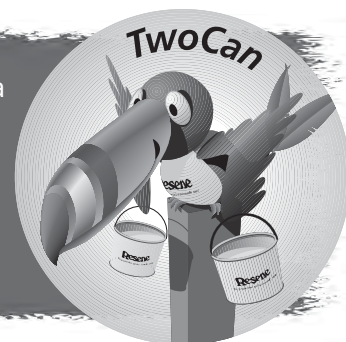


“ Welcome to the first issue of TradeLines for 2014. Those holidays sure did pass by in a blur. Ready for a fresh start to the year we have an updated average rates for you and some ideas for promoting your business on social media. Always bear in mind social media can be very addictive so if you do decide to ‘get social’ it’s best to set yourself a guide as to how often you will check and update your social presence otherwise you might spend all day playing on Facebook instead of getting the decorating done... ”



Rates for painting update

Painting contractors mostly undertake work for their clients by preparing quotes that both describe, or specify, the work and fixes a price.

Experience is a great teacher and some established painters can and do judge their prices instinctively and accurately, and good on them, but carefully measuring and checking will always pay a handsome dividend.

The Average rates for painting, now in its 6th edition, is maintained as a guide to the painting industry and many painters are finding the information an extremely useful companion when pricing jobs.

Quoting correctly is essential – your price must be sufficient to enable the completion of the works, all expenses and materials paid and enough money left to provide a living.

Seems simple enough, but incorrect quoting doesn’t lessen your contractual obligations to complete the job satisfactorily – mostly the money meant for living simply evaporates – your money!

The rates for common painting tasks are the average of many measurements of similar tasks by many painters and will provide a basis to do your very best for clients, using quality materials, pay all the bills and leave enough over for a good living.

Mostly the basis of the rates is that the respective materials and consumables are accounted for and the labour portion reflects approximately the upper average hourly rate for the painting trade.

Get your free copy of the Average rates for painting from your Resene ColorShop or view online at www.resene.com/pdf/painters_rates.pdf.

This updated Average rates for painting joins the Productivity tables guide.

In the Productivity tables guide pages of materials include basic checklists for a job and simple ways to calculate how much time will be needed based on the averages of professional painters, and surface area.

Since no job is ever simple and straightforward, the tables include time to cover wastage and other losses. The paint is calculated at an average spreading rate of ten square metres per litre per coat.

See the Resene Productivity tables on the Resene website, www.resene.com/pdf/Productivity_Tables.pdf, or ask your Resene ColorShop or representative for a free copy.



Rooftop decorating

If you’re painting a roof and you want a good quality reliable product that you can use as an upgrade option from the cheap and nasty and the mid range roof paints that are about, then this new product is for you.

New Decorator Premium Roof is now available in four of the most popular roof colours – Karaka, Ironsand, Grey Friars and Permanent Green. Before you start the painting, remember to clean the roof with Resene Moss & Mould Killer (if there are large areas of moss and mould) and Resene Paint Prep and Housewash.

For an upgrade option, use Resene Summit Roof, which comes in a wider colour range and is also available in the CoolColour option to help reflect heat.



Marketing with social media

Promoting your personal brand can be tough, but luckily modern technology means there are many different ways you can go about this.

Social media is one such method to advertise your services to the masses. One in seven people worldwide have a Facebook page, and almost 80 per cent of internet users actively visit social media sites. It makes sense, then, to target these consumers via social media marketing.

If you’re a tradesperson, whether you specialise in paint, construction or other work, it can be an effective method of getting new business through referrals and word of mouth. Satisfied customers tell their friends and family about positive experiences, generating more interest in your work.

You can maximise this word of mouth effect by having a strong online presence.

Communication these days often happens on the world wide web, so if you have an up-to-date Facebook or Twitter profile detailing your work, contact details and displaying positive customer reviews, it’s easy for people to refer you electronically to their friends.

Making your social media page interactive is a must to generate interest in your work. Post positive feedback received from clients and ask customers to share their experiences via your page. Facebook is a great platform for this, as you can monitor fan posts before publishing them to your profile.

