



**LEADERSHIP  
CONFERENCE**  
COMMERCIAL PAINTING  
INDUSTRY ASSOCIATION

– Growth is  
a Choice –



redcaffeine  
a growth consultancy

we build badass brands  
that people want to  
work with and for

growth planning

# What is Driving Growth in the Industry?



- Increased Construction / Real Estate Development
- Sustainability Trends
- Technological Advancements in Paints and Coatings
- Demand for Specialized Services
- Labor Shortages and Skilled Workforce
- Aging Building Infrastructure
- Safety and Compliance Standards

# Where Is Your Opportunity For Growth?



Acquisition



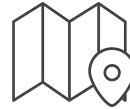
Gain Organic  
Market Share



New Products  
Or Services



Additional  
Sales Channels



Geography



Strategic  
Partnerships



Expand To  
New Markets



Human Capital



Technology

# Research on Sector Opportunities

Industry Sector	Opportunities for Growth	Regions Seeing Most Growth	Trends Driving the Sector
Healthcare	<ul style="list-style-type: none"> <li>- Demand for antimicrobial coatings and low-VOC paints</li> <li>- Renovations due to growing healthcare infrastructure</li> </ul>	Southeast U.S., Texas, California, Northeast	<ul style="list-style-type: none"> <li>- Healthcare facility expansion</li> <li>- Increasing safety and health regulations</li> </ul>
Education (Schools and Universities)	<ul style="list-style-type: none"> <li>- Renovations and maintenance due to aging facilities</li> <li>- Increased construction for new campuses and buildings</li> </ul>	Texas, California, New York, Midwest	<ul style="list-style-type: none"> <li>- Aging infrastructure</li> <li>- Government funding for school renovations</li> </ul>
Retail and Commercial Real Estate	<ul style="list-style-type: none"> <li>- High demand for aesthetic refreshes</li> <li>- Increased investment in urban and mixed-use developments</li> </ul>	Florida, Texas, New York, Arizona	<ul style="list-style-type: none"> <li>- Urbanization and lifestyle center growth</li> <li>- Branding through color schemes</li> </ul>
Hospitality (Hotels and Restaurants)	<ul style="list-style-type: none"> <li>- Renovations for aesthetic updates</li> <li>- Use of durable, easy-to-clean coatings</li> </ul>	Florida, California, Nevada, New York	<ul style="list-style-type: none"> <li>- Rebounding post-pandemic tourism</li> <li>- Renovation cycles in hotels and restaurants</li> </ul>
Industrial and Manufacturing	<ul style="list-style-type: none"> <li>- Protective coatings for corrosion resistance</li> <li>- Increased need for safety and hazard marking paint</li> </ul>	Texas, Midwest, Gulf Coast	<ul style="list-style-type: none"> <li>- Expansion of industrial sectors</li> <li>- Focus on safety and compliance</li> </ul>
Government and Municipal Buildings	<ul style="list-style-type: none"> <li>- Steady demand for maintenance and preservation projects</li> <li>- Focus on durable, long-lasting coatings</li> </ul>	Washington D.C., California, Texas, Northeast	<ul style="list-style-type: none"> <li>- Government infrastructure investments</li> <li>- Increased focus on sustainability</li> </ul>
Transportation and Infrastructure	<ul style="list-style-type: none"> <li>- Protective and anti-corrosion coatings for bridges, tunnels, and airports</li> <li>- Safety markings for public spaces</li> </ul>	California, New York, Texas, Gulf Coast	<ul style="list-style-type: none"> <li>- Large-scale infrastructure projects</li> <li>- Government stimulus for public works</li> </ul>

# Research on Market Factors

Factor	Growth Opportunity	Relevant Sectors	Key Regions	Market Trends
Weather (Extreme climates & seasonality)	Increased demand for weather-resistant and durable exterior coatings (moisture, heat, freeze-thaw cycles)	Retail, Hospitality, Industrial, Infrastructure	Coastal regions, Northern U.S., hurricane-prone areas	Increasing demand for protective coatings; seasonality creates project surges in warmer months.
Seasonality (Summer/Winter cycles)	Peak demand for exterior projects during summer months; interior work in colder seasons	Commercial, Office, Hospitality	Northern U.S., Midwest, Northeast	Strong correlation between project volume and favorable weather conditions; slower winter periods for exteriors.
Natural Disasters (Hurricanes, Wildfires)	Surge in post-disaster rebuilding; demand for fire-resistant, moisture-resistant coatings	Residential, Commercial, Government	Southeastern U.S., California, Gulf Coast	Post-disaster restoration; rising use of fire-resistant and water-resistant coatings.
Coastal & Industrial Regions (Salt corrosion)	Demand for corrosion-resistant coatings for infrastructure and industrial facilities	Industrial, Marine, Infrastructure	Coastal regions (Florida, Texas, Louisiana)	Increasing market for anti-corrosion paints in marine and industrial sectors.
Urbanization in High-Growth Regions	High demand for new construction and renovation painting services in growing cities	Commercial, Residential, Industrial	Sunbelt states (Florida, Texas, Arizona), Southeast	Boom in urban construction and refurbishment, especially in high-growth cities.
Regional Specialties (Aesthetic and cultural preferences)	Local architectural styles drive specific painting techniques and materials (e.g., historical preservation)	Hospitality, Government, Education	Historic districts (New England, Midwest, Southeast)	Demand for specialized coatings for preservation and aesthetic appeal in culturally significant regions.
Green Building Initiatives	Increased demand for eco-friendly, low-VOC, sustainable paints and coatings for LEED certifications	Government, Corporate, Commercial Real Estate	California, Pacific Northwest, urban centers	Green building trends are increasing demand for low-VOC and sustainable paints. LEED certifications drive growth.

# Building a Scalable Growth Strategy

MARKET NEEDS

**SWEET  
SPOT**

CORE STRENGTHS



# Benchmark: Increase Organic Market Share

The image shows the top portion of the SCS website. It features the SCS logo in blue and green, social media icons for Facebook, LinkedIn, and Instagram, and navigation links for 'INSIDE SCS', 'SERVICES', and 'CAREERS'. Below the navigation is a large photograph of a smiling man wearing a white protective suit and sunglasses. Underneath the photo is a dark blue banner with the word 'SERVICES' in white, followed by the text 'WE ARE PAINTING & WATERPROOFING SPECIALISTS'. Below this banner are four service categories: 'Commercial New Construction', 'Repaint & Restoration', 'Industrial Coatings', and 'Waterproofing'. Each category is followed by a brief description of the service.

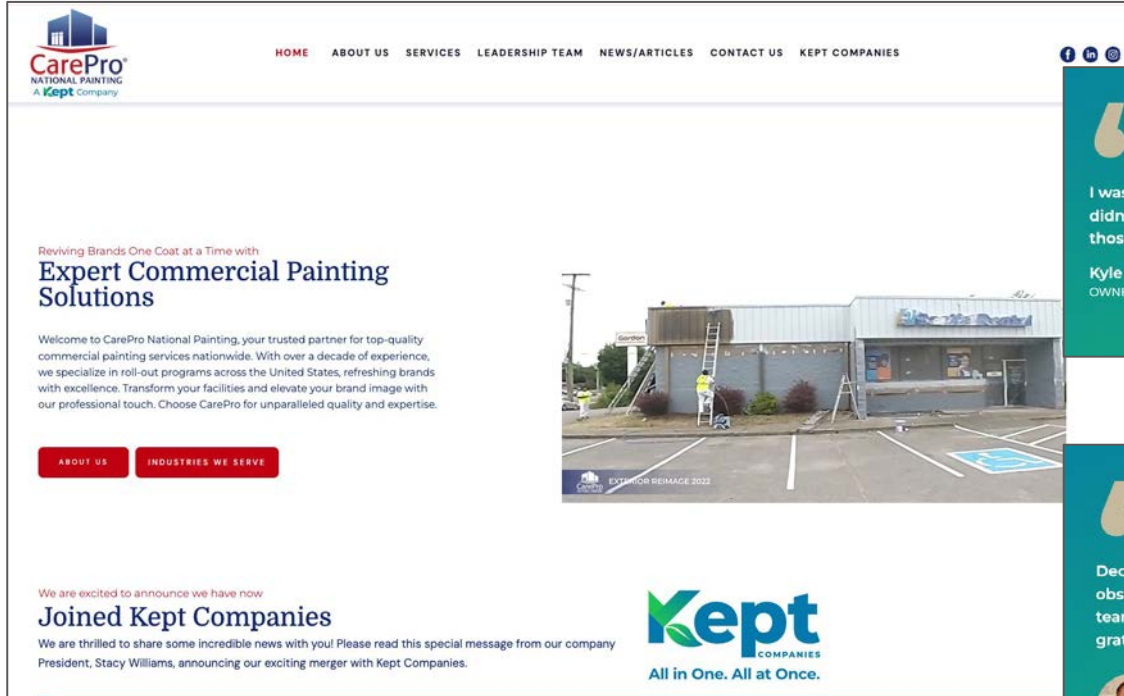
- Florida Market
- Sector Focus
- Market Challenges/Opportunities

