

CertaPro Painters® **BRAND KIT**

LOCAL BRANDING BOX ☑ LEVEL TWO

Commitment: About two man-hours per day

Participants: Level two actions can be done by any customer-facing associate, with the help of other key staff members in order to reach as many customers as possible. In order to be the most efficient, activities like door hanging and signing are best done while out in the field surrounding current estimates and jobs in progress.

What's included?

- Door Hangers (1000)
- Spring-up Signs (50)
- Coming Soon Signs (50)
- Note/Thank You Cards (100)
- Vehicle Magnets (4) 24"x14"
- Paint Can Labels (200)

Source	Action	Frequency	Help
Door Hanging	As you drive through a neighborhood, hang extra door hangers at houses that look like they need a paint job.	Daily	SA
	Place door hangers at the nine surrounding homes (two on each side and five across the street) before or after each estimate. This is a great way to spend time when you're waiting for a customer or have an unfilled appointment block.	Daily	SA
Signs	When a customer asks for a discount, use a sign in the yard as leverage. "Sure, I'll give you \$100 off, but only if you let me leave this sign in your yard!"	Daily	SA
	Ask to leave sign when landing job on the spot.	Daily	SA
	Place signs at busy intersections, or near entrances to shopping centers (especially home improvement stores).	Weekly	ALL
Networking	Join the local chambers of commerce in the areas you most want to break into, as well as networking groups or networking events.	Varies	SA
Previous Customers	Send a hand-written note to customers after their estimate. You can prep these in advance and have them pre-written, signed, stuffed, and stamped. Just add a quick note and an address them after you leave the house.	Daily	ALL
	Send Thank You cards to your completed jobs.	Weekly	ALL
Vehicles	Make sure customers (and their neighbors) know who's painting the house by putting branded magnets on all crew vehicles.	Weekly	ALL
Jobsite	Where allowed, place signs at the entrances to neighborhoods of jobs in-progress. Don't forget to check for signs in the front yard, too!	All Jobs	PA
	Place paint on labels on leftover gallons of paint so that the customer always knows how to get ahold of you when needed.		

Retail Pricing (as of 12/18/17):

- \$550.00 + Shipping
- **2018 Conference Special! \$469.00 + Free Shipping**

Please visit the "Local Branding" section at www.certaprostore.com for more great materials to help you with your local branding, including additional FREE downloads available to print locally.

Each CertaPro Painters® business is independently owned and operated.