- Protected his lifestyle by building his schedule around his life
- Developed key leaders to run the day-to-day



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CASE STUDY

Colton almost lost the business, then rebuilt it into a \$1.5M company



Colton Steed

MINT PAINTING / ST. GEORGE, UT

Colton started Mint Painting with a student crew model that nearly broke the business. He hired too many inexperienced painters, undertrained them, lost money on jobs, could not make payroll taxes, and had to cut his personal pay way down. He kept going, cleaned up the debt, changed how he ran the company, and is now on track to grow from \$720K to over \$1.5M.

Back taxes, bad jobs, and undertrained crews almost took him out. Systems, standards, and better financial management helped him rebuild.

AT A GLANCE

The Challenge

Colton's first two years almost took him out. He was hiring students, trying to train fast, fixing jobs all summer, and not watching the numbers closely enough. He had kids, a wife, student debt, business debt, back taxes, and nights where he laid in bed wondering what he was doing.

The Solution

He stopped trying to survive by working harder and started learning how to run the business properly. He put the program on a credit card because he saw it as his best bet to get out of the hole. Then he started adopting the systems, improving training, managing the money, treating subcontractors better, and building a business with real standards.

The Outcome

Colton cleaned up the back taxes and debt, built a company with all five-star reviews, crossed 100 reviews in his market, and is on track to grow from \$720K in 2024 to over \$1.5M this year. The business that almost trapped him is now the path that gave his family a better future.

BEFORE

Almost did not make it

- Lost money on a ton of projects
- Could not make payroll taxes
- Felt trapped with a family depending on him

AFTER • 2025

\$1.5M+ pace

- Grew from \$720K in 2024
- Cleared back taxes and debt
- 100+ five-star reviews

"I just put it all on the credit card and I was like, this is my best bet to get out of this hole."

— COLTON STEED, MINT PAINTING

What you'll learn from Colton

Watch Colton's episode with Painting Business Pro to learn how he:

- Rebuilt after undertraining almost broke the business
- Fixed the financial management side of the company
- Built trust with customers and subcontractors



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CASE STUDY

From starting at zero to booking \$365K in just six months



Sebastian Thomas

OVO PAINTING / PHOENIX, AZ

Sebastian started Olo Painting in Atlanta in late 2024. Six months later, he had already booked \$365K and was on track for about \$800K in year one. He did it without a complicated setup. He delivered great service, dropped flyers every week, asked for referrals, and made the painting process easier for customers in a crowded market.

Simple, consistent action helped create momentum in a crowded market and put the business on track to hit \$800K in the first year.

AT A GLANCE

The Challenge

Sebastian started in a massive, competitive market where nobody knew who he was. Atlanta already had big franchises, local painters, and plenty of noise. The first few months were slow, and he had to find a way to get his name in front of people without waiting years for momentum.

The Solution

He kept it simple and stayed consistent. He delivered 1,000 to 2,000 flyers a week, dropped 250 flyers around every estimate, used lead services, started SEO early, and asked every happy customer for referrals. More importantly, he focused on being the painters people actually wanted to work with: clear communication, friendly service, and a smooth process.

The Outcome

In about six months, Sebastian booked \$365K and put Olo Painting on track for about \$800K in year one. Nearly half the work came from flyers, referrals were starting to build, and the company already had strong reviews in a crowded market. He proved you can start from zero if you are willing to do the simple work every week.

BEFORE · 2024

Starting from zero

- New company in a crowded Atlanta market
- Nobody knew the name yet
- Had to create demand from scratch

AFTER · 6 MONTHS IN

\$365K booked

- On track for about \$800K in year one
- Flyers driving major sales
- Referrals and reviews already building

“We want to be the painters that people want to work with.”