This is a page for the 'Waterproofing' service. It features a blue header with the word 'WATERPROOFING' in white. Below the header is a photograph of a large, curved concrete structure, possibly a pool deck or walkway, surrounded by water. To the right of the photo is a column of text describing the company's technical and engineering expertise in waterproofing and caulking. At the bottom right of the page, there is a small 'waterproofing' label with a right-pointing arrow.

This is a page for the 'Industrial Coatings' service. It features a grey header with the words 'INDUSTRIAL COATINGS' in white. Below the header is a photograph of a large industrial facility with a high ceiling and many lights. To the left of the photo is a column of text describing the company's expertise in industrial coating requirements and applications. At the bottom left of the page, there is a small 'industrial coatings' label with a right-pointing arrow.

This is a page for the 'Repaint & Restoration' service. It features a blue header with the words 'REPAINT & RESTORATION' in white. Below the header is a photograph of a tall, modern apartment building. To the left of the photo is a column of text describing the company's expertise in handling Florida's unpredictable weather and ensuring property protection. At the bottom left of the page, there is a small 'repaint & restoration' label with a right-pointing arrow.

# Benchmark: Growth Through Acquisition



The screenshot shows the CarePro National Painting website. At the top left is the CarePro logo with the tagline 'A Kept Company'. A navigation menu includes 'HOME', 'ABOUT US', 'SERVICES', 'LEADERSHIP TEAM', 'NEWS/ARTICLES', 'CONTACT US', and 'KEPT COMPANIES'. The main content area features a headline: 'Reviving Brands One Coat at a Time with Expert Commercial Painting Solutions'. Below this is a paragraph: 'Welcome to CarePro National Painting, your trusted partner for top-quality commercial painting services nationwide. With over a decade of experience, we specialize in roll-out programs across the United States, refreshing brands with excellence. Transform your facilities and elevate your brand image with our professional touch. Choose CarePro for unparalleled quality and expertise.' There are two red buttons: 'ABOUT US' and 'INDUSTRIES WE SERVE'. A photo shows a worker painting a building exterior, with a caption 'EXTENSION REIMAGE 2022'. At the bottom, a section titled 'Joined Kept Companies' includes the text: 'We are excited to announce we have now Joined Kept Companies. We are thrilled to share some incredible news with you! Please read this special message from our company President, Stacy Williams, announcing our exciting merger with Kept Companies.' The Kept Companies logo is displayed with the tagline 'All in One. All at Once.'



I was a point in life where I needed to reduce my stress. I loved running my business, but I didn't like the stress of payroll, cashflow, and legal. At Kept, I still run my business, but those stresses are gone.

**Kyle Mason**  
OWNER



Deciding to sell your company can be difficult. After meeting the founders of Kept, I observed a commitment to quality, respect for their team, recognition of the value of my team, and a desire to grow. We have grown 40% with the support of Kept. We are so grateful for the opportunity to grow with Kept. We are all winning.



**Jeremy Morgan**  
CO-FOUNDER OF KRYSTAL KLEAN

- Platform Acquisition Strategy
- Complimentary Sector Focus
- Appeals to Owners Looking for a Soft Landing

# Key Tactics to Consider When Growth Planning



## Internal:

- Vision
- SWOT
- Sales Audit
- Ideal Client Profiles
- Financial Readiness

## External:

- Market Research
- Benchmark Research
- Competitive Research
- Online Research
- Influencer Research
- Market Sizing
- Stakeholder (VOC) Interviews

Set strategic, measurable goals aligned with growth vision

Build Scorecards for Key Business Metrics

GTM: sales and marketing



## Owning a Unique Space in the Mind of the Marketplace

- Target Market
- Buyer Personas
- Differentiation

Goal: Tie the organizations differentiation with the needs or goals of the target market



## Why Should You Care:

- Is the Biggest Influence on Customers Decision to Buy
- Helps Prospective Customer Make Purchasing Choices Out of the Complex Array of Offerings
- Align Marketing Tactics with a Company's Brand and Value Proposition
- Take Control of Your Brands Reputation

# Head-to-Head Competitive Analysis

Brand							
Tagline / Essence	TBD	Going to Extremes	Open to Your World	Motto: Quality First	The Digital Readout Experts	N/A	Ingenuity for life
Positioning	<p>Optimize machine tool profitability with Acu-Rite's precision digital readout (DRO) and CNC control systems. Acu-Rite is powered by the continuous innovation of HEIDENHAIN and designed, built, and supported in the USA. Improved efficiency. Superior workpiece quality. Guaranteed satisfaction.</p>	<p>Newall has specialized for more than 40 years in providing the machine tool and other machinery and production industries with leading edge technologies that increase productivity and machine tool efficiency.</p>	<p>For 40 years immersed in the world of industrial production, we have experienced great technological changes and have become a global company thanks to innovation. Long-term partnerships with our customers have encouraged us to overcome great challenges and become a benchmark in the industry together with our customers.</p>	<p>Precision. It's the essence of metrology instruments and solutions, and the Mitutoyo name has come to embody trusted precision in applications of all kinds.</p>	<p>Our line of digital readout's are simply the most user friendly readouts on the planet. Because of our direct marketing structure, they're also extremely affordable. Coupled with our extensive customer service and affordable parts, our Digital Readout products are simply the best value on the planet. DRO PROS is a veteran owned, American company.</p>	<p>To provide products and services that help our customers survive and thrive through the disruptions to come with Industry 4.0. To develop, make, sell and support transformative technology that fits the way our customers run their shops.</p>	<p>Siemens Machine Tool Systems supports you as a partner in increasing manufacturing efficiency in the best possible way. Thanks to high-performance SINUMERIK CNC systems, technological competence, and expertise in networking and using manufacturing process data.</p>
Differentiation Themes	Precision Innovation USA Support	Company Longevity Innovation	Company Longevity Innovation	Precision	Innovation Affordability USA Support Customer Satisfaction	Customer Satisfaction Innovation	Customer Satisfaction Tech Competence

