

“ If you love your work and are fairly paid for your efforts, then chances are you happily jump out of bed in the morning ready to get going. However even for the most experienced, it’s very easy to quote a price only to find extra hours and effort start to chew into your hourly revenue. You can minimise this by choosing your customers and jobs carefully... sometimes saying no may be the best answer. Quoting the right amount is also important and the Resene Average rates of pay can give you a good headstart on that... ”



Average rates of pay

Quoting correctly is essential – the price must be sufficient to enable the completion of the work, pay for all expenses and materials and leave enough money to provide a living.

Resene first introduced the Average rates of pay guide a few years ago now, to help provide a guide of how to price for painting work. This has proved to be a very popular resource over the years.



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.

This guide has just been updated and the new 7th edition will be available via Resene ColorShops, representatives and the Resene website.

3 marketing truths that will never change

Marketing trends come and go, but there are some truths that will always remain the same. Here are three you can tap into for your painting business.

1 The Pareto Principle

Also known as the ‘80/20 rule’, the Pareto Principle has been around for more than 100 years, and is just as true today as it was back then.

The idea is that 80 per cent of your work is going to come from just 20 per cent of your clients (and vice versa). For example, you may be hired for a school block painting job, and then continue to return to that school for occasional work in the future. That school may only represent a small portion of your clientele, but they also contribute to the majority of your work. On the other hand, the majority of your clientele may be homeowners who hire you to paint one or two rooms. While there may be a lot of clients that fit this bill, they may only represent a smaller portion of your workload.

To make this work in a marketing sense, also remember this rule: If 20 per cent of your clients are paying 80 per cent of your wages, they should receive 80 per cent of your customer service. Basically, this is one way of prioritising your work and marketing efforts by focusing them on those who are most responsible for your income.

2 Word of mouth

Whether it’s in person, over the phone, or via social media, person A telling person B about a certain brand or product will always be a concrete form of marketing.

One Nielsen study included 58 countries and found that word-of-mouth recommendations from friends and family were the most influential, with 84 per cent of survey respondents saying that this source was the most trustworthy of all.

What’s important to note with word of mouth marketing is that creating a love of your company, products and customer service is paramount. It’s easy to fall into the trap of trying to collect social media followers, but big numbers on your Facebook page won’t mean much if they’re only ‘liking’ your page for a free prize. Instead, focus on building that trust and enthusiasm for your brand with the customers you do have, as their recommendations to friends and family can be worth their weight in full paint tins!

Friends telling other friends about their fantastic painter will always be a powerful form of marketing.

3 Delivered promises

Any company in the world can benefit from this one – always deliver on the promises you make.

Tradespeople often have a less-than-desirable reputation of taking longer than expected, not showing up on time and even costing more than initially planned. You can optimise your marketing by always being the one to break this stereotype and always following through with promises made. As soon as your clients start to realise that always delivering on promises is one of your main drawcards, they may be more likely to keep you in mind for future and refer your name onto friends and family.

Stick to the old adage of under-promising and over-delivering to give yourself a buffer just in case things don’t go to plan.

Black meets white

We've often said to avoid pets when painting, and here's just another example of why as Roger tells us...

"Working on a job in Remuera I was being hassled all the time by a big old black cat. It wouldn't leave me alone; it would burrow under my drop sheets which made it difficult to move my ladder around. Then one morning it jumped into my roller tray and ran up the hallway leaving a trail of white paw marks. I was horrified. I was using Resene Quick Dry undercoat and I had to go at speed to clean off the paw marks. Lucky for me it was a highly polished wooden floor and tiles and I managed to clean them all off with methylated spirits. The lady I was working for was really fussy and she loved her cat, which was now hiding under a dresser.

It had another go at me in the afternoon. I'd just finished undercoating the walls in the hall, and in it came with white paws up to its ankles, tail in the air, purring like crazy, and came rubbing along the wall I had just painted. The paint had turned tacky and the cat left a trail of black hairs stuck all along it, but worst of all when it turned around ready to bolt it was white down one side!

I knew when the lady arrived home after work by her loud scream. The cat had greeted her in the driveway. After she had calmed down she could see the funny side of it, but wanted to know what to do to get the paint off the cat. I suggested that she could try getting the paint off with

meths but it might be a bit hard on the cat's skin, then added flippantly that I could paint the rest of the cat white, after all Resene paints last forever and I could always give it a recoat later if it was still around. We both had a good laugh at that, but that was one job I didn't get!"

Thanks to Roger Parker.



Name change

As well as having no added VOCs, Resene Zylone Sheen VOC Free is also moving to be texanol free. To reflect this change, Resene Zylone Sheen VOC Free is changing to a new name – Resene Zylone Sheen Zero. The new formula product will come through as the old stock runs out.



Ask us anytime online



Need help with a painting project or perhaps you've got a burning paint or colour question and are not sure who to ask? Ask our Resene experts and they can help you with free advice and information direct to your inbox. We've noticed more and more painters are using the Ask a Colour Expert service to get some colour ideas for their clients – so do feel free to get in touch with us and our colour expert can give you some ideas to share with your clients.

Try out the free Resene Ask a Technical Expert service online.
www.resene.com/techexpert

Or try out the free Resene Ask a Colour Expert service online.
www.resene.com/colourexpert

Or you can call our freephone number for advice over the phone during normal working hours Monday – Friday on **0800 RESENE (737 363)** in New Zealand or **1800 738 383** in Australia.

Wintergrade for winter

Paint is very much like a human – it likes warm weather – not too hot and not too cold. With the colder temperatures around you may find you need to switch to Resene Wintergrade products to help keep your project moving along. The Resene Wintergrade paint range includes Resene Wintergrade Lumbersider, Resene Wintergrade Sonyx 101, Resene Wintergrade Hi-Glo, Resene Wintergrade X-200, Resene Wintergrade Quick Dry, Resene Wintergrade Roof Primer (made to order) and Resene Wintergrade Summit Roof (made to order).



Handy productivity tip

If you soak your paint brush for 20 mins before painting with waterborne paints then shake and squeeze excess moisture out of the brush it will improve the flow of the paint straight away, as though it already has paint in the brush. *Thanks to Brad.*



Catch you next month!

TwoCan, Editor.

