



CASE STUDIES

WHAT'S REALLY POSSIBLE?

WATCH THIS 3 MINUTE VIDEO



There is a right way to scale

We made this to show you what's possible. You started a business to create freedom...Financial freedom and time freedom. Simply put, if you're not scaling your business fast with high profit margins...You're working on the wrong things. Or you just need the right systems to put in place.

You're closer than you think to life changing results in your business.



**Grab the
Fast Growth
Roadmap**



**Book a Free
Strategy Call**





Brandon Griffin

Triangle Pro Painting | Raleigh, North Carolina

After 10 years painting, Brandon started his own painting company and it grew faster than he ever imagined.

\$0 to \$3M Per Year in 5 Years



Watch the interview

“The pain of staying the same has to be greater than the pain of making the change.”

**2019
YEAR 1**

**Revenue: \$320,000
Profit: \$120,000**

Chaos, 60 hour weeks, painting himself, not sustainable.

**2023
YEAR 5**

**Revenue: \$3,000,000
Profit: \$600,000+**

Works 10-15 hours per week, travels, and spends time with family.

Changes Brandon made to achieve these amazing results

1. **Subcontracting.** He realized there are other amazing people out there, they deliver high quality work, and they care. He learned how to find them.
2. **He built a plan.** When you do one right thing at a time, those little steps in the right direction add up and compound.
3. **He hired coaches and mentors.** He found people who had already done it, just followed in their footsteps, and applied their coaching.

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Michael Mead

Artisan Painting of Houston | Houston, Texas

Fifteen years in corporate America to building a multi million dollar business 15 months later.. He did it without a background in the painting industry.

Michael went from \$0-\$150K Per Month in 15 Months



Watch the interview

**“I love what I do
and PBP straight up
changed my life.”**

**JANUARY
2023**

**Revenue:
Profit:**

Quit his corporate job January 1.
Started his company. Almost quit
his business in March.

**MARCH
2023**

**Revenue: \$150,000 /mo
Profit: \$40,000+ /mo**

He has a full time that runs the day
to day. He could work only 15-20
hours a week if he wanted to, but
he loves his work now.

What you'll learn from Michael in this interview

1. His “2% Sat Fund” and how he uses it to keep customers happy.
2. His brilliant tactic for converting expensive leads from lead services.
3. You'll be inspired by what is actually possible in this business.

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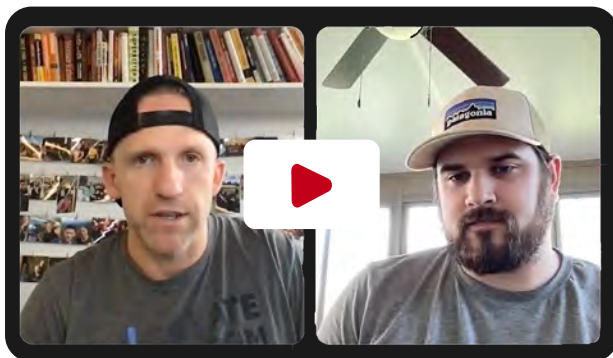


Josh Strange

Stellar Painting | Fort Worth, Texas

Quit his 9-5 job to start a painting company in October 2022. He had a slow start, long hours, and stress... But within 12 months, his life changed forever.

\$0 to \$60k Per Month in 12 Months



Watch the interview

“Having a step-by-step plan changed everything and helped me 5X my business.”

**JANUARY
2023**

**Revenue: \$10k Per Month
Profit: \$6k Per Month**

Working 60 hours a week, doing all of the painting himself, not growing.

**NOVEMBER
2023**

**Revenue: \$60k Per Month
Profit: \$15k+ Per Month**

Working 40 hours per week, not doing any painting, continuing to scale.

*Update: July 2024 he hit \$200k in one month.

Learn how Josh made all this happen in such a short time

1. He made a business plan. He tracked his progress every single week and knew his numbers. His plan was his guide.
2. He lived by his calendar. He created a calendar and followed it to a T. He made sure his actions were aligned with his business plan.
3. He was persistent. He showed up every week and kept improving. Little wins add up to big wins over time.

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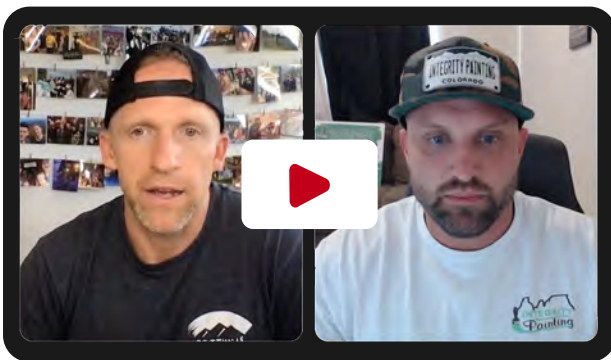


Daniel Thayer

Integrity Painting | Grand Junction, Colorado

He was in business for 10 years and had built a \$1.7M business... But it wasn't very profitable and he was working his ass off. He was burned out and needed to make a change... Then his business exploded.

Added \$600k in Profit in 1 Year



Watch the interview

**"I doubled the company
in just 8 months after
getting coaching."**

2022

Revenue: \$1.7M

Profit: \$220,000

Schedule: 50-60+ hours per week,
unsustainable and chaotic.

2023

Revenue: \$3.8M

Profit: \$800,000+

Teams runs day to day. No more estimates or project
management. Sustainable schedule and growth.

*Update: Tracking for \$5.8M in 2024 as of July 2024.

What you'll learn from Daniel about his incredible growth

1. He raised his prices. His profit margins needed to be fixed before focusing on growing and scaling the business.
2. He professionalized his sales process. Without any additional marketing, his sales doubled.
3. He built his team. He hired the right people and poured into training them the right way (almost nobody does this right)... Plus so many more gems in this conversation. Enjoy!