# Sales Data: Numbers At-A-Glance



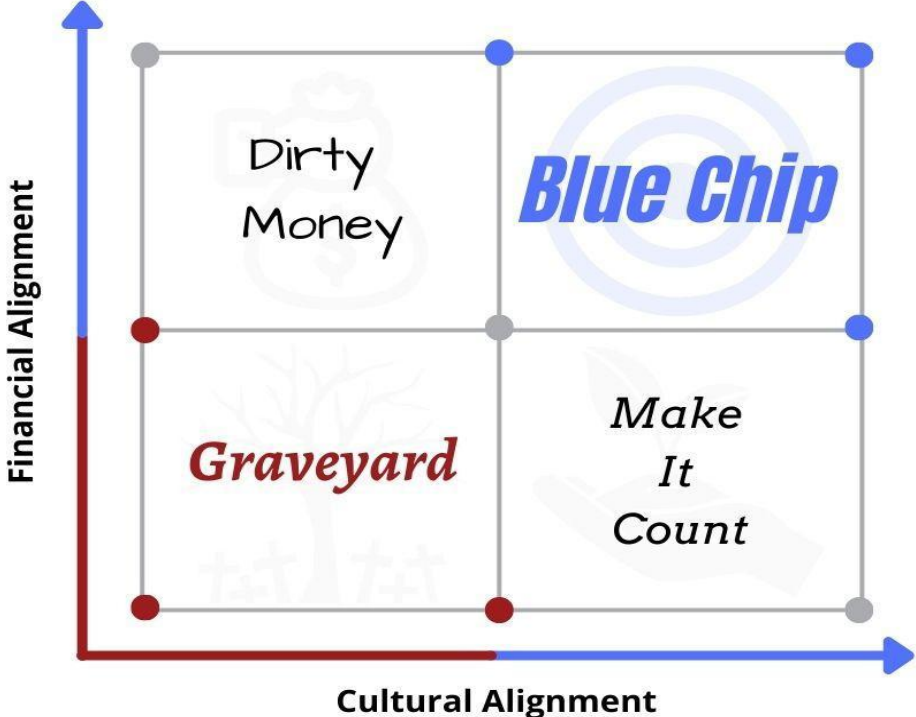
Industry	Code	2016	2017	2018	% Change
Agriculture/Heavy Equipment	AH	\$ 65,441.67	\$ 212,375.59	\$ 81,153.68	124%
Building Supplies	BS	\$ 549,233.04	\$ 581,558.99	\$ 756,142.90	138%
Defense Arms	DA	\$ 22,659,770.88	\$ 18,590,265.98	\$ 17,820,220.69	79%
Specialty	ET	\$ 371,563.02	\$ 1,435,078.47	\$ 463,003.11	125%
Fire Suppression/Valves	FV	\$ 1,836,427.55	\$ 1,747,268.31	\$ 1,334,653.30	73%
Runway Lighting	LR	\$ -	\$ -	\$ 71,437.08	#DIV/0!
Medical	M	\$ 156,939.06	\$ 276,935.32	\$ 126,511.04	81%
Archery	RB	\$ 4,390,183.69	\$ 5,292,530.34	\$ 5,217,398.37	119%
Recreation - Other Sports	RS	\$ 1,280.22	\$ 1,697.37	\$ 16,318.32	1275%
Motorsports	RV	\$ 5,263,108.14	\$ 8,758,694.00	\$ 8,842,099.45	168%
Aerospace	S	\$ 429,877.82	\$ 884,878.32	\$ 591,583.51	138%
Automotive	V	\$ 902,574.00	\$ 882,457.66	\$ 1,791,406.27	198%
TOTAL		\$ 36,626,399.09	\$ 38,663,740.35	\$ 37,111,927.72	101%

**Defend current markets & grow current clients**

**Build greater awareness of capabilities in new markets**



# 2x2 Matrix



“As a co-op, we are accountable to our members. Everything we do centers around them- we are like one big family. Just like a public utility, we make sure we have the supplies we need when we need them. But we have more flexibility to purchase than a town utility. That doesn't mean we can purchase anything at anytime. We still need to prioritize what it is critical and always think about the costs to our members. We think about how our decisions impact our members and the community we live in.”

### My Areas of Need/Types of Roles



**Inventory Management Support**  
Buyer/Procurement



**Product Training & Support**  
Operations/Linemen



**Technical Solution Support**  
Engineering



## Co-op Utility

### Ownership/Governance:

Members who are typically customers

### Decision-making Process:

Agile decision-making with direct input from members

### Focus:

Member Satisfaction and Community Involvement

### My Goals

- Give our members reliable service and control costs.
- Get the *best solution* for my problem/need *delivered* to me when I *need it*
- Work with a supplier who understands our co-op and our priorities.

### Pain Points/Barriers/Challenges to Purchasing

- Knowing what product I need, but needing it faster than its lead time
- Finding available stock
- Buying enough stock but too much stock
- Having a technical problem, but can't figure out what I need to solve it
- Buying a product no one knows how to use
- Have a broken/non-functioning product
- Need a lot of a product but no way to unload it or store it
- Planning for a large product in anticipation of lead times but the financials are not in place yet (e.g. development projects where I need help securing the product before purchase)
- Suppliers who don't communicate if there is a delay or a problem

# Perceptual Mapping

MADE IN  
THE USA

**DRO PROS**  
*The Digital Readout Experts*

**ACU-RITE**

**SIEMENS**  
Mitutoyo

**TRAK** MACHINE TOOLS  
SOUTHWESTERN INDUSTRIES, INC.

**NEWALL**  
\*\*\*\*\*Going to Extremes

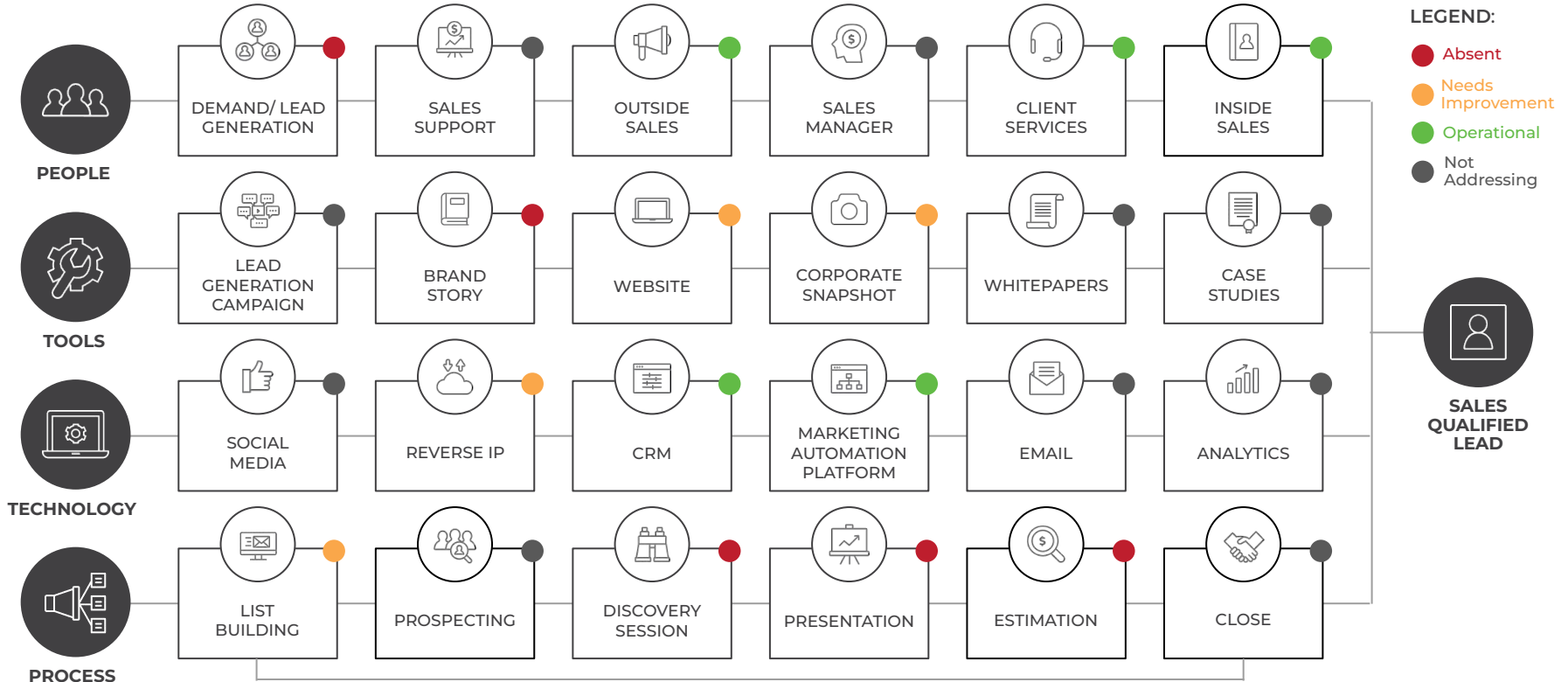
**FAGOR** AUTOMATION

INNOVATION

Frameworks for Positioning:

- Archetyping
- Blue Ocean Theory
- The Value Proposition Canvas

# A Scalable Revenue Generation System



# Buyer Persona: Journey Map



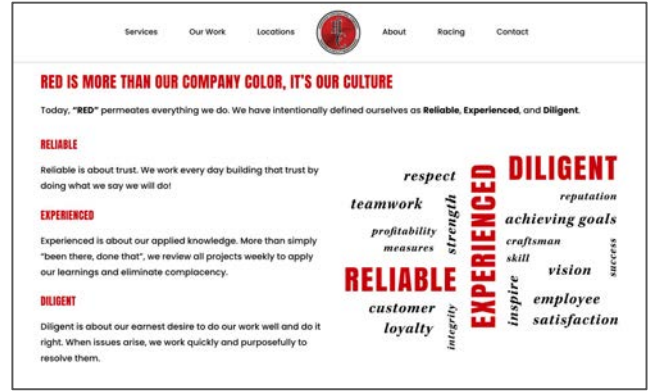
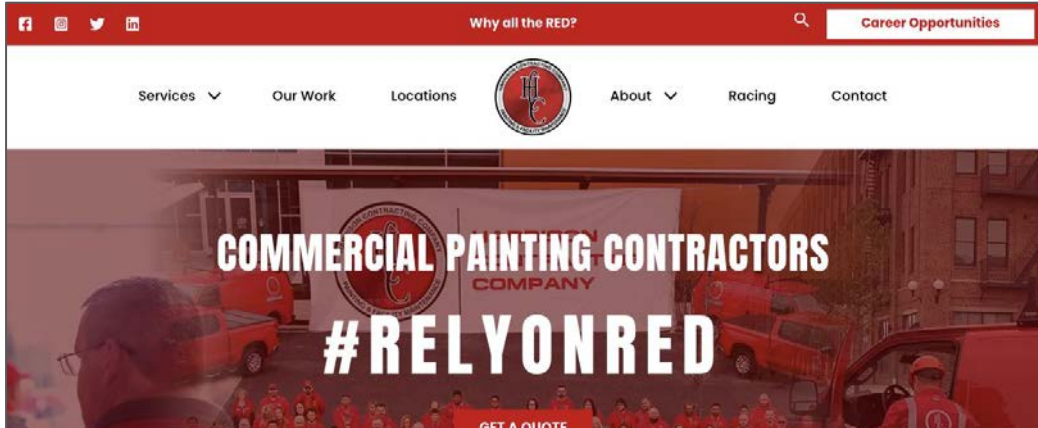
	Catalyst	Investigate	Discovery	Trial	Purchase	Reflection	Repurchase
	Internal or external stimulus causes the customer to consider elective or required action	At a high level, customer determines what might be needed to address the situation, and whether or not to act at this time	Customer gathers and/or considers information to refine options and inform next steps	Customer requests a trial of 30 mobile units	Customer selects provider and transacts	Customer reflects on purchase and may/may not provide feedback	Customer is driven from consideration to preference
Customer Actions	<p><b>INFLUENCED</b> to explore product due to internal or external communications.</p> <p><b>ENCOURAGED</b> from marketing or sales source</p> <p><b>PERSONAL</b> Exploration and/or interest</p> <p><b>OTHER</b></p>	<p><b>DIAGNOSE</b> pain points:                      - Reduce Pathogens like COVID--19                      - Remove toxins                      - Better customer experience                      - Better work environment.</p> <p><b>DETERMINE</b> immediacy and ROI</p> <p><b>DEFINE</b> financial implications vs. new client revenues</p> <p><b>CONSIDER</b> installation                      - Cube                      - Construction                      - RetroFIT</p> <p><b>PRIORITIZE</b> locations</p> <p><b>OTHER</b></p>	<p><b>RESEARCH</b> competitive set through multiple channels (e.g. online)</p> <p><b>IDENTIFY</b> providers</p> <p><b>COMPARE</b> and evaluate providers</p> <p><b>PRIORITIZE</b> potential providers</p> <p><b>FACTOR</b> cost/ value/ relationship/ risk/ budget</p> <p><b>EVALUATE</b> differentiators</p> <p><b>OTHER</b></p>	<p><b>SELECT</b> test sites</p> <p><b>COORDINATE</b> test install with distributor</p> <p><b>TEST</b> air quality</p> <p><b>TEMPORARY</b> installation of unit</p> <p><b>RETEST</b> air quality</p> <p><b>EVALUATE</b> results</p> <p><b>REAFFIRM</b> with employees and clients</p> <p><b>JUSTIFY</b> expense</p> <p><b>OTHER</b></p>	<p><b>FINALIZE</b> decision</p> <p><b>SELECT</b> transaction channel</p> <p><b>DETERMINE</b> method of payment</p> <p><b>COORDINATE</b> Delivery/ Install</p> <p><b>POSSESSION</b> of product</p> <p><b>INSTALL</b> Product</p> <p><b>TRAINING</b></p> <p><b>OTHER</b></p>	<p><b>REFLECT</b> on product performance and service</p> <p><b>CONSULT</b> Employees</p> <p><b>REQUEST</b> clarification or enter complaint</p> <p><b>ENGAGE</b> AS an advocate</p> <p><b>PROVIDE</b> word of mouth testimonial to other franchisees</p> <p><b>OTHER</b></p>	<p><b>ROLLOUT</b> planning and budgeting</p> <p><b>RESPOND</b> to a call or visit</p> <p><b>REVISIT</b> website or call</p> <p><b>ORDER</b> additional units</p> <p><b>OTHER</b></p>

# Buyer Persona: Journey Map



	Catalyst	Investigate	Discovery	Trial	Purchase	Reflection	Repurchase
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# Benchmark: Harrison Contractors #RELYONRED



## SO, WHAT IS THE DEAL WITH ALL THE RED AT HCC?

We get asked that question many times, and frankly, the red answer begins with just one person, "Granny Barb".

Barbara Jane Harrison (1945 - 2021) was a huge influence on our company colors and will be dearly missed. She was the widow of company founder Deryl Harrison (1945 - 2000), and mother to current company president, Bill Harrison. Red was Granny Barb's favorite color and early in our company history, as the story goes, Bill decided to use red as part of the company logo. Over time, red became a much bigger part of Harrison Contracting as we began to use it on our clothing, vehicles, and equipment. Eventually, red became a focal point of our advertising campaigns, our buildings, and even our parking lot stripes at our main offices in Villa Rica, GA.



# Sales and Marketing Must Haves



- ❑ Brand Differentiation
- ❑ Focus on ICP - Riches in the Niches
- ❑ Customer Centric Messaging
- ❑ **Proof Points** (Testimonials, Case Studies, Video, Online Reviews)
- ❑ CSat

## Scalability

- ❑ People
- ❑ Process
- ❑ Tools
- ❑ Technology

## Performance Scorecards

Improve 1% Everyday!



talent development and culture



81,396 hours.



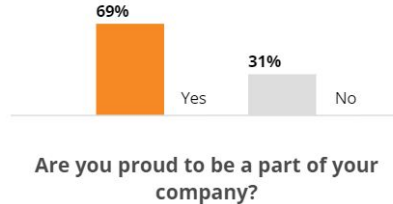
# Competitive Analysis

## Company Values at FedEx







A Company's Values are established by leadership and have a profound impact on how a company's culture is formed. Teamwork & winning are the most important values to FedEx employees and because of this 69% of employees are proud to be part of FedEx.

Transparency & Integrity	35%
Teamwork & Winning	35%
Speed & Innovation	14%
Fun & Passionate	10%
Diversity & Inclusion	6%

Which of the following set of Company Values is most meaningful to you?



## Competitors Employee Engagement

-  **DHL**  
C- Overall
-  **TNT**  
C- Overall
-  **C.H. Robinson**  
C Overall
-  **UPS**  
C Overall
-  **Deutsche Post**
-  **FedEx**  
B+ Overall



**OWENS CORNING**

- ✓ **Competitive Pay!**
- ✓ **Great Benefits!**
- ✓ **\$1,000 Sign On Bonus**

Hiring for:  
Production Technicians &  
Maintenance Technicians – LME Required

Apply at: [Jobs.OwensCorning.com](http://Jobs.OwensCorning.com)



**HIRING EVENT**  
**\$3,000 SIGNING BONUS**  
JULY 25<sup>TH</sup> • 10AM-6PM  
2408 N BIG SPRING ST., MIDLAND, TX

**WIN A CAR** ONE OF OUR TEAM MEMBERS  
WILL WIN THIS  
BRAND NEW CHEVY CAMARO!

BLANCA SOTELO JUST WON A BRAND NEW CHEVY CAMARO!

