



St. Louis, MO

Speaker's City, State  
United States

Country

### 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.

### SPEAKER BIO

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Chris Moore is the founder of Elite Business Advisors and host of the Elite Business Advice Podcast. Chris has over a decade of painting industry experience and has used all of his knowledge to transition and focus full-time on supporting other painting contractors to grow their businesses. During his time as a painting contractor, his innovative business approach allowed him to keep focused on finding new methods to grow the business, boost project efficiency, and improve the customer experience while also providing a quality paint job to his customers. Following his entrepreneurial journey, he founded Elite Business Advisors in 2018 to help other business owners achieve success through business coaching and mentoring.

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

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- Financial Growth and Job Costing: Analyzing your numbers to make decisions and ensure long-term success
- Organic/Relationship Marketing: Developing a pipeline of leads for your business
- Estimating and Sales: Building an estimating numbers system and sales process for consistent & duplicatable bids
- Recruiting, Apprenticeship, and Retention: Having a process to recruit, interview, on-board, and keep solid employees!
- Social Media Branding: How to utilize social media effectively to grow your business
- Tech Trends For Painters: How to easily utilize new/current technology in your business