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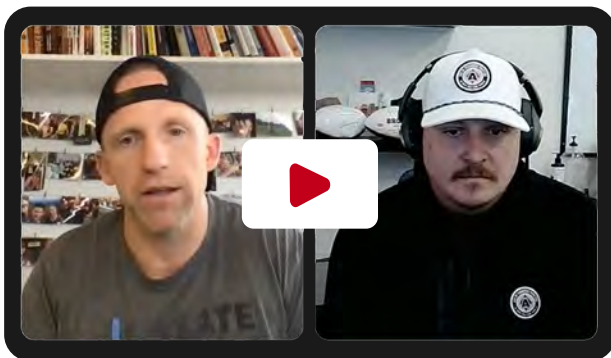


Dustin Hunter

Ace of Diamonds Painting | Longmont, Colorado

He built a \$1.4 million dollar company... And he was overworked, burned out, stressed out, and still not making the money he wanted. 60 hour work weeks, bills piling up... Something had to change.

Grinding to Building a Healthy Company



Watch the interview

“If your team is not making your life easier, why are you paying them?”

2022

Revenue: \$1.45M

Profit: \$105K (6%)

60+ hours a week.
Extreme burnout and stress.

2023

Revenue: \$1.35M

Profit: \$220K (16%)

40-50 hours a week. Burnout
and stress is GONE!

What you'll learn from Dustin and the changes he made

1. **Create clarity of purpose.** He got clear about his why: make money, live a good life, and support my family. Quit chasing vanity metrics.
2. **He fired people.** His team was not doing their job and not doing it well.
3. **He increased profit.** He wasn't making enough money to scale his business in a healthy way.
4. **He learned to say no.** He turned down a lot more work and focused his effort on his most lucrative opportunities. ... And so much more.

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Matt Highfill

Highfill Painting | Richmond, Virginia

Matt finally decided to ditch the brush and build his business. The next 3 years he tripled the size of his company. He is a great example of someone who is using all of the resources at his disposal to grow fast.

Learn How Matt's Business is Growing Like Crazy



Watch the interview

"I'm obsessed with making my business a powerhouse but not stretching myself too thin."

2020

Revenue: \$990,000

Trouble landing more jobs.
Struggled hiring help. Still doing some of the painting.

2023

Revenue: \$3M

Rebranded his company.
Increased profit margins.
Gained more control over his time.

Matt talks about how he increased growth

1. Everything changed when he quit painting himself and started finding other great people to work for him.
2. Learn from coaches, experts, and communities. He tapped into the endless resources available to painting contractors to learn business fundamentals.
3. Know your numbers inside and out, and invest in marketing.

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Ryan Koshiol

Straightline Painting | Minneapolis, Minnesota

Ryan has built a lifestyle business. It's not all about money... Ryan takes 3 months off per year and has a killer lifestyle while making more money than he ever did at a job.

Freedom and Building a Lifestyle Business



Watch the interview

“I wanted to prove to myself that I could make my own business really work.”

2020	Revenue: \$150,000 Profit: \$65,000 Limiting beliefs in earning potential.	2024	Revenue: \$526,000 Profit: \$135,000 Lifestyle! Took 3 months off to travel around the US. Has total control over his time and schedule to work whenever he wants to.
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What you'll learn from Ryan and how he built his business

1. He quit doing the painting himself and realized there were a lot of other great people he could count on.
2. He found coaches and a community to help him build his business the right way, from the beginning.
3. He kept his priorities straight and is enjoying his life while building his business at a comfortable pace.

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Campbell Gorrie

Northland Painting | Northland, New Zealand

When he finally put the brush down... He made more money, his business doubled, and he worked less hours. For anyone who wonders “do these systems work in my market?” Solid business principles work everywhere!

Million Dollar Business in 25 Hours Per Week



Watch the interview

“I was running around like a headless chicken, but following the program gave me structure and was an absolute game-changer”

2022

Revenue: \$400,000

Profit: \$150,000

40+ hours per week
“on the tools”

2023

Revenue: \$1,067,000

Profit: \$245,000

25 hours per week... without
doing ANY painting himself

What you'll learn from Campbell and the simple changes he made

1. He quit painting. After years of going back and forth, something clicked and he decided to completely get off the tools and build his business.
2. He mastered his time. He quit running his business by winging it and created an intentional schedule to take the right, focused action in his business.
3. He implemented a business plan and strategy and stuck to it. He took it one step at a time and did each step right.

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Brett Geurts

Top-Tier Professional Painting, LLC | Woodbury, MN

After working at a college painting company for 4 years through college, Brett started his painting business so he didn't have to get a real job. This is his 4th year in business and he's doing over \$1M per year with huge profit margins and a lifestyle that most people would be jealous of... And he's only 27 years old.

27 Year Old Makes \$300k Profit...Part Time



Casually Built a \$1M Company

**“I love my lifestyle
and the opportunities
are endless.”**

2021

**Revenue: \$240,000
Profit: \$80k-\$100k**

Wore all the hats and even did some painting himself

2024

**Revenue: \$1,000,000
Profit: \$300,000**

» 75+ Vacation Days a Year
» 150 Golf Rounds a Year

What you'll learn from Brett and the simple changes he made

- 1. Marketing:** He spent a lot more money on marketing and kept focusing on the 3 things that were working... And just did more of them.
- 2. Let Go of Control:** It's hard to let go. He went from micromanaging to "not knowing anything" so his team can step up and do their job. This gave him tons of peace of mind.
- 3. Improved Sales:** This alone added over \$180,000 in high profit sales to his business in 1 year.

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Carl & Andrew Wood

Charlotte Paint Squad | Charlotte, NC

This is a family business run by Carl and his son Andrew. After searching through many business opportunities, they bought a very small painting company. They have an incredibly interesting story and are a great example of how to build a company the right way.