AVIS LUBES KENT TRUCKS Mr. Payroll

# Workforce Market Data

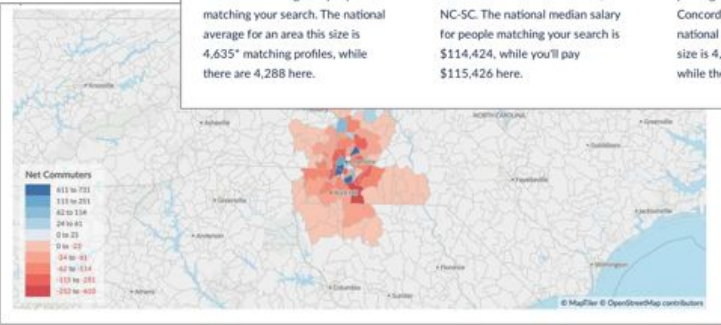
## Aggressive Postings Competition Over an Average Supply of Regional Talent



**Matching Profiles**  
Charlotte-Concord-Gastonia, NC-SC is about average for people matching your search. The national average for an area this size is 4,635\* matching profiles, while there are 4,288 here.

**Compensation**  
The cost for talent is about average in Charlotte-Concord-Gastonia, NC-SC. The national median salary for people matching your search is \$114,424, while you'll pay \$115,426 here.

**Postings Competition**  
Competition on online job postings is high in Charlotte-Concord-Gastonia, NC-SC. The national average for an area this size is 4,751\* job postings an while there are 6,162 here.



### Average Computer Numerically Controlled (CNC) Machinist Hourly Pay

United States - Job - Computer Numerically Controlled (CNC) Machinist

Pay Job Details Skills Job Listings Employers

How should I pay? What am I worth?

Price a Job Find market worth

**\$19.75 / hour -**  
Avg. Base Hourly Rate (USD)

Hourly Rate: \$15 - \$27  
Bonus: \$202 - \$0k  
Profit Sharing: \$385 - \$0k  
Commission: \$0 - \$5k  
Total Pay: \$31k - \$59k

Based on 1,952 salary profiles (last updated Aug 27 2021)

**1,048 Employers Competing**  
All employers in the region who posted for this job during the last 12 months.

**6,162 Unique Job Postings**  
The number of unique postings for this job over the last 12 months.

**1 Out of 7 Positions Filled**  
The ratio of estimated hires\* to unique postings for this job over the last 12 months.

Monthly Active Postings  
Estimated Hires Per Month\*

### Average Industrial Engineer Salary in Chicago, Illinois

United States - Job - Industrial Engineer

Pay Job Details Skills Job Listings Employers

How should I pay? What am I worth?

Price a Job Find market worth


**\$69,893 / year -**  
Avg. Base Salary (USD)

Base Salary: \$59k - \$92k  
Bonus: \$1k - \$0k  
Profit Sharing: \$0 - \$5k  
Total Pay: \$56k - \$95k

The average salary for an Industrial Engineer is \$69,893

Based on 68 salary profiles (last updated Sep 20 2021)

# Brand Reputation



**FedEx**

Engaged Employer 37K 6.9K 54K 110 3.6K 8.4K 146 11K

Overview Reviews Jobs Salaries @FedEx Interviews Benefits Photos Diversity

Want the inside scoop on your company?

**FedEx overview 3.5★**

careers.fedex.com/

10000+ Employees  
Type: Company - Public (FDX)  
Revenue: \$10+ billion (USD)


FedEx Corp. (NYSE: FDX) provides customers and business services. With annual revenue of more than \$10 billion, FedEx is one of the world's largest operating companies competing in the logistics industry.

**Mission:** FedEx Corporation will produce superior financial performance and related business services through our highest quality manner appropriate to the industry.

**Glassdoor Awards**  
Best Places to Work  
2014 (#36), 2012 (#50), 2010 (#21), 2009 (#49)

**Why work with us?**

Who We Are Join team FedEx Life at FedEx Benefits Hiring and Development



Making supply chains smarter for everyone

FedEx connects people and possibilities through our worldwide portfolio of shipping, transportation, e-commerce and business solutions.

Show more

**What people are saying about FedEx**

**SEDGWICK**

Hello everyone. Has anyone moved from Sedgwick to Gallagher? How has your...

6 9 Comments

**Sales Associate**

I currently have 2 offers one is for a digital sales rep position at FedEx with the possibility of...

18 14 Comments

**Sales Associate**

I currently have 2 offers o a digital sales rep position. FedEx with the possibility of...

8 1 Comment

City of Industry, CA 4★

See all locations →

**Jobs You May Like**

FedEx  
**Handler (Warehouse like)**  
Yakima, WA  
\$17.20 - \$23.25 Per Hour (Employer est.)

FedEx  
**Package Handler (Warehouse li**  
Denver, CO  
\$19.70 - \$21.20 Per Hour (Employer est.)

FedEx  
**Seasonal Package Handler - Pa**  
Time (Warehouse like)  
Dallas, TX  
\$17.70 Per Hour (Employer est.)

FedEx  
**FedEx Ground Deliveries-use y**  
personal vehicle to make extra  
Little Rock, AR  
\$15.00 - \$22.00 Per Hour (Employer est.)

FedEx  
**FedEx Ground Delivery Driver**  
Contingency Opportunity, Prior FedE...  
Arkansas

**FEATURED REVIEW** Aug 3, 2024

5.0 ★★★★★

**Good company to work with..don't go with anonymous reviews**

Automation developer

Current employee, less than 1 year Hyderabad

Recommend CEO approval Business outlook

**Pros**  
1. Great working space, peer group with zero micro mgmt. (although depend upon the team) 2. Learn to work in safe agile team...

**Cons**  
Nothing as such as of now

Show more

Helpful Share

2.0 ★★

**Horrible**

Material handler

Current employee, more than 1 year Indianapolis, IN

Recommend CEO approval Business outlook

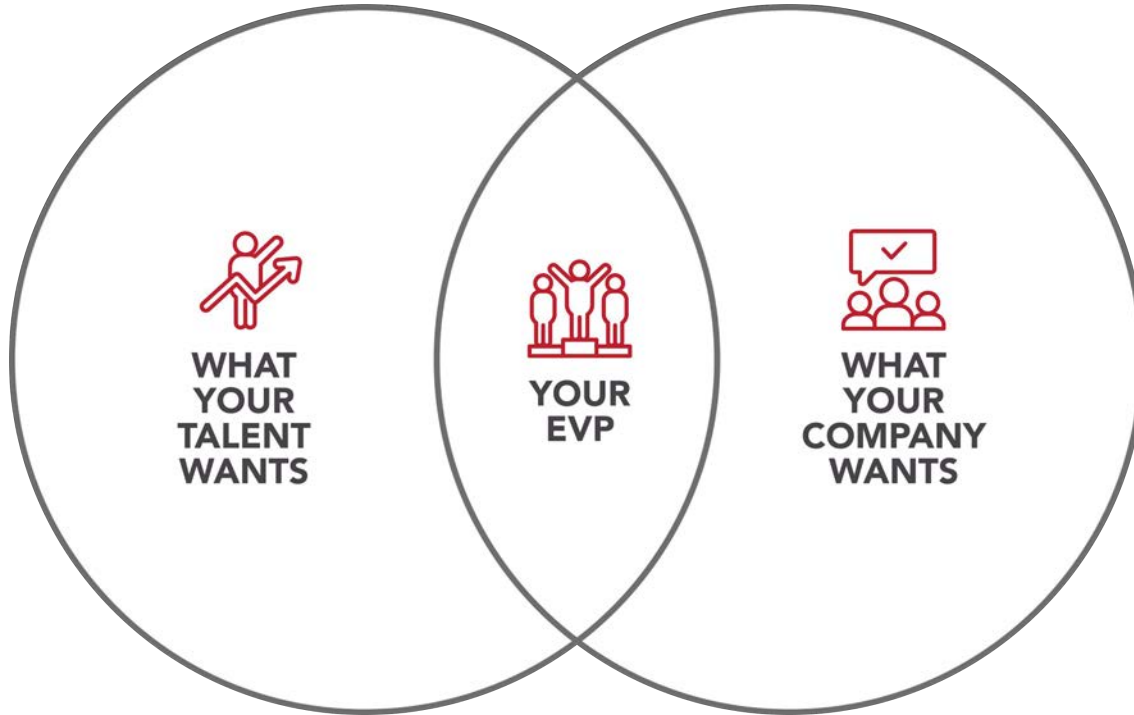
**Pros**  
Competitive Pay and Benefits: FedEx Express is known for offering competitive salaries, health insurance, retirement plans (401...

