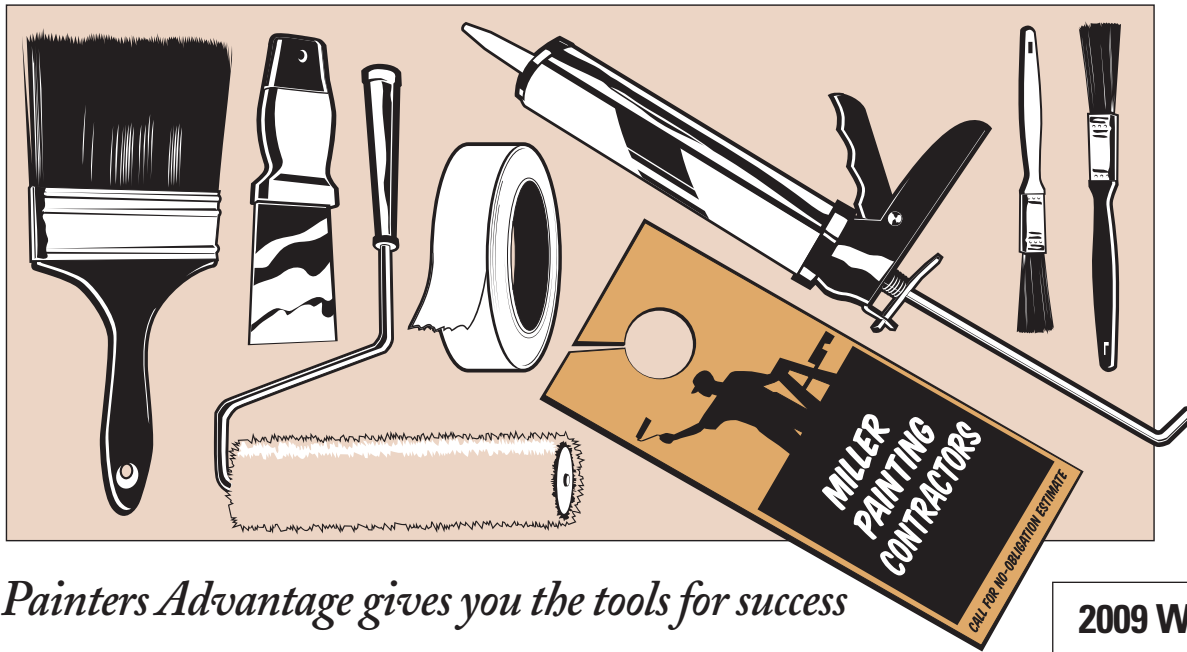


Business Builders



Painters Advantage gives you the tools for success

You work hard to run your business. After a long day of managing staff, estimating and checking on jobsite progress, sometimes the last thing you want to think about is promoting your business. Still, you know it's necessary – especially in down economic cycles like these.

You know the opportunities are out there. But how do you get to these customers? The Painters Advantage program from Sherwin-Williams was developed to help you by providing the resources you need to market yourself professionally and cost-effectively.

Direct mail and mailing lists

Frequent, targeted direct mail is a cost-effective way to drum up business. Painters Advantage has direct mail card templates that can be customized with your company information. You can also buy a mailing list of potential customers sorted by zip code and home market value when you order customized postcards from Painters Advantage.

Door hangers

Painters Advantage door hangers are another cost-effective marketing tool that can be customized with your company's name, address and phone number, plus extra space for adding special offers and incentives. They're an inexpensive and easy way to generate more job leads.

Training programs

Customizable training programs are also available, ranging from cost-effective 75-minute webinars to free audio and video podcasts on a variety of current industry and business topics.

Get the details on these business builders at paintersadvantage.com. **PPC**

2009 Webinar Schedule

Marketing

April 8 and Sept 9

Financial Management

April 22 and Oct 28

Sales and Estimating

May 13, Nov 11 and Dec 23

Building a Team

May 20 and July 15

Customer Service and Crew Leadership

June 10 and August 12

Business Planning

Oct 14 and Dec 9

Cost is \$99 each. Webinars are sponsored by Sherwin-Williams and produced by Summit Services. Log onto the Training Materials Section of paintersadvantage.com for info.

Marketing for the Budget-Conscious at: paintersadvantage.com

Log onto paintersadvantage.com or call 1-800-974-1547 for customizable marketing tools and services including:

- Direct mail pieces and mailing lists
- Stuffers
- Sell sheets
- Door hangers
- Quote forms
- Stationery and thank you cards
- Business cards
- Newspaper ads
- Training podcasts and webinars
- Business building seminars
- Painter's apparel