Father & Son Startup Does \$800k in Year 1



Amazing Story, Listen Up

**“Anything is
Figure-out-able.”**

**OCTOBER
2023**

- » No Background in Painting
- » Bought a Small Painting Company
- » Spent 3 Months Learning the Ropes

**AUGUST
2024**

**Revenue: \$800k
Profit: \$20k - \$30k
Per Month**

Hired 1st Team Member

What you'll learn from Carl and Andrew and the simple changes they made

1. **Business Opportunity Seeking.** After a big business success, they were looking for a new opportunity... After looking at a bunch of options, they decided on the painting business.
2. **Learned the Painting Industry.** With no background in painting, they leveraged a few resources to become better than much of their competition in almost no-time.
3. **Followed a Proven Plan.** Since they didn't know anything, they had to follow a proven plan... They did it to a T and it's working amazingly well.

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Nick O'Keefe

Oak City Coatings | Raleigh, NC

If lifestyle and quality time with your family is your priority, this is for you. Nick is running a great business, profitable, and growing... But he has built it without sacrificing time with his boys and wife. It's not all about "more revenue, more profit". You can have it all and you don't have to wait.

Nick Puts Family First While Running \$750k Business



Successful Business, Happy Family

“When I look back at what my life used to be like, I can’t believe how things have changed.”

**JANUARY
2021**

- » Recently Fired from Sherwin Williams After 10 Years
- » Missed a Lot of Memories With His Kids
- » Decided to Start a Painting Company

**AUGUST
2024**

Revenue: \$750,000

Profit: \$200,000

4 Family Days Per Week
Grew From \$550k in 2023 to \$750k in 2024...While working less.

What you'll learn from Nick and the simple changes he made

- 1. Bet On Himself.** After 10 years of giving everything he had to his corporate job, sacrificing his time with his kids... He couldn't go back to that world. He started a company.
- 2. Priorities.** He build a schedule with his wife that made time for the things that are most important to him - his family. He never messes with that time.
- 3. Built It Right.** He is patiently building his company and doing things right. His results are way above average for an owner-operator.

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Brian Struble

Shaver Painting & Decorating | Omaha, NE

Brian was a District Manager at Sherwin Williams where he worked for over a decade. He decided to get into business for himself and bought an existing 7 figure commercial painting company.

Brian Bought a \$1M Painting Company, Grew it to \$2.5M



**“It’s better to start a business
than to buy a business.”**

Sherwin District Manager Buys a Painting Co

**JANUARY
2022**

**Revenue: \$1M
Profit: \$0**

- » 10+ Years in Corporate America
- » Bought a commercial painting company

**OCTOBER
2024**

**Revenue: \$2.5M
Profit: \$400k+**

- » Lots of mistakes
- » Lots of learning

What you’ll learn from Brian and the simple changes he made

1. **Bought a business.** Instead of starting his own, he decided to buy an existing company he knew was looking to sell.
2. **Fired the wrong people.** He (slowly) cleaned up the culture by getting rid of the wrong people on the team.
3. **Simplified things.** He niched down and started saying “no” to a lot of work they used to do and focused on one thing.
4. **Improved profitability.** He increased prices to improve gross profit margins and liquidated as much overhead as possible to improve the bottom line.

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Paul Thompson

Brightline Painting | Greenville, SC

After a career in consulting and professional services with Ernst & Young, Paul started his painting company. Big dreams, big plans, and a highly strategic approach has led him to 8 figures in revenue in his first 18 months in business.

Paul Hit \$9,500,000 in Year 2 of his Painting Company



“You gotta take a risk, you gotta act or nothing happens.”

Private Equity Playbook

2022

- » Consultant at Ernst & Young
- » Full Time Job
- » Lots of Side Hustles
- » Background in the Navy
- » No Painting Business

2024

Revenue: \$9,500,000

- » Contracts with 5 of Top 10 Largest Builders in the Country
- » Multiple Locations
- » Projecting Over \$20M in 2025

What you'll learn from Paul and the simple changes he made

1. **New Construction.** He landed contracts with 4 of the 5 largest builders in the country.
2. **Subject Matter Experts.** He recruited the talent he needed to build his playbooks, systems, and hire the labor to scale rapidly.
3. **Technology Investment.** He invested capital into cloud based tech solutions to keep his organization lean, effective, and highly organized.

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Trent Huskey

Huskey Painting | Asheville, NC

Trent went from being hungry and living in his truck to building a multi million dollar painting company. In 2024, he'll generate over \$4,000,000 in business with healthy margins and a fast growing team. He's high energy, incredibly ambitious, and has so much to share.

He Got 160 Leads in 2 Weeks After a Hurricane Wiped Out His Business



“Seeing what's possible has been life-changing for me.”

Living in His Truck to \$4.2M Painting Company

2023

**Revenue: \$2,600,000
Profit: \$500,000+**

- » 100% Employee Based Company
- » Mostly residential repaints
- » Starting commercial

2024

**Revenue: \$4,200,000
Profit: \$500,000+**

- » 32 painters, 7 staff
- » Added over \$1,500,000 in commercial work
- » Got his company through Hurricane Helene in Asheville with zero layoffs

What you'll learn from Trent and the simple changes he made

1. **Expanded to Commercial.** In 2022, he started to put a big focus on commercial painting. This has resulted in huge growth for his company.
2. **Stayed Focused.** Rather than expanding, he focused on getting his operations incredibly dialed in with his first location. He plans to grow to \$10M before adding a new location.
3. **Networking.** He's a networking machine and has tapped into so many resources that have helped him grow. He's just getting started.

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Ryan & Danie Turry

Headwaters Painting | Minneapolis, MN

Ryan and Danie are married and run the business together. Ryan started the business to get out of a cubicle, and never thought they would be making \$500,000 a year in profit. But here they are! They are great people with a great story.