**Cons**  
Physically Demanding Work: Many roles, especially in operations or package handling, can involve heavy lifting, long hours on you...

Show more

Helpful Share

# Employee Value Proposition



## #ThisIs rc

### Current Employees: Culture Club VIP

**You are living our purpose to fuel meaningful impact for our team, our clients and our community.** You help set the standard for our mission: building badass brands that clients want to work with and employees want to work for.

You are passionate about being a part of an entrepreneurial environment that allows you to have a voice. You love what you're doing, where you're doing it, and who you're doing it with. You value open book transparency and fair, competitive pay practices. You have clear expectations of your performance expectation and growth opportunities.

### Recruit: Want to Be a BadAss?

**We hire for culture first because it takes trust, collaboration, and inspiration to continually produce work that can move the needle of our clients' businesses.**

Is there a place for you on our team? You must share our core values, prove you have what it takes to fuel meaningful impact, let us know what you totally geek out on and why it moves you, and be ready to break down boundaries because we're going to push you to do your best work.

### Prospects/Clients: Work with a BadAss

**Work with a company that values profit but not at the expense of people.** Our purpose is to fuel meaningful impact for our team, our clients and our community. And our mission is to build brands that clients want to work with and employees want to work for.

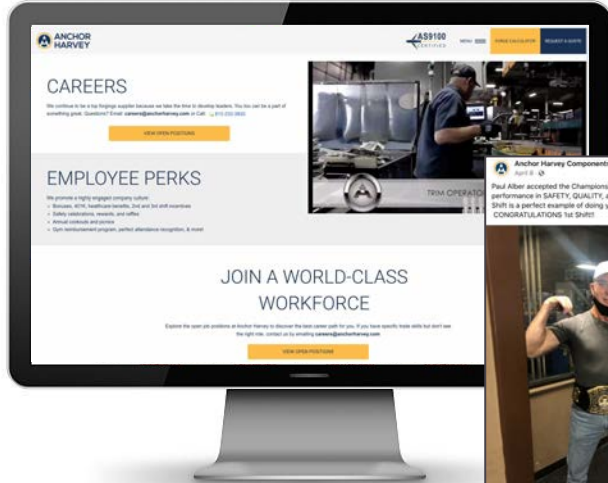
We hold ourselves to a higher standard and work hard to elevate our employee experience so we can elevate our client experience. We measure ourselves via employee and customer satisfaction surveys and Best Places to Work marketplace programs.

# Employee Experience

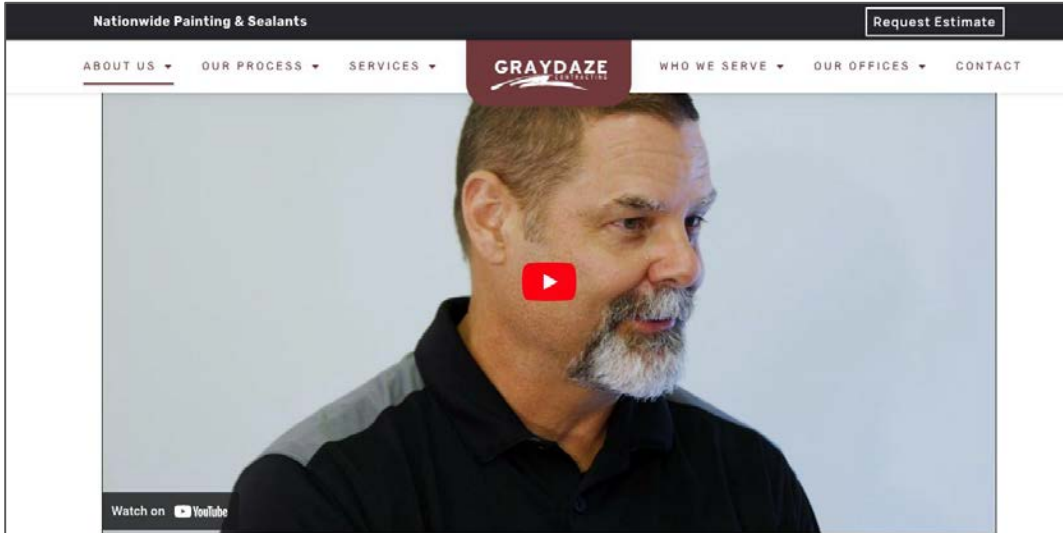




# Reinforce Brand Messaging in Recruiting




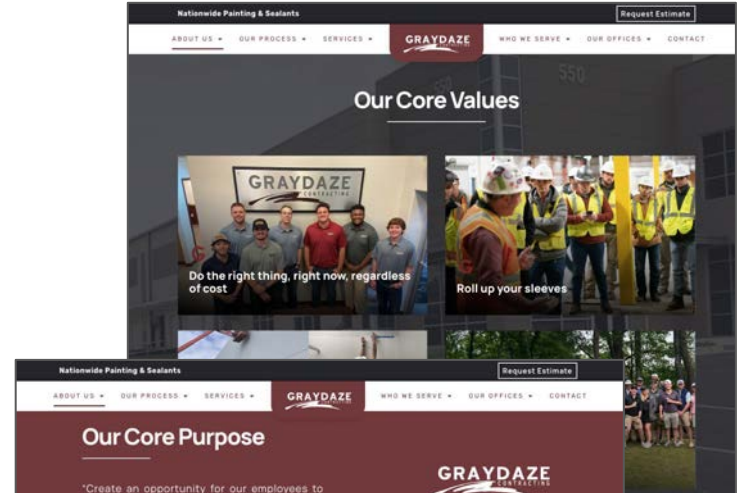
# Benchmark: Creating a Workforce of Owners



Nationwide Painting & Sealants Request Estimate

ABOUT US • OUR PROCESS • SERVICES • **GRAYDAZE** WHO WE SERVE • OUR OFFICES • CONTACT

Watch on  YouTube



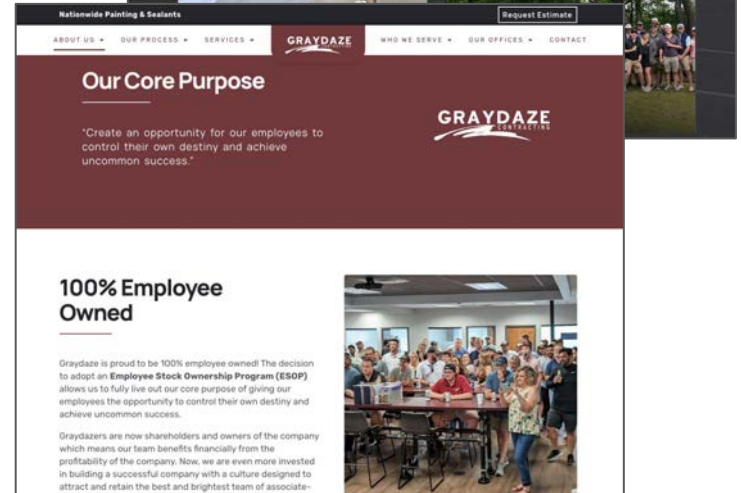
Nationwide Painting & Sealants Request Estimate

ABOUT US • OUR PROCESS • SERVICES • **GRAYDAZE** WHO WE SERVE • OUR OFFICES • CONTACT

## Our Core Values

Do the right thing, right now, regardless of cost

Roll up your sleeves



Nationwide Painting & Sealants Request Estimate

ABOUT US • OUR PROCESS • SERVICES • **GRAYDAZE** WHO WE SERVE • OUR OFFICES • CONTACT

## Our Core Purpose

"Create an opportunity for our employees to control their own destiny and achieve uncommon success."

**GRAYDAZE**

## 100% Employee Owned

Graydaze is proud to be 100% employee owned! The decision to adopt an **Employee Stock Ownership Program (ESOP)** allows us to fully live out our core purpose of giving our employees the opportunity to control their own destiny and achieve uncommon success.

