

Your Winnipeg Painters

by Dan Precourt

Every year I anxiously await the flood of calls that comes with the arrival of spring. Furiously the phone started ringing about 2 weeks ago. This started the rush of quotes, long hours and questions about our Painters, products, and references and of course the **number 2** most often asked question about Colour Scheme. 'Are you a Franchise?'

I'm really not sure how to feel about that question. At first I'm concerned that we don't appear to be the local company that we are but it does make me proud that people would consider us to look **that professional**. Our team works really hard to make sure that we deliver a service that is as professional as the image we're building. Our uniforms white and logo'd, our Lawns Signs and Advertising simple and clean and our methods always improving to make sure that we are "the best" at what we do. As I think of all the little things we do to make Colour Scheme Professional Painters different from the crowd, it reassures me that we are doing the right thing but there is still that nagging feeling that looking too good makes us look "corporate" and that question of the "Franchise" comes back.

Do you have to be a large corporation to look and act professional? I get thanked so many times just for showing up! Why wouldn't I? Do our Painters carry a vacuum, and use it? How about starting and finishing when we say we will? These are the easy things that really we all should do and our clients should expect.

For those that do ask "Are you a Franchise", Thank-You. Thanks for noticing the effort this Winnipeg Company is making, and hopefully that helps us to answer the number 1 question we are asked. That is of course "Why haven't we heard of you before" - I'm working on it.

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