



The Estimating Toolkit for painting business owners

Stop guessing on estimates. Use the same system that's helped
hundreds of painting contractors price jobs profitably and scale faster.

This is the framework that helped me grow my painting company to \$60 million a year, and I'm sharing it with you.

When I started my painting company in 2010, I priced jobs the way most painters do. Look at the house, think of a number, hope it works out. Whatever this kit tells you *not* to do, I did it... and paid for it. That's where this system was born. It's a solution to stop the guesswork. Our own companies still price with it every single day. Here's what's behind it:

- My painting company uses this exact framework, doing \$60m a year
- We're the longest-running coaching company in the industry
- 3,000+ members have grown successful businesses with our program
- I've been coaching painting contractors for over 20 years
- We have millions of views on our YouTube channel and hundreds of 5-star reviews

Take a look and shoot me an email if you get stuck.

Eric

Why most painting contractors struggle with estimating

Most painting contractors don't lose money because they're lazy, careless, or bad at the work. They lose money because the estimate was built on guesswork rather than a repeatable system. When the estimate goes wrong, everything after it gets harder: the crew runs long, the job gets messy, the margin disappears, and you're left wondering why you worked so hard for so little. Here's where the estimate usually breaks down:

- You guess on hours instead of using real production rates
- You don't know what your labor is really costing you
- You price against competitors instead of your actual costs
- You win jobs that looked good but weren't profitable
- You lose jobs you should have won because the price didn't make sense

■ THE GOAL

This Estimating Starter Kit gives you a repeatable estimating process that protects your margins, helps you grow, and gives you the confidence to stop leaving money on the table.

The 4-step system behind every profitable estimate

Every profitable estimate follows the same path. Our 4-step process has been used within our network of painting companies since day one, helping us do over \$60 million in annual revenue. Once you know the steps, you can stop reinventing the wheel on every bid and start pricing jobs with a system your team can actually repeat.

01

Measure the project

Capture every surface that matters— siding, trim, doors, windows, prep, and scope details— using consistent measurements you can trust.

02

Calculate labor hours

Use real production rates to turn the scope into labor hours, so you know what the job should actually take.

03

Add overhead & profit

Build in your true costs and the margin your business needs instead of hoping there's money left at the end.

04

Present with confidence

Deliver a clear, professional estimate that helps the customer understand the price and helps you win the right jobs.

Download the resources

Click on the arrow to open each resource.

Exterior Estimating Form

Capture every exterior measurement and scope detail in one place, so nothing gets missed before you price the job.



Estimating Instructions

Follow a step-by-step guide that shows you exactly what to enter on each form, where to find the numbers, and why they matter.



Exterior Formula Sheet

Turn your exterior measurements into labor hours using proven production rates, so your estimate is based on math, not guesswork.



Exterior Training Video

Watch a full exterior estimate built from start to finish, with each measurement, formula, and pricing decision explained along the way.



Interior Pricing Standards

Use clear pricing standards for walls, ceilings, trim, cabinets, and common interior work so you can price jobs consistently.



Interior Training Video

See how to estimate interior jobs room by room, so you can apply the same process with confidence on your own projects.





Grace Rountree

SQUARED AWAY PAINTING / HOUSTON, TX

The Challenge

When Grace found PBP, she was busy, exhausted, and barely profitable. She was guessing on bids, underpricing work, and carrying the stress of not knowing whether each job would actually make money. She needed a clear estimating process she could trust, and eventually hand off to her team.

The Solution

Grace joined Painting Business Pro and implemented the estimating system step by step. She learned how to measure jobs consistently, use real production rates, account for overhead, and price work based on the numbers—not gut feel. With a repeatable process in place, she could sell jobs with more confidence and train her team to follow the same system.

The Outcome

In just nine months, Grace surpassed \$100K/month in revenue. More importantly, she had a business built on profitable estimates, reliable systems, and a team that could help deliver the work, giving her more time back with her family and a clear path for continued growth.

“I didn’t think I could sell jobs. But I followed the script, got the check, and realized—this is real.” -Grace Rountree

You have the toolkit. Now build the system and price with confidence.

IF YOU'RE READY TO:

- Increase your profit margins
- Build a reliable team
- Get off the brush
- Grow past \$1M and beyond
- Get back the freedom you deserve

[Click to book a free 15-minute strategy call →](#)

No pressure, no obligation, no sales pitch.
Walk away with a clear plan of action for your business.