



### SPEAKER BIO

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Brandon Pierpont is the Founder and Owner of Painter Marketing Pros, the premier marketing partner for painting companies with aggressive growth goals. Brandon is passionate about helping owners of quality painting companies get their internet marketing right, so they can scale their business and ultimately achieve true personal and financial freedom while creating a legacy they can be proud of. Prior to founding Painter Marketing Pros, Brandon ran a successful digital marketing agency that worked primarily with home service companies. He initially learned how to successfully market service businesses online and the importance of doing so through creating, growing, and ultimately selling his auto detailing business, Rich Detail. In his off days he can be found spending time with his wife and two little boys. Probably the weirdest thing about Brandon is that he is an ardent practitioner of the Wim Hof method. Not sure what that is? Ask him!

### PCA MISSION STATEMENT

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The Painting Contractors Association serves the coating and wall covering industry with standards, education, training, advocacy, and best practices essential to member success.

### TOPICS *(customization available upon request):*

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- Marketing for aggressive growth
- Lessons from the painting industry's elite
- Abundance mindset & why it matters
- De-commoditize your painting business
- How to build systems & automations for growth
- How to win at paid ads (Google & FB/IG)
- Make your painting website your #1 salesman
- Professionalize your painting company
- Leapfrog your competition with technology
- Generate 5-star reviews consistently
- How to capitalize on big industry changes
- Sales techniques for 50+% profit margin
- How to avoid fake SEO/marketing companies
- Effective reputation management
- Anything sales/marketing/growth mindset