**Married and run a \$2M painting business together
(that's growing fast)**



**“We couldn’t believe
the success we were
having so quickly.”**

They got Over \$1M in Referral Business

2021

**Revenue: \$800,000
Profit: \$104,000**

- » W2 Employees
- » Ryan & Danie Do the Day to Day

2024

**Revenue: \$2,000,000
Profit: \$500,000**

- » Subcontractors
- » Team Runs Day to Day

What you’ll learn from Ryan & Danie

- 1. Vision.** They created a clear vision for their business, what’s possible, and what the benchmarks should actually be (instead of just winging it year to year).
- 2. Financials & Numbers.** They started tracking every important number in their business every single week and working off a detailed business plan each year.
- 3. Subcontractors.** They quit using W2 employees and switched to a subcontractor model, which made things a lot easier in a market with seasonality.

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Mathew Camp

Seriously Painting LTD | Nanaimo, British Columbia

Mathew grew up painting with his dad and took over the family business when he graduated high school. Over the next 7 years he grew the company to \$300,000 per year. Then in one year, he tripled the business and his profit while working less. This is how he did it.

Mathew tripled business revenue and profit in 1 year



“Built extraordinary systems so that ordinary people can be extraordinary performers.”

Cut work hours from 50/week to 30/week

2023

**Revenue: \$300,000
Profit: \$115,000**

- » Team: 2 Painters + Himself
- » Worked 50+ Hours a Week

2024

**Revenue: \$900,000
Profit: \$270,000+**

- » Team: 8 Painters,
Project Manager
- » Works 30 Hours a Week

What you'll learn from Mathew and the changes he made

1. **Hired People.** He shifted his mindset and learned how to effectively hire other people that he could trust to do a good job.
2. **Learned.** He invested a lot of time into learning and leveraging resources for how to hire, how to market, and how to build his business.
3. **Systems.** He focused on building great systems for his team and people to follow.

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Mason Marquis

Spray Tex Painting | Dallas, TX

He started his company when he was 20 years old...
7 years later he runs 2 locations that do over \$8,700,000
in business.

How Mason Gets 180 Leads Per Week



**“I can’t believe where
I’m at, I’m just amazed.”**

\$8.7M Painting Co. at 27 Years Old

2017

- » 20 years old working the dish pit at an event venue
- » Started a handyman business
- » Transitioned to starting a painting business

2024

**Revenue: \$8.7M
Profit: \$1,000,000+**

- » Team: 5 Sales, 5 Project Managers, 3 Office Managers
- » 2 locations
- » 15% Yearly Growth

What you’ll learn from Mason and the changes he made

- 1. Mastery.** Mason has spent 4 years mastering marketing to scale his organization.
- 2. Culture.** He invested heavily in himself and then poured into his team to build a culture people love to be a part of.
- 3. Learning.** He has taken advantage of so many resources to develop business strategy and tactics... and develop himself.

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Bruce Byrnes

Exemplary Painting | Littleton, CO

He started the business with his brother and they grew it to \$1.5M. After some hard earned team building lessons, he's created a solid foundation to scale it further.

Steal These Hard Earned Lessons and Watch your Business Grow



“The results are just absolutely incredible.”

Learn From His \$600K Lesson

Before

Revenue: \$1,500,000

- » Business Partnership w/ Brother
- » Underperforming Team
- » Under 10% Net Profit

After

Revenue: \$2,300,000

- » Sole-Owner
- » High Performing Team
- » Over 16% Net Profit

What you'll learn from Bruce and the changes he made

1. **Ended a Partnership.** He successfully ended a partnership with his brother and bought him out. Their goals were no longer aligned.
2. **Fired His Sales Rep.** He finally fired his underperforming sales rep and his business immediately doubled.
3. **Did What Was Required.** He did the things his business needed (that he didn't want to do) and it's growing faster than ever.

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Ty Brown

Mountain West Painting | Littleton, CO

Ty spent 18 years in the corporate world opening retail stores. In 2020 he decided to go all in on starting a business so he could spend more time with his kids and live his life. 3 years later he's doing over \$2M per year.

He Makes 32% NET Profit at \$2M in Revenue



“I never would have made this kind of money if I stayed in the corporate world.”

Insanely Profitable Business

Before

- » Successful career in corporate America
- » Long hours, not seeing his kids enough
- » No time to golf or snowboard

After: 4 Years Later

**Revenue: \$2,000,000
Profit: \$600,000+**

- » Takes his kids to school and picks them up every day
- » Can take time off whenever he wants

What you'll learn from Ty and the simple changes he made

1. **He Went All In.** He left the corporate world and decided to go all in on his business after a bout with cancer.
2. **Learned Painting!** He got hands on, used his resources, and learned everything he needed to learn about the painting business
3. **Use Your Strengths.** Knows his numbers daily, adjusts quickly, and recruited talented people to help him scale.

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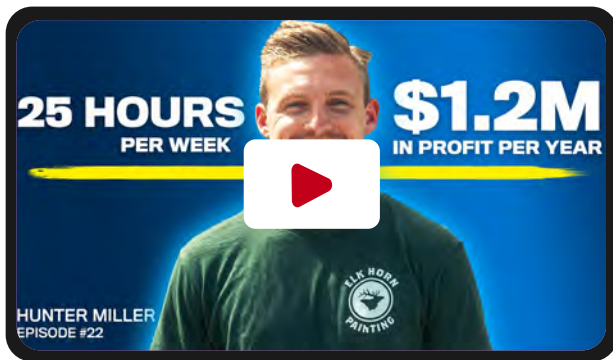


Hunter Miller

Elk Horn Painting | Castle Rock, CO

From less than \$1 in his bank account to building a market leading company and becoming the CEO of National Painting Group. He has a leadership team who runs his painting company while he now runs our portfolio.

He Makes \$1.2M Profit Per Year in 25 Hours a Week



**“You got this. It’s so easy.
Just Don’t Quit.”**

24 Hours Per Week/\$1.2M in Profit Per Year

2015

- » Bank Account: \$1.00
- » Credit Card: Maxed Out
- » Business: None

2024

- Profit: \$1,200,000 Year**
- » Works 25 Hours per week

What you’ll learn from Hunter and the changes he made

1. **Patience & Resiliency.** The growth takes longer than you think, and you’ll fail more than you think. Don’t quit!
2. **Team Building.** Put your people and their success first and everything else works out.
3. **Marketing.** Test, test, test. Delivering an exceptional product makes everything easier. It doesn’t take much to scale marketing.

