

Why invest in a national painting specialist?

Q&A with Steve Hearon, President, BrandPoint Services



What makes a national commercial painting company different from a local resource?

Commercial painting is a specialized function. A national commercial painting company, like BrandPoint Services, provides a single-point of contact for paint teams and other refresh trades across multiple locations throughout the country. What sets BrandPoint apart is our highly-trained network. In addition to being trained in a broader range of coat-

ings options for commercial uses, they also have training beyond just paint. They understand safety procedures, HAZMAT handling, advanced project management, job site codes of conduct, and are insured commercially.

With commercial painting, it is expected that the paint deliverable will be first rate and a positive experience for the brand. Questions to ask: Was the job completed on time? Were the painters courteous? Did they leave the work areas clean? Were they respectful to other trades, store personnel and the needs of the day-to-day? Did they provide daily report-outs with pictures?

What differentiating tools and services do you use to help ensure quality and speed of delivery?

The onboarding process takes valuable time for both the retailer and contractor. It's crucial to maximize efficiencies with centralized access to a single source for order placement and project management, including shared file transfer sites for location pictures, documentation and billing.

BrandPoint is one of the only commercial painting companies using Net Promoter Scores (NPS) to gauge customer satisfaction. NPS helps us live our core values on a daily basis, which are to deliver on what we promise, respect the individual, have pride in what you do and practice continuous improvement. At the end of a project, a third party tries calling every store manager to ensure that BrandPoint delivered an exceptional experience and resolved any concerns if any existed. This commitment to quality control gives our customers peace-of-mind.

What is one of your largest or most challenging assignments, and what did you learn from it?

We were working with a national healthcare provider looking to refresh over 1,000 outpatient clinics. This was a coast-to-coast program that started with a two-per-day pace and finished with a 15-per-day production rate. The basic scope was consistent, but there were additional specifications that were unique to each location. The same area of the locations was refreshed, but the existing wall condition, size and shape differed.

Having flexibility with trained crews was paramount for this program. Each crew had an instructional day on site with one of our superintendents who was knowledgeable with the program from the first location. This training answered many specific questions and set the expectations for the end deliverable. It was anticipated that there would be drops and adds to the program as it progressed. Crews that were able to accept the changes in real time made a significant impact on the outcome. We also learned that a weekly status update with the client proved invaluable, allowing us to confirm that everything was prepared for the next group of locations and review any exceptions or concerns for the upcoming sites.

What is the key consideration a senior retail operations director should look for in rolling out a paint program?

Painting does not have to be a large undertaking; instead, focus on refreshing high-traffic and public-use areas as a low-cost method of improving brand perceptions.

As is the case with many retailers, not all locations have the same color and decor scheme. Rather than spend money to refresh an entire space, one of our retail clients elected to refresh feature areas by adding brand colors and updating graphics. This enabled them to bring a consistent brand look to seven times the number of locations in 15% of the time.

With the numerous choices consumers have today, it is critical to deliver a memorable and consistent experience. The appearance of your location is one of the key factors in driving visitors back and maintaining employee pride. Stores that look rundown may operate that way. We have had several clients tell us that their refreshed stores showed 20% to 30% sales increases within 60 days of a location refresh. ■



BrandPoint is one of North America's largest commercial painters. BrandPoint Services is part of FirstService Brands, which also includes CertaPro Painters, Floorcoverings International, California Closets, Pillar to Post and Paul Davis Restoration. For more information, visit BrandPointServices.com.