Graydazers are now shareholders and owners of the company which means our team benefits financially from the profitability of the company. Now, we are even more invested in building a successful company with a culture designed to attract and retain the best and brightest team of associate-



**Great Place to Work Certified**

**Graydaze Contracting**

**We're Great Place to Work-Certified!**

**99%**

of our employees said that when you join the company, you are made to feel welcome

Source: 2023 Great Place to Work Trust Index Survey



**We're Great Place to Work-Certified!**

**Great Place to Work Certified**

Graydaze Contracting

95% of employees at Graydaze Contracting say it is a great place to work compared to 57% of employees at a typical U.S.-based company\*

Graydaze Contracting	95%
Typical Company	57%

Source: Great Place to Work® 2021 U.S. National Employee Engagement Study\*



## People Can be Your Competitive Advantage

### Internal:

- What Is Your Employee Experience vs Competitors?** (Comp, Benefits, Perks, Reputation)
- What is the Availability of Workforce in my Expansion Plan?**
- eSat**
- Create an Internal Communication Plan**
- Is the Workforce I Have Today Going to Meet my Future Needs?**

### External:

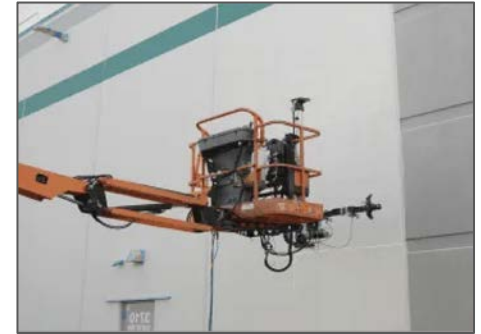
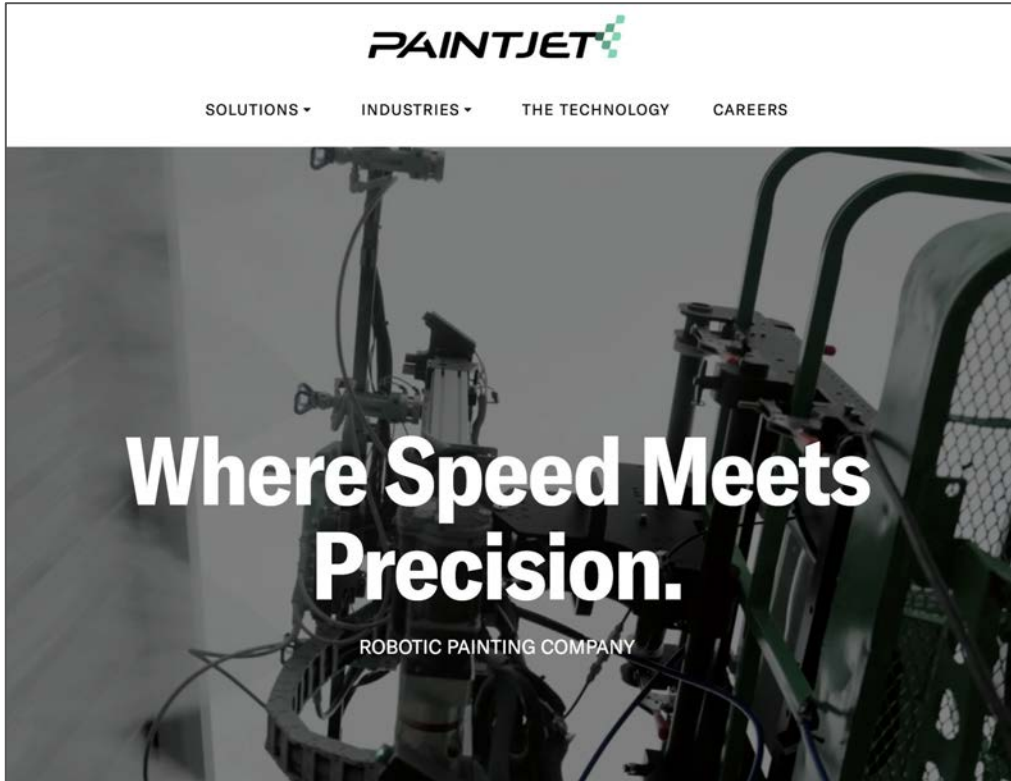
- Competitive Employment Brand and Benefits**
- Frictionless Applicant Experience**
- Think Like a Marketer** (Reputation Management, Social Presence, Best Places to Work)

innovation



- Identify Organizational Challenges and Opportunities
- Understand the Customer Needs
- Leverage Technology and Trends
- Think Beyond Products
- Evaluate Resources and Capabilities
- Experiment and Iterate

# Productivity Innovations: Robotics



# Productivity Innovations: Robotics/Drones



The screenshot shows the AkzoNobel website home page. At the top right is the AkzoNobel logo. Below it is a navigation menu with links for ABOUT US, MEDIA, INVESTORS, CAREERS, SUSTAINABILITY, and INNOVATION. A search icon is also present. The main content area features a large blue and purple graphic with the text "PAINT THE FUTURE". To the right of this graphic is a video player titled "INDUSTRIAL COATINGS" with a play button and a progress bar showing -00:49. Below the main content is a footer with links for Q2 2024, AGM 2024, Sustainability, Our brands, Our businesses, and Locations. At the bottom are logos for AkzoNobel, Dulux, Interpon, International, and sikkens.

The screenshot shows the AkzoNobel website "Productivity" page. The header includes the AkzoNobel logo and navigation links for ABOUT US, MEDIA, INVESTORS, CAREERS, SUSTAINABILITY, and INNOVATION. The main heading is "Productivity" with a sub-heading: "We're constantly looking for solutions that will make paint manufacture and delivery more efficient, while also improving our customers' paint application processes. A few examples of the areas we're focusing on include fast cure and low-bake technology, radiation cure systems, reduced overspray and innovative application, and cloud-based data and services." Below this is a breadcrumb trail: AkzoNobel / About us home / Innovation / Productivity. The page features three main content blocks, each with an image and a description:

- Revolutionary fillers:** Our new generation of fillers lowers energy costs while significantly increasing productivity.
- Optimized maintenance:** The Aerofleet Coatings Management system ensures aircraft are only repainted when needed.
- Autonomous drone:** This computer-controlled spray painting drone is a smarter way to apply paint.

# Business System Innovations: CRM, ERP



**penta** TECHNOLOGIES

Solutions Industries Services About Resources Contact [Get More Information](#)

Construction Management Software and ERP

- Construction Accounting
- Construction Payroll
- Service Management
- Project Management Software
- Mobile Construction Software

**planswift**<sup>®</sup>  
by ConstructConnect

888-752-6794 Email Sales Plugins My Account

Pricing Trades [FREE TRIAL](#)

## Painting Estimating Software

Need More Jobs? Bid More, Earn More With PlanSwift

PlanSwift Boosts Your Bottom Line

- Easy, Faster Takeoff
- Accurate Materials Cost
- Quick, Dead-On Bids

[START YOUR FREE TRIAL](#)

NO CREDIT CARD REQUIRED

PlanSwift Paint Estimating With PlanSwift Take...

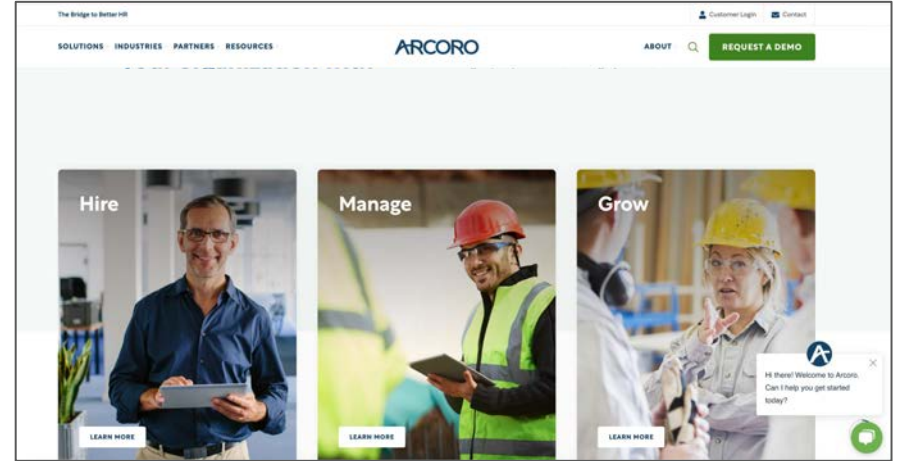
“ I purchased PlanSwift 5 years ago and it was the best investment we ever made. We give the most itemized proposals for painting and plastering. This has increased our business and profit margin by 30-40 percent. Thank you very much for a top notch product. ”



# Workforce Innovations: Employee Experience



AR/VR Training Simulations —  
Work at Heights



HR Software — Applicant Tracking, Onboarding,  
Performance, Safety, Training

# Partner Tools: Sales, Training, Opps

Homeowners Help My Store: Find A Store **painter** Sign In / Register

**SHERWIN-WILLIAMS.** What can we help you find? 0 - \$0.00

Paints & Supplies Find Color Project Center For Pros Special Offers

## Color Toolkit

Empower your customers to choose colors confidently. Quickly share links that encourage customers to explore colors, order samples and access free online sessions with our color experts.