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Ben Landusky

Foothills Painting | Fort Collins, CO

Ben took over MY business in 2013 and grew it from \$650,000 to over \$7,000,000 per year. We share the journey and the long list of epic failures we have had along the way.

Our Painful Lessons Going From \$650,000 to \$7M



“The only way to grow fast is to be patient, you have to move slow to go fast.”

Painful Lessons - Huge Profit

2013

- » Took Over Foothills Painting
- » \$650,000 a Year
- » Not Serious

2024

- » Leadership Team Runs Foothills Painting
- » \$7,000,000+ Per Year
- » Co-Owner of National Painting Group with Over \$30M/Year in Revenue

What you'll learn from Ben and the changes he made

1. **Get honest with yourself about your business. You're probably not as good as you think you are. Raise the standards and get real about your shortcomings.**
2. **Focus on your people and your system. The numbers matter, but your people and systems matter more.**
3. **Learn from your failures. You aren't going to get things right the first try, but as long as you learn from them... great things happen.**

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Grace Roundtree

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

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Daniel Zeuli

Zeuli Paint | Hudson, WI

What started as painting with his grandpa in the summer of 2020 turned into a full-fledged business. Daniel scaled from painting part-time in college to building a team, hiring sales and production roles, and hitting \$860,000 in revenue his first year after graduating. Now he's on track for \$1.5M+ and building a business that thrives without him.

College Side Hustle to Million Dollar Business



“My grandpa ran a painting side gig for 50 years...I turned it into a million-dollar business a year after college”

\$860K year one out of school

Before 2020

- » Painting homes with his grandpa for extra money
- » Estimating jobs between football practice and class
- » No CRM, no systems, just a phone
- » 15-20% close rate

After 2025

- » Runs a full painting company with PM and sales team
- » \$200K booked in Q1 alone
- » Fully built GoHighLevel system & tracking in place
- » Consistent growth, systematized sales

What you'll learn from Daniel and the changes he made

1. Hired and trained a friend to handle production and sales (Joe)
2. Built out CRM and systems during college nights and weekends
3. Doubled down on Facebook marketing to flood in leads
4. Got aligned with PBP's model and tracked metrics religiously
5. Prioritized team development with detailed onboarding plans

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Evan Kieser

Kieser's Painting | Omaha, NE

Evan Kieser dropped out of college to start a painting company at just 20 years old. Within a few short years, he built a \$1.2M business and now works just one day a week. His approach is rooted in protecting his lifestyle and building with intentionality. His story is a playbook for building freedom through structure, strategy, and simplicity.

He Built a \$1.2M Business and Works 1 Day a Week



“I didn’t want to build a business that controlled me. I wanted a business that gave me my life back.”

Dropped out of college. Built freedom through business.

Before

- » College dropout
- » Working in the business full time
- » No clear systems
- » No business experience

After

- » \$1.2M in revenue
- » Works 1 day per week
- » Streamlined team and ops
- » Hires, trains, and empowers his team

What you’ll learn from Evan and the changes he made

1. **Delegated Fully** - Evan stopped doing estimates, project management, and production himself.
2. **Systematized Operations** - He created systems that allow his business to run with minimal input.
3. **Protected His Lifestyle** - Evan intentionally built his schedule around the life he wants to live.
4. **Focused on Leadership** - He developed key people in his company to run the day-to-day.

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Colton Steed

Mint Painting | St. George, UT

Colton Steed built Mint Painting in the small market of St. George, Utah—and grew it from a side hustle to \$1.5M+ while keeping his crew small and his freedom big. Focused on intentionality, profit, and client experience, Colton shows how to win in a tight market by staying lean, charging what you're worth, and building a business that works for you.

He Built a \$1.5M Business in a Small Town



“I just want to have a great life – my business is designed to serve that. That’s what matters.”

Small Town, Big Business

Before	After
<ul style="list-style-type: none">» Side hustle painting nights and weekends» Pricing jobs too low» Handling everything alone» Unsure how to scale	<ul style="list-style-type: none">» \$1.5M+ revenue with a lean team» Increased prices, built margin» Delegated sales and production» Clear structure and confident leadership

What you'll learn from Colton and the changes he made

1. Raised prices and changed the way he sold jobs
2. Focused on profitability, not just growth
3. Got help with sales and production so he could work on the business
4. Built a simple but scalable structure—even in a small market
5. Put his lifestyle and family first in business decisions

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Sebastian Thomas

OVO Painting | Phoenix, AZ

Sebastian Thomas started OVO Painting with no industry experience, no leads, and no connections. Within 5 months, he built his business to a \$1M+ run rate. With grit and hustle, constant learning, and the right systems Sebastian proves what's possible when starting a business from scratch.

He Started and Grew His Painting Business to \$100K/Month in 5 Months



Fast Growth Startup w/No Experience

“I had no idea how to run a business – but I was 100% committed to figuring it out.”

Before

- » No painting or business experience
- » No leads, no network
- » Doing everything himself
- » Feeling unsure and overwhelmed

After

- » \$1M+ run rate in 5 months
- » 50+ leads per week from dialed-in marketing
- » Sales reps, project managers, systems
- » Confident leader with clear vision

What you'll learn from Sebastian and the changes he made

1. Went all in—zero backup plan, full-time commitment
2. Invested heavily in learning from mentors, books, and content
3. Hired and trained team members early
4. Dialed in marketing to generate consistent, high-quality leads
5. Built out backend systems to support fast scaling without chaos

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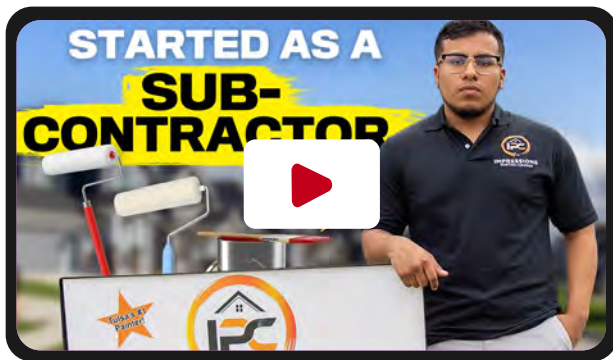


Emmanuel Mora

Impression Painting | Springfield, MO

Emmanuel Mora grew up on jobsites with his dad, helping run the family painting business. In his early 20s, he took it over, transformed it with systems and leadership, and is scaling it to \$5M+. He's building generational impact—without losing his roots in faith, family, and humble hard work.

