

**I'm writing on behalf of a painter, and this is a standard Facebook post (Not a paid ad).
But we do maybe intend to boost the post.
The research is below. Pictures aren't final.**

**The goal is to prompt a call. I am from Denmark and it's for a Danish painter, so some words and sentences may sound a little off,
But don't worry that much about flow, it's not that important, because it going to be posted in Danish**

Enjoy!

Save your doors, walls, and windows before they deteriorate...

Something that drains your wallet is not seeing doors, walls, and windows starting to peel.

If the paint is peeling, it's probably time to have it repainted to avoid an additional expense for a carpenter or window replacement.

Get a no-obligation quote and avoid an extra cost; we always ensure:

Swan-labeled paint. 🦢

We meet the agreed-upon deadline. 🕒

The best service with over 25 years of experience. ✅

(Here are some examples of deterioration where it's too late to save and some examples of peeling paint where you can still rescue it.)



Extra research

- Families with children, full-time jobs, and household duties experience a hectic daily life.
- If one chooses to paint on their own, one must consider both the materials and the potential high cost, both financially and time-wise.
- When people have just bought a new house and want to paint it, it can be tempting to do it themselves to save money.
- However, one should consider that time is also a factor, and it might be more sensible to hire a professional painter.
- In many cases, the costs of hiring a painter in both materials and time turn out to be manageable.
- The time saved by avoiding painting oneself can be invested in more valuable activities, even if it involves a bit of extra work.
- If a family decides to hire a painter, it can provide both the man and the woman with more time at home.
- This enables a more even distribution of household duties and reduces stress in everyday life.

Who is your Avatar:

Ben.

middle age man

What is their Dream Outcome:

They want a home that reflects their identity, avoiding the feeling of age with old walls. It may also involve investing in maintaining their house to prevent deterioration over time. They want to take pride in their home and showcase it to others. They desire a well-done job without any holidays.

What is painful about their Current State:

Financial concerns about the fear that lack of maintenance will lead to significant financial burdens in the future. The mood and atmosphere in their spaces could be better. They fear the extent of damage if things aren't fixed. They find their walls dull and want to spice things up. Doing it themselves takes a lot of time and preparation, not to mention money on paint and deciding on the right type of paint. It's a relief if they hire a professional. They feel the home is not truly theirs and lacks a personal touch. It can be quite irritating if the previous paint job was not done well.

What Roadblocks do they face:

They lack time, expertise, and materials to paint themselves.

What is the Solution:

The solution is to get the necessary painting done to achieve their dream outcome.

How do the Products help the Avatar take advantage of the Solution:

The solution helps them save time, ensures the job is done properly, so they don't need to pay for two painters or endure the pain of things not being exactly as they want them to be. The product also helps them feel the dream outcome.

Things people buy paint for and pain points:

Refreshing the appearance of their home or commercial property.

Protecting surfaces from weather and wear.

Adding a personal touch.

Painting can have a significant impact on the mood and atmosphere in a room, making it an investment in both aesthetics and maintenance.

Time-saving for resale or rental.

Property protection, aesthetics, and refreshment.

Underestimating the complexity and importance of prep work.

Dealing with previous paint jobs, proper priming, ceiling painting, and sun exposure.

Also the customers want, swan labeled paint, for the good sake of the environment, sometimes it even can be a deal breaker, I know Karrens !!

Costumers language:

My home has reached the point where I need to focus my attention on exterior maintenance. I was looking into re-siding and replacing my fence. The fence I can afford it, but the siding is just out of my budget. A thought to get around this was to paint the current siding (wood and an unfortunate aluminum side). I live on a ranch in the Chicagoland area, with gabled ends (2 sides of the house have walls that are only 8 feet tall, but the ends are probably 20-25).

Walls are boring, a change of color now and then helps spice things up a bit.

Yep, good way to save money. It's incredibly easy to paint your walls, just takes a little practice with a paint roller (so you don't get lines or drips) and cutting with a 2" brush around the edges of things.

Has Anyone Painted Their Own Home?

I want to paint our outdated house before we host an event. My husband says he can do it himself to save money. This seems very laborious and unrealistic to me. We have a one-story home. Does anyone have experience with painting their own home? Please share details! Many thanks.

Agreed. I rather buy it for \$500,000 and do things myself. Then have the seller spend \$5k on cosmetics I don't like and end up buying the house for \$500,005 and spend another \$5k changing stuff up myself.

It's a risk for the seller since the cosmetic changes probably won't make a big impact anyway. A person willing to bid \$35k over asking probably doesn't care if freshly painted, probably going to offer the same regardless.

To a point, I agree. But if the current paint makes it look tired or shabby, or if a new color tone will make it pop, you can create a lot of emotional impacts positive or negative with the paint so even if someone's going to repaint it might be worth the investment. I would take it on a case-by-case basis