PAINT TECH

TRAINING ACADEMY

The specialist Decorator

Pete Wilkinson

- Who is Pete Wilkinson
- What's my background
- How long have I been in the Trade
- Who knows " Fast & Flawless"
- How many Decorators do we have here
- Who specialises within the trade

Always Happy to chat afterwards

Lets get to know Each other

We have 20 minutes to offer some suggestions

Why is Specialising a Good Idea

- Increase your quality & reputation
- Less competition
- Far better rates
- More enjoyable
- Attract better clients & jobs
- Keeps it interesting
- More Profit

Lets focus on wallpaper first

- A simple example –
- some decorators already do this.
- Typically, decorators charge between
- £25 and £40 per roll.
- This is between £5 - £8/ M2 (a roll covers 5m2).
- On average a decorator can hang 8 rolls a day.
- Many customers are choosing this as an option.

Who Here specialises in Wallpapering

Why is Wallpaper a specialist Skill

Only a few Decorators can do it very well

Why 1 piece murals and not standard

- Very bespoke Murals - Customers own images
- No joints so no annoying gaps and lines
- Unlimited images online to choose from
- Perfect for commercial, schools, offices, etc

How much more could you Earn

- Typically you can charge £15/m2 per Mural
- You can instal murals twice as quick as wallpaper

Lets step it up another level

1- Piece Murals

How many kitchens are in the UK

- There are over 30 million homes
- Why are customers respraying instead of replacing
- How much can you charge to repaint a kitchen
- Is it easy to learn
- Can you make the same money with decorating
- So how much more could you make

Lets look at some rates for the Trade

Kitchens Resprays

Is becoming its own speciality

The decorators Profit sectors

	Day rate	8 hrs / per hr	Extra per hour	Extra per day	Percentage increase
Traditional Painting & decorating	**£175.00**	**£21.88**			
Residential spraying	**£275.00**	£34.38	£12.50	£100.00	**57%**
Wallpaper	**£300.00**	£37.50	£15.63	£125.00	**71%**
Spraying Upvc	**£335.00**	£41.88	£20.00	£160.00	**91%**
Commercial spraying	**£400.00**	£50.00	£28.13	£225.00	**129%**
Ventian plaster	**£425.00**	£53.13	£31.25	£250.00	**143%**
1 piece murals	**£450.00**	£56.25	£34.38	£275.00	**157%**
Spraying kitchens	**£480.00**	£60.00	£38.13	£305.00	**174%**
spray granite	**£500.00**	£62.50	£40.63	£325.00	**186%**
Resin worktops	**£600.00**	£75.00	£53.13	£425.00	**243%**

You can make some fantastic profits

- Look at the day rates of these skills
- The profit increase on traditional decorating
- What could you simply add to your business
- What skill looks enticing to you
- Which one and why?

What Specialised skill will you add to your business in 2024

Where do you want to be on the scales

Focus on Mastering a new skill

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