**He Built His Family Business to
Over \$1,000,000 in His Early 20's**



“My goal was never just to make money. It was to build something that could impact lives – including my own family's.”

Started as a Subcontractor

Before

- » No structure or systems
- » Business dependent on dad
- » Working as a Sub

After

- » Full owner of \$1M+ company growing fast
- » Strong team with a project manager, office manager, and great crews
- » Self-sustaining, scalable operations

What you'll learn from Emmanuel and the changes he made

1. Took full ownership of the business from his father
2. Built out systems and predictability in the business
3. Prioritized build his team and developing his people

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Brad Ellison

Ellison Painting | Detroit, MI

After leaving a successful painting franchise, Brad Ellison bet on himself. With no brand, no leads, and no local market presence, he launched Ellison Painting—and hit \$1.7M in his first year. He built a killer team, engineered every piece of the customer journey, and brought his decades of experience to bear in record time.

He Launched a Painting Business and Hit \$1,700,000 in Year One



**“I had no list, no customers,
and no jobs. I just knew how to
build a business.”**

\$860K year one out of school

Before

- » Ran a college painting franchise
- » No brand, leads, or presence in Detroit
- » Did everything himself early on

After

- » \$1.7M revenue in year one of Ellison Painting
- » \$5M revenue by year 3 with 20% profit margins
- » Built systems and a lean, experienced team quickly

What you'll learn from Brad and the changes he made

1. Started from scratch in a new city with zero lead flow
2. Hired experienced office and production team from day one
3. Applied proven sales, marketing, and operations playbooks
4. Engineered an incredible customer experience from start to finish
5. Prioritized brand, professionalism, and trust-building

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What's Really Possible?

MASON SOLD \$777,821 FROM JAN-MAR, HIT OVER \$3M THAT YEAR

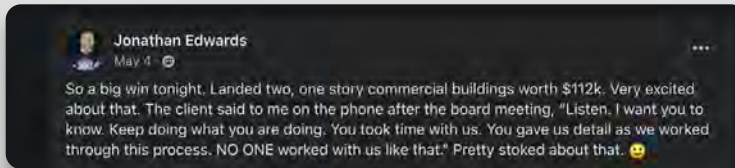


CHRISTOPHER HIT \$1M IN HIS FIRST 10 MONTHS

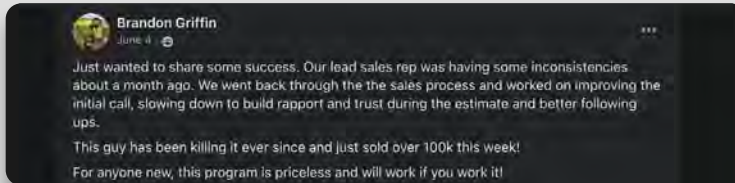


What's Really Possible?

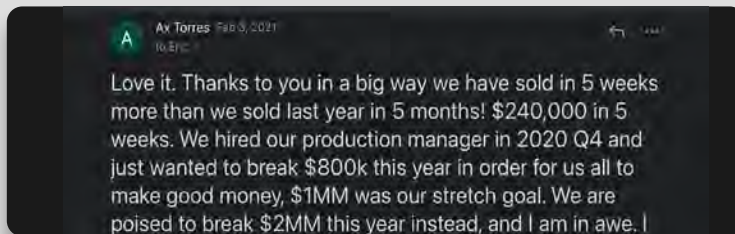
JONATHAN CLOSED OVER \$100K OF COMMERCIAL WORK



BRANDON'S LEAD SALES REP SOLD OVER \$100K IN ONE WEEK



\$240K IN 5 WEEKS... UP 400% FROM YEAR BEFORE

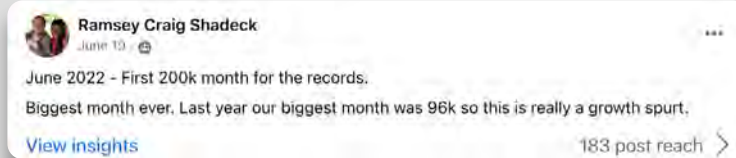


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What's Really Possible?

RAMSEY DOUBLED FROM LAST YEAR AND HIT HIS FIRST \$200K LAST MONTH



JACK SOLD A \$54K PROJECT IN HIS FIRST YEAR (HE'S ONLY 21 YEARS OLD)



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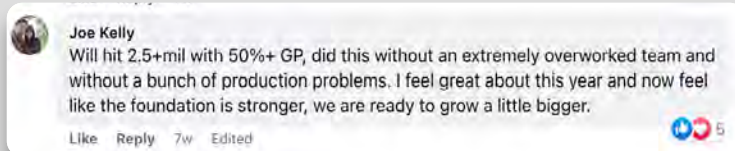
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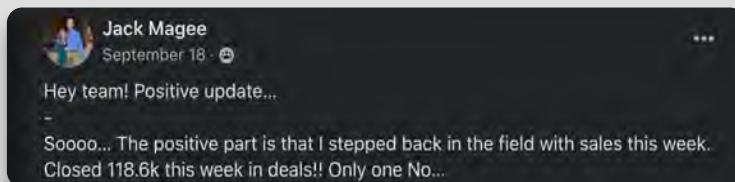
\$6M IN FIRST 3 YEARS



HE DID \$2.5M IN BUSINESS WHILE LIVING IN ANOTHER COUNTRY



\$118,000 SALES WEEK



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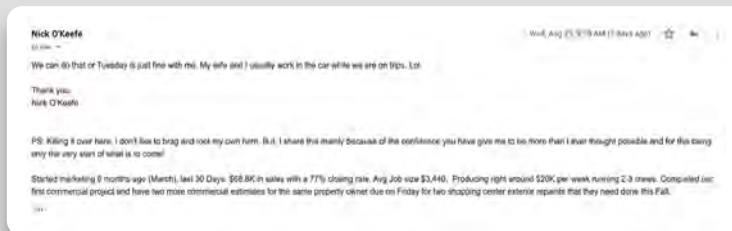
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What's Really Possible?

