



# The **Fast Growth** **Roadmap** for Painting Contractors

The 3-step strategic blueprint used to audit, manage, and scale million-dollar businesses.



■ OVERVIEW

# How to use the Fast Growth Roadmap

This roadmap is your living dashboard. It shows you where your business is leaking time and profit, and the exact order to fix it. It works in three steps:

First, fill out [the scorecard](#) to audit your business across eight areas: foundations, margins and estimating, sales and marketing, production and project management, admin, efficiency, recruiting and training, and leadership development.

Next, align your scorecard with the strategic plan on page 3. This strategic plan will provide a clear path forward.

Then, use the business plan dashboard to pull your budget, sales, production, and job costing into one place. Update your numbers each week, every week. This dashboard is critical to your success.

Remember, you don't have to do it alone. If the scorecard turns up more leaks than you can fix by yourself, there's a free coaching call at the end to walk through it together.

Eric

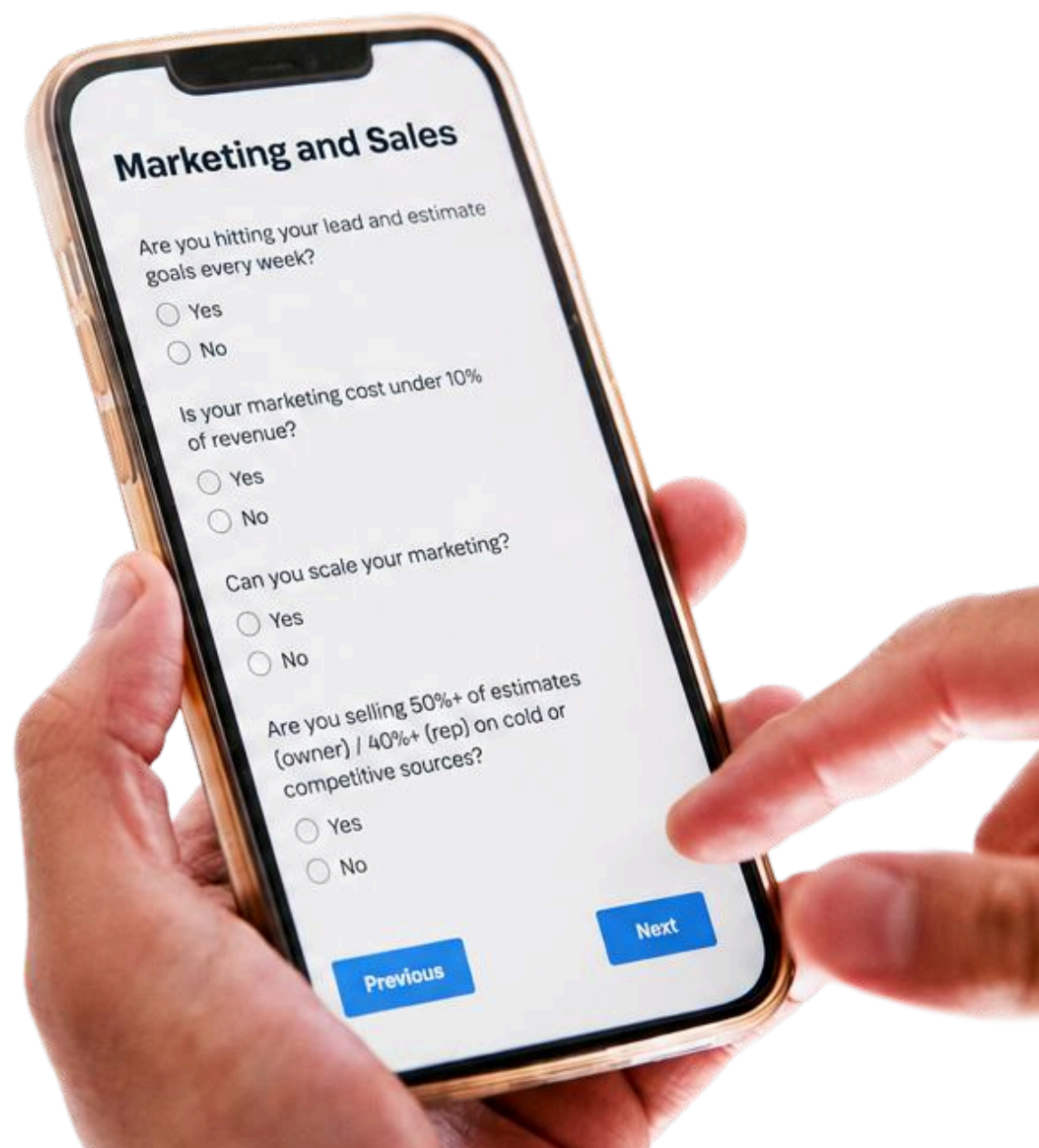
# Fill out the scorecard

This scorecard is a simplified operational diagnostic worksheet, based on the exact framework we use inside our \$60M painting business portfolio. The scorecard directly measures performance and health across specific business categories.

For every benchmark below, mark a hard 'yes' or 'no'. Do not compromise and be brutally honest with yourself. Every single 'no' on this page is an active leak in your business—it represents lost profit, a broken schedule, or an unreliable crew. Your no's dictate your immediate priorities.

There's a printable scorecard at the end, too, if you want a copy to hang in your office.

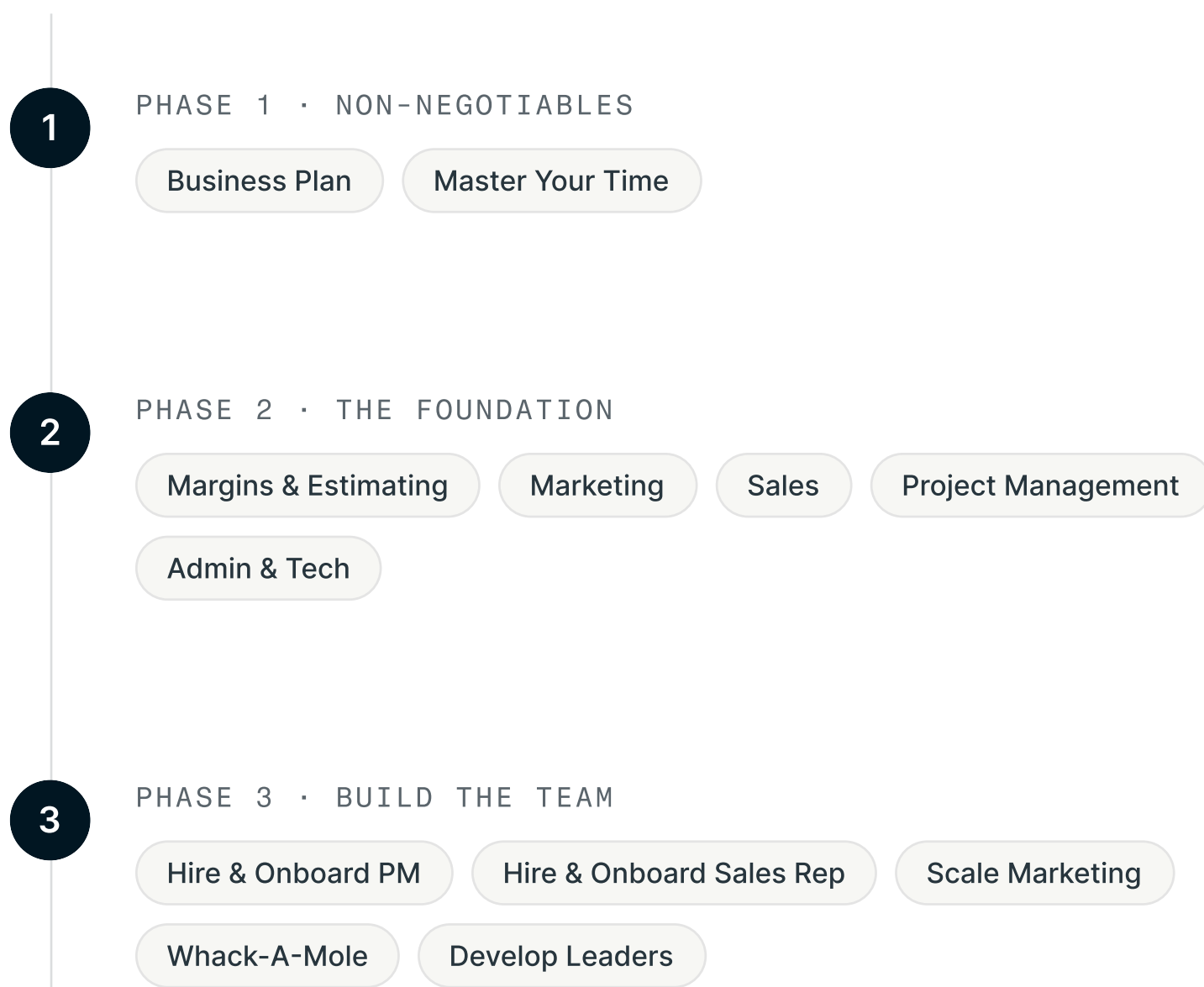
[Click here to start the audit →](#)