– SEBASTIAN THOMAS, OVO PAINTING

What you'll learn from Sebastian

Watch Sebastian’s episode with Painting Business Pro to learn how he:

- Used flyers to create early momentum
- Asked for referrals through thank-you notes and follow-up
- Built trust by making the painting process easy for customers

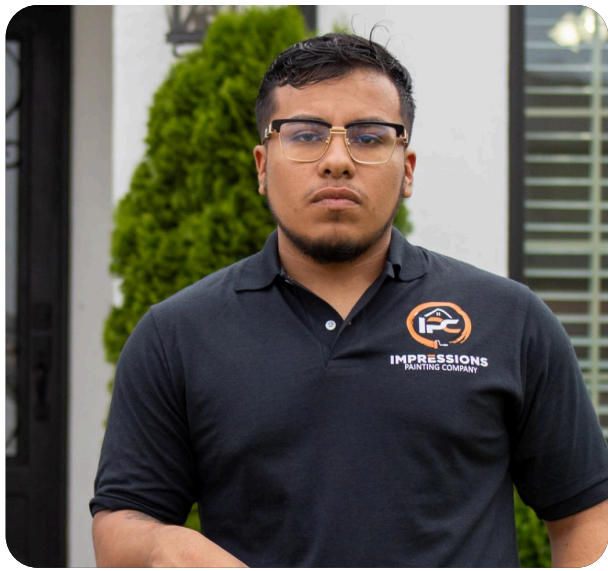


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CASE STUDY

Dropped out of school, bought a painting company, and changed his family's life



Emanuel Mora

IMPRESSIONS PAINTING / SPRINGFIELD, MO

Emanuel grew up around painting because his dad was doing whatever he could to provide. As a kid, Emanuel helped find work, negotiate with contractors, and translate between English and Spanish. At 17 or 18, he bought Impressions Painting for \$5,000 when the owner was ready to shut it down. He left school, took the risk, and built a company that changed his family's life.

From a \$5K buyout to a flourishing company that changed his family's life

AT A GLANCE

The Challenge

Emanuel knew what it felt like to be treated poorly in the industry. He had watched his dad work too hard for too little, get burned by contractors, and fight through dry seasons. When Impressions was about to shut down, Emanuel saw what would happen if he did nothing. His family would be back in the same rough situation he had been trying to escape.

The Solution

He took action before he felt ready. He asked to buy the company, figured out how to pay the \$5,000, left school, and stepped into ownership. But the first few years were not clean. He worked 60 to 70 hours a week, handled sales and production issues himself, missed plans, underspent on marketing, and eventually realized he needed help, systems, and real integrity with his numbers.

The Outcome

Emanuel turned Impressions Painting into a company that gave his family a different life. He went from translating and negotiating as a kid to becoming the CEO and a partner at National Painting Group. The business became more than a cash machine. It became proof that he could build something serious, support people well, and stop carrying the pain of letting people down.

BEFORE

17 or 18, trying to protect his family

- Dad working too hard for too little
- Impressions was about to shut down
- Bought the company for \$5,000

AFTER

CEO of Impressions Painting

- Partner at National Painting Group
- Built a company that changed his family's life
- Learning to lead with systems, numbers, and integrity

“I just didn't want to carry that pain anymore. I need help.”

— EMANUEL MORA, IMPRESSIONS PAINTING

What you'll learn from Emanuel

Watch Emanuel's episode with Painting Business Pro to learn how he:

- Took ownership before he felt ready
- Learned why cash flow is not the same as a healthy business
- Rebuilt around numbers, support, and better leadership



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CASE STUDY

Brad launched like a real company and grew to \$5M in three years



Brad Ellison

ELLISON PAINTING / DETROIT, MI

Brad did not start Ellison Painting the way most painting companies start. He and his wife had saved money, knew the industry, and prepared before the first estimate. They mapped the customer journey, built the roles, set a \$13K monthly marketing budget, recruited subcontractors, and launched like a \$1.5M company from day one. Three years later, Ellison Painting did \$5M with healthy profit.

Zero to \$5M in three years with systems from day one

AT A GLANCE

The Challenge

Brad was not new to painting, but he was starting over. A company he planned to buy fell through, so he and his wife had to build their own from scratch. They had an advantage, but they also had pressure. If they were going to move fast, they needed the business to be built with structure before the work showed up.

The Solution

They prepared like operators instead of guessing like beginners. In two hours, they mapped the entire customer journey from first contact to project completion. Then they assigned responsibilities, built the early org chart, launched with a real marketing budget, recruited subcontractors, and sold jobs before everything felt perfectly ready. The playbook got more detailed later, but the core was there from the start.

The Outcome

Ellison Painting did about \$1M in its first season, \$3M in 2023, and \$5M in 2024. The company produced strong profit, even after accounting for Brad’s low salary and the sales he still handled himself. He and his wife built a fast-growing company because they did not wait to act like one.