JEFF SOLD \$87K IN 4 DAYS



6 MONTHS AFTER STARTING... DOING \$70K/MONTH



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What's Really Possible?

**\$60K PER MONTH,
55% SALES RATE**



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Startup Success

ANDREW HIT \$160K IN HIS FIRST 3 MONTHS



Andrew Tomasetti

We at around 180k in sales thus far.

160k in Q1

Year 1 of running a business.

I want to double that in QII, it's difficult to balance my drive to do more in sales, growing quickly and having solid systems.

BY MONTH 6, DID \$83,000 IN BUSINESS IN A SINGLE MONTH



Jesse Vowels

September 14, 2020

Hey Eric encouraged me to post an update on my business this year. I just want to say I'm super thankful to Eric and the paint business pro crew.

I bought the course in February and officially started my business in March. My wife and I had \$18,000 saved up at the beginning of the year, we pretty much used all of it to get the business started in March and then coronavirus hit. For the past three years I had worked for a big painting company close to where I live and quit my job in February to start my own company, I thought I'd made a horrible decision when Corona virus hit in March. Luckily I had done some door-to-door before then and had quite a bit of work lined up plus referrals kept me busy through June (we suspended all door-to-door March - June).

Since March we've produced \$223,000 of work, I've got another \$62,000 worth of jobs sold and ready to be done. In August we produced \$83,000 of work and it's looking like we will surpass that in September.

Thanks again to Eric, I hope this encourages anyone who's just getting started!

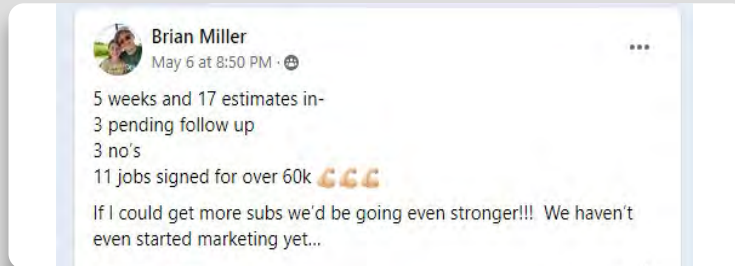
P.S. my wife and I are pregnant with a little girl and she was able to quit her kindergarten teaching job because Axiom painting has taken off and our cost of living is super low. Pretty cool! Thanks again Eric.

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Startup Success

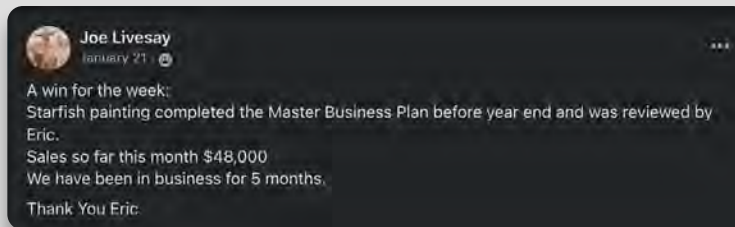
BRIAN SOLD \$60K IN HIS FIRST 5 WEEKS



JAMES SOLD \$50K IN ONE WEEK



5 MONTHS IN...DOING \$48K/MONTH




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Startup Success

QUALITY COATS PAINTING SOLD \$8K IN ITS FIRST WEEK

<  Quality Coats Painting ▶ Painting Business Pro ...
41 mins · 📎

Just spent the past two weeks going over course!

Finished and am now slowly going through to implement.

On my first week of implementation.

Goal is 10-15k sales

I've hit 8k and still have a couple appointments lined out.

I've also got appointments lined out for next week.

I'm no longer painting and have five subs to call on for work who have agreed to 50/50.

Of the 8k in sales I have booked in all of it for next week.

Two three day projects and three half day projects.

Also should be starting a sixth project.

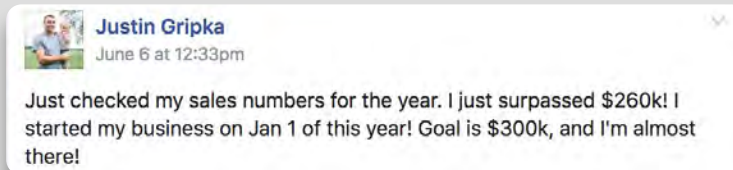
Thanks Eric Barstow!

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Startup Success

JUSTIN MADE \$250K IN HIS FIRST 5 MONTHS



STEVEN SOLD \$30K IN A WEEK FROM A \$50 FACEBOOK AD



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Startup Success

JUSTIN BROUGHT IN \$30K IN THE FIRST 40 DAYS

justin daigle Jul 30, 2020
to eric -

Hey Eric,

We bought your plan in June and have been progressing well with a 70% close rate and about \$30K in revenue since June 15 launch. We're having trouble getting people to answer doors during COVID with door knocking. Any ideas you have been having success with?

Love the plan and some point I need to show you your bid sheet with all the formulas I added to it. All calculations done when you input the last number. Pretty cool.

Thanks in advance.



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Startup Success

KIP HIT \$106K IN HIS FIRST 3 MONTHS OF BUSINESS



Kip Kirk

May 5, 2021

My partner and I opened the business in December '20. End of March we were @ \$106k. Today was a \$28k signed jobs day for us!! Love it!!

