

FRANCHISE ALERT #: 18 PAINTING FRANCHISES

WHAT FRANCHISES ARE IN THIS AREA:

The majority of painting franchises involve residential buildings and to a lesser extent commercial buildings. They reside in the massive multi-billion dollar home improvement industry.

There are also two other kinds of painting franchises - ones that paint the exterior of vehicles, and ones that paint lines for parking lots and parking garages.

OWNER'S ROLE:

Painting franchises have a variety of business models which indicate the appropriate role of the owner. No painting franchise has the owner doing any painting. That is the function of employees or 1099 contractors.

Most painting franchises require a full-time commitment for the owner and have the owner's role focused on giving estimates, growing, managing, and leading the business.

A few painting franchises offer a part-time commitment for the owner and have the owner's role focused on managing managers of sales and production. Managing managers is often referred to as a "semi-absentee" business.

SKILLS REQUIRED: NO PAINTING SKILLS OR INDUSTRY EXPERIENCE REQUIRED!

Franchisors provide training about what an owner needs to know about painting and the industry. They also provide ongoing support to owners (or franchisees) throughout the length of the franchise agreement term.

A positive, can-do attitude coupled with general people and business skills are important to have. Pluses include a growth mindset, blue-collar supervisory experience and skills and leadership skills.

NOTE: Although painting is viewed as a commodity, there is a lot of segmentation among painting franchises which differentiate them from each other. When looking for the right fit for you, there are many factors to take into account.

Two areas where painting franchises tend to have the advantage over local, independent painting businesses are the application of advanced technology in their operations and digital marketing. Some franchises will have more sophistication than others so these are two areas to which to pay close attention.

Other segmentation:

- Customers - high-end residential or middle-income and up
- Painting technique - spray exclusively or a combination of spray, roll, and/or brush
- Call center - present or not
- Owner's role - owner/operator or semi-absentee
- Labor - employees or 1099 contractors
- Services offered - painting of various surfaces, pressure washing, carpentry...





UNIQUE CHARACTERISTICS:

Painting will be done regularly every four to seven years. This means there is a constant demand for painting services.

Depending on both the local climate and the type of paint used, painting may have some seasonality to it. In general exterior painting is done when the outdoor temperature is above 40 degrees, although there are cold weather paints. One way to work around the weather is to plan interior jobs during rainy or wintry periods.

MINIMUM FINANCIAL QUALIFICATIONS:

On the low end, a home-based paint franchise requires \$50K in liquidity or non-financed cash and a minimum net worth of \$150K.

On the high end, a paint franchise requires \$100K in liquidity or non-financed cash and a minimum net worth of \$250K.

HOT MARKETS:

There is great availability across North America.

NEXT STEP:

1. Visit our [website](#), [FAQs](#), [videos](#), [testimonials](#), [Resources](#), and [LinkedIn profile](#)
2. Schedule a confidential appointment with Anna by calling/texting 706.736.0579, emailing anna@selectfranchises.com, or [clicking here](#).
3. Stay in touch and be informed by engaging on social media to get the latest news on what's hot in franchising and learn what you need to know about franchises.
 - Invite me to connect on [LinkedIn](#)
 - Follow **Select Franchises** on [LinkedIn](#) and on [Facebook](#)
 - Send me a friend request on [Facebook](#)
 - Subscribe to our [Youtube](#) channel
 - Be informed on [Instagram](#) and [Tweet](#) me your questions

It's my pleasure to provide insightful economic data and information to you about [painting franchises!](#)



Anna Wilds, CFE
Certified Franchise Executive
Franchise Economist and Franchise Advisor

Learn. Launch. Live Your Dreams.



anna@selectfranchises.com



706-736-0579



www.howtoselectfranchises.com



@annawilds