BEFORE · APRIL 2022

Starting from scratch

- Planned acquisition fell through
- Built with savings and industry experience
- Mapped the customer journey before the first estimate

AFTER · 2024

\$5M revenue

- About 15% to 16% adjusted net profit
- \$13K/month marketing budget from launch
- Systems and roles built early

“We launched as if we were a \$1.5 million company right out of the gates.”

— BRAD ELLISON, ELLISON PAINTING

What you'll learn from Brad

Watch Brad’s episode with Painting Business Pro to learn how he:

- Mapped the customer journey before selling the first job
- Built roles and systems before the team was fully there
- Used preparation and marketing to grow fast from day one



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CASE STUDY

Why We Told His \$700K Painting Company NOT to Hire



Valentin Osipov

FRESH VIEW PAINTERS / PITTSBURGH, PA

Valentin Osipov spent years bouncing between sales jobs, e-commerce ventures, and even a mobile sauna business before he and his partner Jacob started Fresh View Painters at the end of December 2024 with a single underbid kitchen job. After finding Painting Business Pro and attending a Fast Track coaching event, their coach told them not to hire a salesperson yet, even though they were already planning to and are trending toward \$700,000-plus in revenue this year.

Trending for \$700K-\$800K this year. Told not to hire, on purpose.

AT A GLANCE

The Challenge

Val and Jacob started with no real business model, brainstorming at coffee shops and trying whatever came to mind, including cold-calling general contractors and submitting portfolio photos that weren't even accurate representations of their own work. They'd planned to bring on a salesperson soon to free up Val's time, but at a Fast Track event, their coach told them to hold off, since hiring into a business without a deliberately built culture just recreates the same problems down the road.

The Solution

Instead of hiring, they split roles, Val focused on sales, Jacob on production, and spent the months since the event deliberately building the foundation first: recruiting better crew members, refining production, and rethinking the entire sales approach around genuine curiosity about the client instead of just presentation mechanics. Val shifted his focus to building a real connection with homeowners before even looking at the house, and within about a week of returning from the event, his close rate jumped from 30% to 40%.

The Outcome

Val and Jacob are trending toward \$700,000 to \$800,000 in revenue this year at a healthy net margin, already ahead of everything they did in 2025 combined. They've deliberately delayed their first sales hire until 2027 so that whoever joins is stepping into a business with real culture and systems already in place, and they're targeting a long-term minimum of \$6 million, with a stretch goal of \$10 million.

BEFORE · LAUNCH

No business model, brainstorming with no direction

- First job was a badly underbid kitchen for a few hundred dollars
- 30% close rate, presentation-focused sales approach
- Planned to hire a salesperson soon, no deliberate culture built yet

AFTER · THIS YEAR

Trending for \$700K-\$800K this year

- 40% close rate, up from 30%, in about a week
- Roles split: Val on sales, Jacob on production
- Deliberately delaying the first hire until 2027 to build culture first

"It's not just about making more money. It's like you're actually building something. You're building a company, and I want to have something that I'm proud of."

— VALENTIN OSIPOV, FRESH VIEW PAINTERS

What you'll learn from Valentin

Watch Valentin's episode with Painting Business Pro to learn how he:

- Learned why their coach told them not to hire a salesperson yet
- Took his close rate from 30% to 40% in about a week by focusing on genuine curiosity
- Split roles with his partner to each focus on fixing their real constraint



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They Wasted \$150K on Marketing, Then Nearly Doubled Their Business



Nick and Nycole Kane

KANE PAINTING / AKRON, OH

Nick and Nycole Kane spent 13 years building Kane Painting in Akron, Ohio, growing from \$50,000 in their first year to a stubborn \$450,000 ceiling they couldn't break for years. Along the way they spent \$150,000 over three years on marketing agencies that mostly failed to deliver, and by 2024 the business was so upside down that Nick, Nycole, and their crew were on unemployment. They joined Painting Business Pro in August 2025, and this year they're on pace to nearly double their old ceiling, targeting \$850,000.

\$150K wasted on marketing. Stuck at \$450K for years. Now on pace for \$850K.

AT A GLANCE

The Challenge

For three years, Nick and Nycole poured about \$150,000 into marketing agencies spread across Pinterest, TikTok, Facebook, Instagram, and SEO, with constant staff turnover on the agency side and little to show for it, at one point discovering an agency had barely touched their account for months while still charging them. Their business advisor at the time kept telling them to lower their prices to win more work, the opposite of what they needed, and by 2024 they were negative cash flow, so strained that the whole crew ended up on unemployment.