\$27K SOLD IN FIRST 30 DAYS



Dan Pemberton

Amateur hour here...

So far 30 days in to first season with new business. We've produced \$12k, with another \$15k sold and booked up with estimates next week while working Corp job full time (for now).

Hoping to hit the magical 10/10/10 special at some point later this year.

The course has been a huge contribution to this progress!!! Thanks Eric!

Like · Reply · 9w



5



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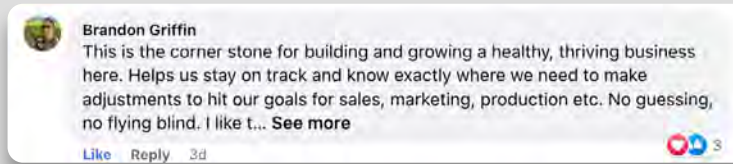
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Why Painting Business Pro?

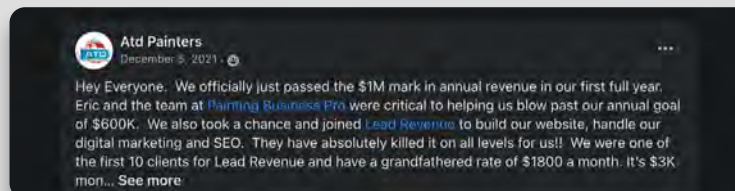
“I CAN’T RECOMMEND THE PBP COURSE ENOUGH!”



“THIS IS THE CORNER STONE FOR BUILDING AND GROWING A HEALTHY, THRIVING BUSINESS HERE”



“ERIC AND THE TEAM AT PAINTING BUSINESS PRO WERE CRITICAL TO HELPING US...”

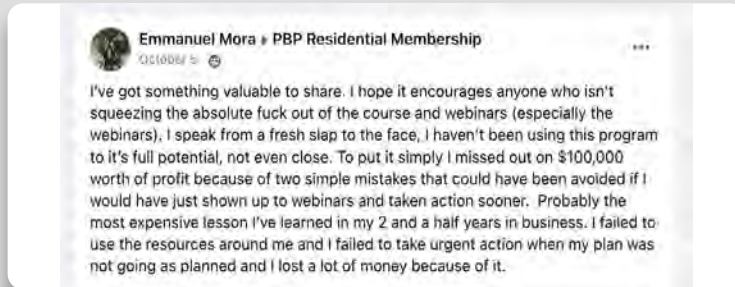


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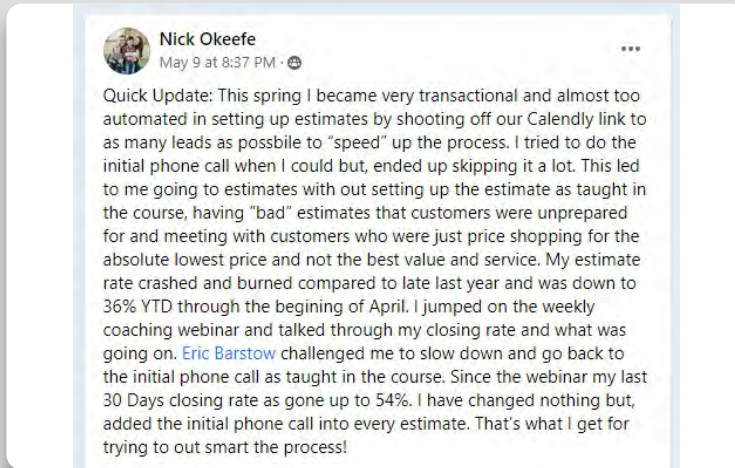
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Why Painting Business Pro?

**“I FAILED TO USE THE RESOURCES AROUND ME...
AND I LOST A LOT OF MONEY BECAUSE OF IT.”**



**“SINCE THE WEBINAR MY LAST 30 DAYS
CLOSING RATE HAS GONE UP TO 54%.”**



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Why Painting Business Pro?

**“I CAN’T THANK YOU ENOUGH,
YOU CHANGED MY LIFE”**

Juan C Benitez

Thank you, I think it will never be able to repay you man and I can't thank you enough you change my life, I went from sleeping on a recliner on my buddy's living room to be able to afford my own place and start living a better life where don't have to live check by check and be worrying about bills, and even though I had no previous experience on sales with your course I was able to sale 40% of my estimates... So like I said before I can't thank you enough Thank you

**“MY BIG WIN SO FAR IN 2021 IS
GETTING WITH ERIC BARSTOW.”**



Justin Michael Mills

Didn't have nothing coming in in January of February, but March and April did about 60k in sales!!! My big win so far in 2021 is getting with Eric Barstow and finding out I completely suck shit at sales

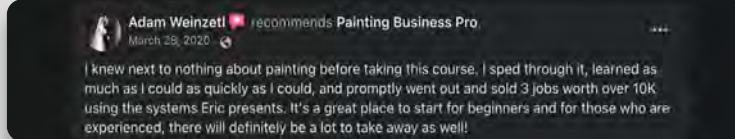


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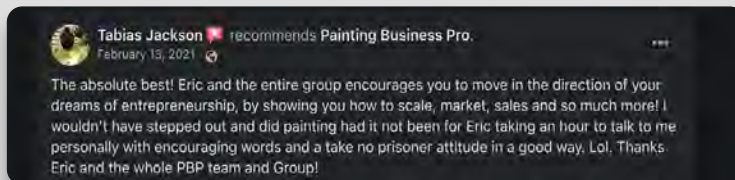
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Why Painting Business Pro?

"...WENT OUT AND SOLD 3 JOBS WORTH OVER \$10K USING THE SYSTEMS ERIC PRESENTS."



" PBP IS THE ABSOLUTE BEST"



"IF YOU DO WHAT THE COURSE SAYS, YOU'LL BUILD A SUCCESSFUL PAINTING BUSINESS."



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