

Five Things Customers Consider When Hiring a Painter

Major paint jobs can cost thousands of dollars, and customers will live with the results of the work for many years. Because of this, they want to make sure they select the right painter. Here's what they consider.



Experience: Experienced painters know how to select the right paint for the job, how to apply it efficiently and ensure it looks attractive, and how to avoid pitfalls that lead to poor results and unhappy customers.



Cost. Major jobs like exterior repaints can cost thousands of dollars. While nobody wants a subpar paint job, cost is one of the main considerations of customers looking for a professional painter.



Safety & Security. Painters will be in customers' homes, often for many days. Whether the customer is also home or away at work, they want to feel comfortable and trusting of the painters in their home.



References. The most effective way to validate the quality of your work is with references from happy customers. If previous customers have been happy with a painter's work, potential customers feel they likely will too.



Previous Work. High-resolution images of your work can show customers the size, scope and quality of the work you've done in the past. It's one of the quickest ways to demonstrate the quality they can expect when you're done!

“ Product knowledge and clear communication are the signs of a good contractor, and a good contractor will respond to you in a timely manner. ”

Architectural Digest



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