An easy way to get people ‘following’ or ‘liking’ your page is to do the same to them. Find your clients, potential clients and your target demographic online and ask to be their friend, ‘like’ some of their posts or follow them (if you’re a Twitter user). Some of these people are likely to follow you back, instantly generating an online audience for your promotional posts.

Regular updates on your business are great, but be sure to mix things up too. Consider discussing events and topics related to your business without constantly pushing your product onto your audience.

Short term memory

It's amazing how fast people forget things, which is why it always pays to block off the area you are painting in to avoid others causing mishaps as Dale Gilmore found out...

"I was about halfway down a service driveway at the back of several shops signwriting a wall, about three or four metres off the ground, on a plank supported by ladder brackets on my split extension ladder.

The driveway was asphalted and wide enough to get a car between my ladders and the tall wooden fence on the opposite side. At the far end of the drive was a dairy and the owner had carefully driven past me several times while I was up on my plank.

This particular time the dairy owner got into his car and started to back down the driveway as he had on earlier occasions. Hearing his car start I looked down and then watched in disbelief as he backed out, making a beeline for the nearest of my ladders. He had obviously forgotten I was there. With the realisation he was going to hit me I started yelling. He didn't hear me. I yelled louder. He was oblivious. He got closer, I yelled louder. He got closer still, I yelled louder still. His rear bumper nudged and started shifting my ladder. The yelling became desperate screams. The ladder was being pushed over and one end of the plank started descending into a decided downhill drop. I started looking for a soft landing place to aim for when it became necessary to abandon the plank. The car roof, appearing a long way below in my heightened state of terror, looked the best option rather than the painfully hard looking asphalt. The thought flashed through my mind 'it's probably softer and will crumple when I hit it, it's also closer'.



After what seemed a heart stopping eternity the driver heard my desperate screams and halted the car. The ladder had been pushed a foot or two out of alignment and was resting against his bumper, the plank was down quite a way at one end. I slowly inched my way back up the inclined plank to the second, still straight, ladder and gingerly climbed down as best as my shaking, jellied legs would allow. The

completely oblivious, untouched by impending tragedy, driver emerged from his car with a cheerful, 'sorry I forgot you were there', just as I was still shakily clinging to the last rungs of the ladder. I assured him I was O.K. He got back in the car, went forward, then backed carefully around the ladders and took off for the street. After briefly pausing to reflect on the peculiarity of some people, and to settle down a little, I straightened my ladders and plank and slowly, carefully, climbed back up and started work again.

A while later, having regained my confidence and carrying on with the job, I heard a car speeding down the road toward the driveway entrance. I looked around because it sounded so obviously fast and loud. I saw, you guessed it, my dairy mate. He swung a wide arc into the driveway, (going miles too fast), and with an audible thump hit the kerb almost bottoming the car and coming perilously close to ripping his sump off. With a heart lurching jolt of horror I realised the car was heading straight for me, again! With what seemed a sudden, last minute realisation he saw my ladders and swerved away. Unfortunately at the speed he was going he over-corrected, shot across the drive and drove straight into the fence, ripping the side of his front bumper off and coming to a sudden stop. This time I could tell, he wasn't cheerful. He got out his car, looked up at me, said, 'that was your fault', picked up his piece of bumper and disappeared down to his dairy. I don't think I saw him again.'

1 look 4 ways... for exteriors

When your clients are making a major financial commitment getting their house painted, they want to ensure they get the paint colours right. It can be a daunting task deciding on a scheme for the exterior, especially given the cost of materials and labour. There are also a surprising number of exterior features to consider when compiling a colour scheme – walls, windows, the roof, the front door, verandas etc.

Which is why we've created a new Habitat Plus booklet to show how different styles of exteriors – from ultra modern to classic heritage – look in various colour schemes. We've taken an existing house, then virtually painted it with alternative schemes to show the difference that paint colours can make. There's a good mix of contemporary and traditional schemes... as well as some more challenging combinations.

We also step out into the garden to show how different courtyards and landscaping features look in different colour schemes, using both paint and exterior stains from the Resene Woodsman range.



So before your clients give up in frustration, give them a free copy of Habitat Plus to help them find the right scheme for their home.

You can get your free Habitat Plus from your Resene ColorShop.



That's all for now –
catch ya next month!

TwoCan, Editor.

