

How to Become a Painting Contractor

1 Set Up Finance & Legal

Depending on the state, painting contractors legally need to be licensed, insured, and bonded before entering the painting trade. Check your state's requirements.

You will also need to register your business, most likely as an LLC or corporation. A legal entity such as an LLC or corporation will allow you also to open up a business bank account.



2 Write a Business Plan

A business plan should include the following sections:



Business Structure



Management/Staffing



Services Offered



Revenue & Profit Goals



Market Analysis



Employees vs 1099

3 Get Tools & Equipment

- Quality brushes
- Two ladders 8'-12' and a 28'-32' sizes
- Rollers and trays
- Painter's tape
- Drop cloths
- Caulk and masking gun



- Sandpaper
- Wire brush
- Spray machine
- Pressure washer
- Scaffolding

4 Short Term Marketing Ideas



Short Term Marketing strategies are designed to get you clients fast

- Door-knocking
- Google Ads
- Asking for referrals
- Get leads from realtors
- Facebook Ads

5 Long Term Marketing Ideas

Long Term Marketing strategies take longer to work but get a better return on investment over the long term

- Search Engine Optimization for your Website
- Post regularly on your Google Business Profile
- Create branded social media accounts
- Get business cards
- Decal your car