The Solution

They committed to Painting Business Pro in August 2025 and rebuilt from the calendar up: time-blocking their days before touching anything else, since Nick says nothing else was possible until they had control of their schedule. They brought on subcontractors deliberately and carefully, screening 100 to 200 applicants with simple qualifying questions before hiring, and moved their marketing to Facebook ads, run in-house by their teenage son after he learned the ropes through PBP's webinars, instead of paying an outside agency. They also adopted PaintScout to build repeatable estimate templates, freeing Nick from spending hours rewriting every proposal from scratch.

The Outcome

Kane Painting is up \$120,000 year-to-date, a 47.5% jump, while dropping overhead from about 45% to 34% and holding a 55.6% gross profit margin. They're on pace to blow past their old \$450,000 ceiling and hit \$850,000 this year, and the lifestyle has changed just as much as the numbers: Nick's schedule now includes yoga and regular walks, and the couple was able to take their son on a graduation vacation while their subcontractor crews kept working without them.

BEFORE • YEARS OF STAGNATION

\$450K revenue ceiling for years, despite \$150K spent on marketing

- \$0 profit tracked
- Negative cash flow through 2023 and 2024, crew on unemployment
- No time-blocking, no hiring process, agencies running their marketing

AFTER • 2025-2026

Up \$120K year-to-date, 47.5% growth

- 55.6% gross profit, overhead down from 45% to 34%
- In-house Facebook ads run by their son, PaintScout estimate templates
- On pace for \$850K this year, took a real vacation while subs kept working

“It felt like the Titanic at the iceberg and no stopping it.”

– NICK AND NYCOLE KANE, KANE PAINTING

What you'll learn from Nick and Nycole

Watch Nick and Nycole's episode with Painting Business Pro to learn how they:

- Wasted \$150,000 on marketing agencies over three years, and what finally worked instead
- Rebuilt their hiring process by screening 100+ subcontractor applicants with simple questions
- Moved Facebook ads in-house, run by their teenage son, replacing an underperforming agency



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CASE STUDY

She Did Everything Herself. Now She's Building a Business Without Her



Kara Wolfe

WOLFE PRO PAINTING / SYRACUSE, NY

Kara Wolfe ran Wolfe Pro Painting solo for years, doing every estimate, every call, and every job herself, even after three years as a Painting Business Pro member. She partnered with National Painting Group at the start of 2026, and six months in, her marketing volume is up 23%, her close rate has climbed from 45% to 55%, and she's made her first two hires to start building a business that doesn't depend entirely on her.

\$500K solo in 2025. Sales up 59% in the first half of 2026. First two hires made.

AT A GLANCE

The Challenge

Kara ran her business entirely alone through 2025, doing over \$500,000 in revenue but scattering her marketing across too many channels without committing to any of them long enough to see results, then pulling back whenever spending felt scary. She also assumed she was following the sales process closely, until she started joining weekly sales role-play calls and realized she'd been skipping the sit-down Q&A whenever a client tried to lead the conversation, and skimming past questions that felt uncomfortable to ask.

The Solution

She got intentional and consistent with marketing, hiring a vendor to run Meta ads, rebuild her website, and optimize her SEO and local service ads, while learning to weigh the cost of underspending against the cost of marketing itself. On the sales side, she recommitted to running a full, deliberate Q&A on every job regardless of how a client wanted to lead the conversation, started doing pre-closes consistently, and began delivering estimates on the spot, something she'd resisted early in her PBP journey. She also made her first hire an office manager instead of the more typical production manager, since admin and phone calls were her real bottleneck, then brought on a production manager two months later, with NPG's team walking her through both hires since she'd never recruited anyone before.

The Outcome

Kara's marketing volume (estimates completed) is up 23% year over year, her sales are up 59%, and her close rate climbed from 45% to 55% in the first half of 2026 alone. She now has an office manager and a production manager on her team, both just a few months in, and is building the systems and culture that let the business run without her doing everything personally for the first time in over a decade.

