



Grace Rountree

Squared Away Painting | Houston, TX

Grace took over a slow-moving painting business in June 2024. With no prior experience running sales or estimates, and without spending a dollar on advertising, she grew it to \$100,000 per month in just 9 months—all while raising five young kids and working ~25 hours a week.

\$0 in Ad Spend to \$100K/Month in 9 Months



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

\$100K/Month in 9 months

**Before
June
2024**

\$40K–60K total revenue YTD

- » Never done in-person estimates
- » Toxic subcontractor dependency
- » Constant overwhelm, under-earning

**After
March
2025**

\$100K+ per month

- » Runs sales, production, and marketing herself
- » Two reliable, high-performing crews
- » Working 25 hours/week with control and growth

What you’ll learn from Grace and the changes she made

1. Took full ownership of the company
2. Hired a second, high-quality subcontractor crew
3. Mastered her schedule with intentional time-blocking
4. Stayed 100% coachable and followed the PBP systems
5. Focused entirely on organic Facebook, Nextdoor, and yard sign marketing

**Want to grow faster?
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to make your plan.**

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