



**PAINTING
CONTRACTORS
ASSOCIATION**

SPEAKER BUREAU

Efrain Medina



Lynwood, WA

United State of
America

PCA MISSION STATEMENT

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

Efrain has over two decades of experience in the painting industry, from starting as a prep guy in 2000 when he first immigrated from Mexico, to working his way up until founding Medina Painting in 2007 and on.

Spanish Speaker (Bilingue, can present in English and Spanish).

Educator by heart. Member and Volunteer with PCA for over a decade. Currently serving as a member of the PCA Hispanic Committee at the national level. Efrain is also one of the original Hispanic Advisory Board Members for Sherwin Williams, and a kids soccer coach!

TOPICS *(customization available upon request):*

- Mindset: From employee to biz owner (what to focus on and what to avoid from his own experiences)
- Managing finances for Painting Companies (What metrics to keep an eye on)
- Estimating and Job costing (building estimates and a numbers analysis system to hit your goals)
- How your Brand and Marketing impact your Sales
- Building and Retaining Winning Team (Roles and Structure)
- Strategic Planning
- How to generate Continuous Cash flow - Networking & Genuine Relationships to generate more projects.

Spanish

- Mentalidad: De empleado a propietario (en que enfocarse y que evitar desde sus experiencias)
- Gestión de las finanzas de las empresas de pintura (qué parámetros hay que tener en cuenta) Estimación y cálculo de costes de trabajo (elaboración de estimaciones y un sistema de análisis de números para alcanzar sus objetivos)
- Cómo la marca y el marketing influyen en las ventas
- Creación y retención de un equipo ganador (funciones y estructura)
- Planificación Estratégica
- Cómo generar un flujo de caja continuo - Networking y relaciones genuinas para generar más proyectos.