BEFORE · 2025

\$500K+ revenue, entirely solo, no team

- Marketing scattered across channels, pulled back when scared
- 45% close rate for all of 2025
- Skipping the sit-down Q&A when clients tried to lead the conversation

AFTER · H1 2026

Sales up 59%, marketing volume up 23%

- 55% close rate, up from 45%
- First office manager and production manager hired
- Every estimate delivered on the spot, full sales process followed

"I realized I wasn't really following the process at all. I hadn't been following it with intention or integrity."

— KARA WOLFE, WOLFE PRO PAINTING

What you'll learn from Kara

Watch Kara's episode with Painting Business Pro to learn how she:

- Drove a 23% jump in marketing volume by committing to fewer channels instead of spreading thin
- Made her first hire an office manager instead of a production manager
- Took her close rate from 45% to 55% by following her own sales process with integrity



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CASE STUDY

The Business Can't Outgrow the Leader: Danie's \$4M Story



Danie Turry

HEADWATERS PAINTING / MINNESOTA

Danie Turry co-owns Headwaters Painting in Minnesota with her husband Ryan, a business she never expected to end up running. After getting serious about building it as a professional company around 2020, they did \$2.1 million in sales last year, and by late July of this year, they'd already matched that entire total, putting them on track for roughly \$4 million in 2025.

\$2.1M last year. Already matched it by July. On track for \$4M this year.

AT A GLANCE

The Challenge

As Headwaters grew fast through a stretch of new hires, Danie and Ryan's biggest strain became the handoff between sales and production, not broken, but not consistent enough to keep up with a rapidly scaling team. They'd also just made three hires in about three months, adding a second estimator, an office manager, and a second project manager, all while managing normal crew turnover during their busiest season.

The Solution

They built a recurring sales-production cohesion meeting to review any job that ran over cost or generated a client complaint, working through what actually happened without blame, centered on three areas: pricing, work order clarity, and expectation-setting. They started cross-training through ride-alongs, having production shadow sales on estimates one week and sales shadow production installs the next, and began using CompanyCam video during walkthroughs so production had more context on what was promised. Danie also credits therapy, coaching, and surrounding herself with people who could call out her own blind spots for helping her move past self-doubt into confidently leading the business's office and marketing side.

The Outcome

Headwaters is on track for roughly \$4 million this year, nearly double last year's \$2.1 million, powered by a five-person core team, two project managers, two estimators, and an office manager, plus a part-time executive assistant, all built around clearly defined values and a culture people notice from the outside. Danie and Ryan split leadership cleanly, Ryan overseeing sales and production, Danie running office and marketing, giving the business a foundation that can keep scaling without either of them being the bottleneck.

BEFORE · LAST YEAR

\$2.1M in sales (2024)

- Sales-to-production handoff inconsistent as the team scaled
- 3 new hires in 3 months, still finding their footing
- Crew turnover during the busiest season

AFTER · THIS YEAR

Already at \$2.1M+ by July, on track for \$4M

- Recurring cohesion meeting reviewing every overrun or complaint
- Cross-training ride-alongs between sales and production
- 5-person core team plus part-time support, clear values-based culture

“It's crazy and cool that people are like, how am I working for a painting company? And even me, like, how am I owning a painting company?”

— DANIE TURRY, HEADWATERS PAINTING

What you'll learn from Danie

Watch Danie's episode with Painting Business Pro to learn how she:

- Fixed their biggest bottleneck with a recurring sales-production cohesion meeting
- Has production shadow sales estimates one week, then sales shadow production installs the next
- Built a five-person core team through three hires in just three months



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CASE STUDY

He Pretended His Arms Were Broken, Then Tripled His Painting Business



Israel Neumann

NEUMANN PAINTING

Israel Neumann spent six years teaching special needs and PE, painting on the side every summer, before stepping away from the security of a salary to paint full-time. For three years he ran the business solo, painting every job himself for a steady \$100,000 a year that barely covered materials and help. After joining Painting Business Pro, he sold \$250,000 his first year, and this year he's already sold \$400,000, on track for \$750,000 to \$800,000, while deliberately working just 35 hours a week.

\$100K solo for 3 years. \$250K his first year with PBP. On track for \$750K-\$800K this year.

AT A GLANCE

The Challenge

Israel spent three years doing every job himself, so booked up that he had no time or mental space to grow beyond about \$100,000 a year, and what he made after materials and occasional help wasn't much. He also had no real pricing system, walking into a room and guessing at a price, which left him prone to quietly discounting jobs out of fear of losing the sale.