# Turning a strategic plan into an order of operations

Most contractors fail to scale because they try to build a team before fixing their margins, or they pour money into marketing before fixing their estimates. You cannot skip steps.

Fixing a business out of order is a waste of time and capital. Use this sequence to stabilize your core before you attempt to scale your team. You must begin with the foundations—the non-negotiables that support everything else. Once those are locked in, your next move becomes clear. Build one piece at a time, in the right sequence.



Repeat the hire-and-scale loop (office manager, project manager, sales rep) and scale marketing with each hire.

# Build your business plan

A business plan is useless if it sits in a drawer. This dashboard tracks your budget, sales, production, and job costing side-by-side. By updating your actual numbers every single week, you stop reacting to your bank account and start predicting your profit months in advance. **How to use the dashboard:**

## Budget

- Set your goals in the “Goal” section
- Update your overhead and marketing line items (different for every company)
- Update your actual numbers monthly in the “Actual” section
- Revenue and variable costs update from your job cost cards
- Overhead and marketing update from your P&L

## Sales Plan

- Fill out the green box to create the goal
- Fill out “Actual” numbers each week

## Job Costing

- Every week, fill out the whole row for each job to track profitability
- This feeds revenue and variable costs back into your budget

## Production Plan

- Fill out the green box to create the goal
- Fill out “Actual” numbers each week

[Click here to access the dashboard →](#)

## Found more than three “no’s” on your scorecard?

Don't try to patch every operational leak by yourself. Operating in the dark is one of the worst things a business owner can do.

We offer free, 15-minute coaching calls to review this scorecard and build a clear action plan to step out of the chaos. No sales pitch, no pressure.

[Book your scorecard review →](#)

# The Scorecard

Run your diagnostic audit. If you cannot answer a definitive Yes to any item below, mark it No and use the Phase Sequence on the next page to target it.

YES NO

## ■ THE FOUNDATION

Do you have a business plan built that you track and update weekly?

Do you live by your calendar?

How many hours per week do you have dedicated to learning?

## ■ MARGINS & ESTIMATING

Are you at 50% Cost of Goods Sold (Labor + Materials + Burden)?

Do you have a measurement-based estimating system?

## ■ MARKETING

Are you hitting your lead and estimate goals every week?

Are you under 10% cost of marketing?

Can you scale it?

## ■ SALES

Are you selling over 50% of your estimates (owner) or 40% (rep) on cold or competitive marketing sources?

## ■ PROJECT MANAGEMENT

Are you producing \$10k per week per 10 hours?

Do you have high retention with crews (subs/employees)?

Do you hit your gross margins (50%) on 90% of your jobs?

Are you within 1% of your gross margin target total?

Do you get 5-star reviews on 30%+ of your projects (owner) or 20% (PM)?

# The Scorecard

YES NO

## ADMIN

Is your P&L updated monthly and measured against your forecasted budget?

Do you use a CRM system to manage all customer data throughout their journey?

Do you have accurate data updated weekly and monthly?

## EFFICIENCY

Do you work less than 40 hours per week?

## RECRUITING

Do you have great people?

## TRAINING

Are they hitting their performance benchmarks?

Are they improving and can you see it in the data and performance measures?

Do they love their job and have a good life (versus stressed)?

## DEVELOPING LEADERS

Do you have a standing, weekly 1-on-1 meeting?

Do you have a standing, weekly team meeting to elevate alignment?

Can you leave for a week and turn off your phone?

Can you leave for 2 weeks and turn off your phone?