[EXPLORE TOOLKIT](#)

**Account Access**  
Pay bills, view statements and even check out faster at the store – all through the app.

**Project Bids**  
Quickly create, send and manage professional bids in just a few taps.

**Business Tools**  
Let tools like the paint calculator and product data sheets help you get the job done right.

Homeowners Help My Store: Find A Store **painter** Sign In / Register

**SHERWIN-WILLIAMS.** What can we help you find? 0 - \$0.00

Paints & Supplies Find Color Project Center For Pros Special Offers

## Capacitación para profesionales en cada etapa de su carrera

Apoya a tus nuevos empleados con entrenamiento y a empleados existentes a llevar su carrera al siguiente nivel. Y como dueño de negocio, ayuda a tu compañía a crecer y desarrollar tu marca.

**S-W Learning Pathway**  
Learning Pathway ofrece educación gratuita en línea para Profesionales de Pintura en cada etapa de su carrera, desde emprendedores hasta nuevos pintores empezando su carrera.  
[Obtén más información >](#)

**Capacitación de negocios PRO+**  
Obtén información sobre SEO, redes sociales, reseñas y temas de la vida real con nuestros seminarios web pregrabados.  
[Explorar seminarios web >](#)

# AI (Automation) Roadmap

Efficiency



Personalization /  
Research



Customer  
Support/Sales



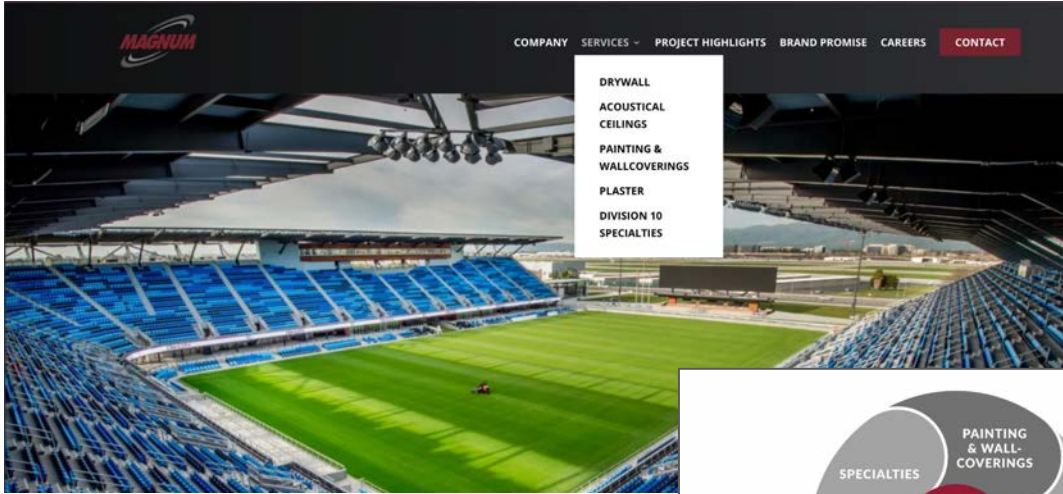
Dark Web:  
Intent Data



Competitive Intel



# Benchmark: Workforce Optimization



## Our divisions work together to create Magnum Synergy

*5 Trades | 1 Team | Built Your Way to Your Schedule*

Magnum is a union commercial construction company that provides general contractors and developers in the San Francisco Bay Area with unique solutions. We allow you to streamline the finishing process by hiring one subcontractor for multiple project needs. At Magnum, we are experts in delivering drywall, acoustical ceiling, painting and wallcoverings, plaster, and Division 10 specialties services. Our commitment to quality, honesty, and fluid communication allows our five different divisions to work together seamlessly, creating what we call "Magnum-Synergy." Our ability to perform in several trades means that no job is too big and no deadline is out of reach.

**OUR COMPANY** →



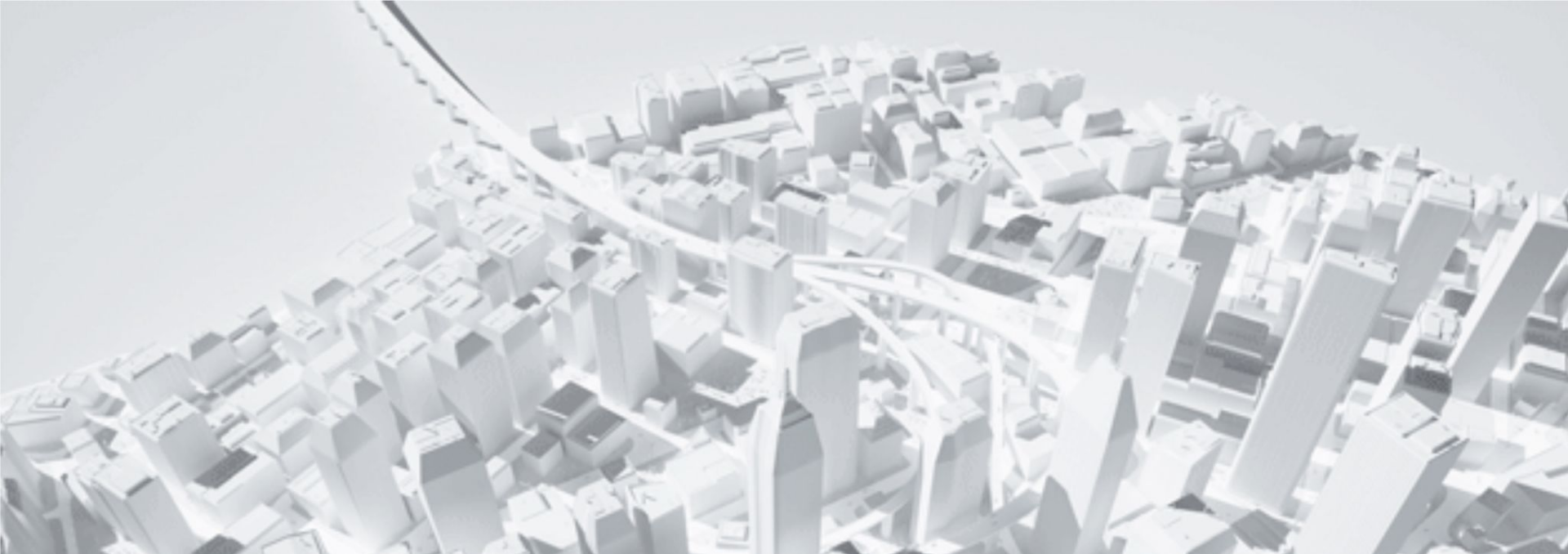
## What are we trying to solve for?

- **Problem first**
  - Efficiency
  - Creating really good leads
  - Better quality outreach communications
- **Gap Analysis**
  - Where are we now?
  - What are we missing?
- **Roadmap**
- **Milestones / Timeline**
- **RACI**
  - Team Roles/Responsibilities
- **Outside Needs:**
  - Tools, Tech Consultants
- **Other**
  - Corp Standard on AI

final thoughts



- Start with Your Vision, then *Build a Plan to Get There*
- Pick Your Growth Lane(s)
- Create Your Unique and Differentiated Market Position
- Focus
- Invest in Innovation
- Plan B



growth is a choice.  
are you ready for it?

[kathy@redcaffeine.com](mailto:kathy@redcaffeine.com) | 630.785.6903