The Solution

He made the deliberate choice to stop painting entirely, describing it as pretending his arms and legs were broken so he couldn't pick up a brush even if he wanted to, and trusted a crew to do the work instead. He built a standardized, measurement-based estimating system with fixed prices that didn't change based on what a customer could afford, and started marketing intentionally instead of waiting for word of mouth, first with door-knocking and yard signs, then mostly through authentic, self-recorded Facebook ads that now bring in about 20 leads a week. He also deliberately capped his own hours, choosing to stay home with his family by 4pm most days instead of chasing every lead his marketing generated.

The Outcome

Israel grew from a steady \$100,000 a year solo to \$250,000 in his first year with PBP, and he's already sold \$400,000 this year, on track for \$750,000 to \$800,000, all while working around 35 hours a week. His close rate climbed from around 50% before he standardized his pricing to roughly 70% now, and he's kept the same loyal crew since last year, close enough that he has their families over for dinner.

BEFORE · SOLO YEARS

\$100K/year for 3 years, painting every job himself

- No standardized pricing, quoting by guesswork
- ~50% close rate
- No consistent marketing, waiting for jobs to show up

AFTER · THIS YEAR

\$250K first year with PBP → \$400K+, on track for \$750-800K

- Fixed, standardized pricing system
- ~70% close rate
- ~20 leads/week from Facebook ads, working ~35 hours/week

“I pretended like my arms and legs were broken.”

— ISRAEL NEUMANN, NEUMANN PAINTING

What you'll learn from Israel

Watch Israel's episode with Painting Business Pro to learn how he:

- Forced himself off the brush by “pretending his arms were broken”
- Built a fixed, standardized pricing system that took his close rate from 50% to 70%
- Generates 20 leads a week from authentic, self-recorded Facebook ads



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CASE STUDY

He Sold Just \$3,500 in 2 Months... Now He's on Track for \$750K



Mike Kranz

CRAYONS PAINTING SOLUTIONS / COLUMBIA, SC

Mike Kranz spent over 15 years managing restaurants, growing more unhappy every year, before he found painting business podcasts and decided to bet on himself. He built Crayons Painting Solutions from scratch starting in September, and in his first two months of marketing, he sold just \$3,500 in work. Less than a year later, he's already crossed \$500,000 for the year and is on track for \$750,000 to \$800,000.

\$3,500 in his first 2 months. \$500K+ crossed before year one is even over.

AT A GLANCE

The Challenge

Mike had zero painting experience and spent his first two months posting on Facebook and putting out yard signs while still working his restaurant job, selling just \$3,500 in that stretch before his first real job even started producing. Once volume picked up, he leaned so heavily on Facebook ads that he let his organic marketing lapse, and when his lead costs doubled, he had to go back to the basics that had worked from the start.

The Solution

He went all-in on the business in January, built his estimating process around PaintScout instead of spreadsheets, and set firm quality standards with his subcontractors after an early job where sloppy prep work embarrassed him in front of a client, standards that became one of his actual selling points. When a second subcontractor crew did poor-quality work on a job, he told the client he wouldn't charge her a cent and sent his trusted crew back to redo it at no cost, protecting the relationship over the short-term loss. After overextending during a \$150,000 month, he deliberately slowed back down, choosing to attend every walkthrough personally and settling on 60 to 80 jobs a month as his sustainable sweet spot.

The Outcome

Mike crossed \$500,000 before his first year in business was even over, and he's on track for \$750,000 to \$800,000, having briefly touched pace for \$1 million before intentionally pulling back to build the business the right way. He's still running the company solo, no project manager yet, working with two subcontractor crews, one of which has grown from a single painter to a seven-person team since they started together on his very first job.

BEFORE · FIRST 2 MONTHS

\$3,500 sold in his first 2 months

- No painting experience, learning everything from scratch
- Estimating on spreadsheets, no real system
- Still working restaurant job nights and weekends

AFTER · YEAR 1

\$500K+ crossed, on track for \$750-800K

- PaintScout-based estimating system, standardized sub expectations
- 2 sub crews, one grown from 1 to 7 painters alongside him
- Intentionally capped at 60-80 jobs/month for sustainable growth

“Don't anybody be fooled, painting is not simple, it's a chemistry experience.”

— MIKE KRANZ, CRAYONS PAINTING SOLUTIONS

What you'll learn from Mike

Watch Mike's episode with Painting Business Pro to learn how he:

- Went from \$3,500 in his first two months to crossing \$500K before year one was over
- Told a client he wouldn't charge her a cent after a subcontractor crew's work fell short
- Intentionally slowed down after hitting a stressful \$150,000 month



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CASE STUDY

\$200K in 5 Months by Simply Doing What They Said



Travis and Laice Lee

COLOR CRAFT PAINTING / CHARLESTON, SC

Travis Lee was working 80-hour weeks as a nurse anesthetist when a \$40,000 quote to paint his own house exterior stopped him in his tracks. He found Painting Business Pro, built his own estimating spreadsheet, and talked his wife Laice into building Color Craft Painting with him near Charleston, South Carolina. They sold their first job in late April, and by five months in, they'd already done about \$200,000 in revenue.

\$5,000 in savings. First job in April. \$200K by month five.

AT A GLANCE

The Challenge

Travis had no painting business experience beyond a teenage roofing job, and the couple built their estimating process from scratch, which meant underestimating jobs regularly, like a deep maroon room that needed extra coats, or a fence that ate through 36 gallons of stain for just \$150 in profit. They also admit they grew faster than they planned to, running full speed without building the systems first, which put real strain on their marriage and their two young kids.

The Solution

They attacked marketing from every angle at once: Meta and Google ads, local Facebook groups, sponsorships in 55-and-up communities, a local publication, school carpool tags, and 500 yard signs plus thousands of door hangers, all aimed at pure brand visibility. They made customer experience as important as the paint job itself, staying communicative and reliable in a way their own bad experiences with other trades companies had taught them mattered. They also built real relationships with subcontractors, bringing them lunch weekly and coolers of ice water in the South Carolina heat, while being quick to cut ties with anyone who took advantage of that goodwill.

The Outcome

Travis and Laice did about \$200,000 in revenue in their first five months, all while Travis was still working a heavy hospital schedule and the couple was raising two school-age kids. They're deliberately choosing not to chase a big revenue number next, focusing instead on five-star work and letting growth follow, and Travis is cutting back to just three hospital shifts a month as he tests the transition to painting full-time.

BEFORE · APRIL

\$0 revenue, no painting business experience

- No real estimating system, guessing at material usage
- Travis working 80 hours/week at the hospital
- Grew too fast, too soon, by their own admission

AFTER · 5 MONTHS IN

\$200K+ revenue in first 5 months

- Multi-channel marketing: ads, organic, sponsorships, signage
- Weekly lunches and real relationships with subcontractors
- Travis down to 3 hospital shifts/month, testing full-time

“\$500 is a lot cheaper, and a lot less sleep loss, than a bad Google review.”

— TRAVIS AND LAICE LEE, COLOR CRAFT PAINTING

What you'll learn from Travis and Laice

Watch Travis and Laice's episode with Painting Business Pro to learn how they:

- Hit \$200K in their first five months while Travis was still working full-time at the hospital
- Paid a subcontractor to paint their own house first, before ever sending him to a paying customer
- Turned down \$350 of work rather than risk a bad review on a job they couldn't stand behind



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CASE STUDY

From \$122K to \$800K in a Town of 30,000



Simon Ribellia

MARIAN PAINTING / WASHINGTON

Simon Ribellia started painting at 15, driven to job sites by his mom, and by 19 was running his own company, Marian Painting, out of a Prius that barely fit a six-foot ladder. In 2025, working mostly off referrals from his old boss's network, he did \$122,000 in revenue. After joining Painting Business Pro, he's on track for \$700,000 to \$800,000 this year, all in a town with a population of about 30,000.

\$122K last year, out of a Prius. On track for \$800K this year.

AT A GLANCE

The Challenge

Simon was running the business the same way he'd learned to paint, well, but with no real business systems, no consistent marketing, and no habit of tracking his numbers, which meant every slow week felt like a crisis because he had no data to show him what was actually wrong. He also worried early on that his small-town market might not be big enough to support the kind of growth he was hearing about from PBP members in bigger cities.

The Solution

He started small and cheap, spending about \$500 on yard signs that alone brought in roughly 10 jobs at \$8,000 to \$10,000 each, proof that the math worked even in his market. He pushed through a discouraging door-to-door response rate by hand-delivering about 1,000 door hangers in a single week just to create demand where no competitor was doing the same, then moved into filming his own job-site content and running Facebook ads, eventually bringing in a marketing agency to help him scale further. He also committed to consistently updating his numbers every week, something he'd always treated as an afterthought, and built out systems so his crews, now four to five of them, could operate predictably without him on-site every day.

The Outcome

Simon grew from \$122,000 in 2025 to a pace of \$700,000 to \$800,000 this year, spending only a couple thousand dollars a month on marketing to get there. He went from producing one house a week to four, one of his crews grew enough to hire an extra painter just to keep up, and he's targeting \$1 million next year while still protecting a weekly date night with his fiancée ahead of their wedding.

BEFORE · 2025

\$122K revenue

- No marketing spend, relying on referrals only
- No consistent tracking of numbers, reactive to every slow week
- One crew, doing about 1 house a week

AFTER · THIS YEAR

On track for \$700K-\$800K

- A couple thousand dollars/month in marketing, highly efficient
- Weekly number-tracking built into the business
- 4-5 crews, up to 4 houses a week

"It's just a guy with a van in his mid-30s, 40s, and I didn't like that future that I saw for myself."

— SIMON RIBELLIA, MARIAN PAINTING

What you'll learn from Simon

Watch Simon's episode with Painting Business Pro to learn how he:

- Turned \$500 in yard signs into about 10 jobs at \$8K-\$10K each
- Hand-delivered 1,000 door hangers in a single week despite a low response rate
- Built systems so 4-5 crews could run without him on every job site



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CASE STUDY

He Should've Sold \$60K. He Sold \$23K. Here's What Broke.



Ethan Heine

SOUTHERN EDGE PAINTING COMPANY / MARCO ISLAND, FL

Ethan Heine left a miserable desk job in automotive sales to start Southern Edge Painting Company near Marco Island, Florida, with his fiancée, launching hard in January 2025 after licensing delays. His first year, he sold \$400,000 and produced \$340,000 of it. This year, he was on pace for \$600,000, until one month he sold just \$23,000 against an expected \$60,000, and the reason wasn't bad luck, it was his own sales process quietly slipping.

Expected \$60K that month. Sold \$23K. Here's what broke.

AT A GLANCE

The Challenge

After several strong months in a row, Ethan admits he got complacent and started skipping the parts of his sales process that had been working, pre-closing less on his initial calls and at estimates, and no longer insisting that both homeowners be present for the walkthrough. His close rate, normally around 50%, dropped to 45% that month, and estimate volume stayed healthy while his closing rate simply fell apart.

The Solution

Ethan traced the dip directly back to the process steps he'd quietly stopped doing, and rebuilt his discipline around the initial call specifically, treating it as the single most important moment in the sale. He started weekly sales role-play sessions with another Painting Business Pro member, something he'd resisted for a full year, finally treating it like practice reps instead of a one-time explanation. On the marketing side, he spent nearly a year learning Meta ads himself, running one consolidated campaign and letting the algorithm choose between three or four ad variations, which cut his cost per lead roughly in half, from about \$150 to about \$80.

The Outcome

Ethan sold \$415,000 through the first ten months of his second year, on pace for about \$600,000, after a first year that did \$400,000 in sales and \$340,000 in production. He's since climbed back to a 50% close rate and is targeting 65 to 70%, closer to what his skill level should produce, by treating role-play and initial-call discipline as ongoing practice rather than something he does only when sales are already going well.

BEFORE · THE ROUGH MONTH

50% close rate before the dip, fell to 45%

- Sold \$23K against an expected \$60K in one month
- Skipped pre-closes and the two-homeowner rule without realizing it
- Resisted sales role-play for a full year

AFTER · YEAR TWO

\$415K sold through 10 months, on track for \$600K

- Cost per lead cut roughly in half, ~\$150 to ~\$80
- Weekly role-play practice with another PBP member
- Targeting 65–70% close rate, up from 50%

“A big thing with sales is confidence. And when you're not feeling confident in yourself, you don't feel like you can give people everything you want to deliver and promise.”

— ETHAN HEINE, SOUTHERN EDGE PAINTING COMPANY

What you'll learn from Ethan

Watch Ethan's episode with Painting Business Pro to learn how he:

- Traced a \$23K month, against an expected \$60K, back to skipped pre-closes and process drift
- Built weekly sales role-play into his routine after resisting it for a full year
- Cut his cost per lead roughly in half through patience and constant testing



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