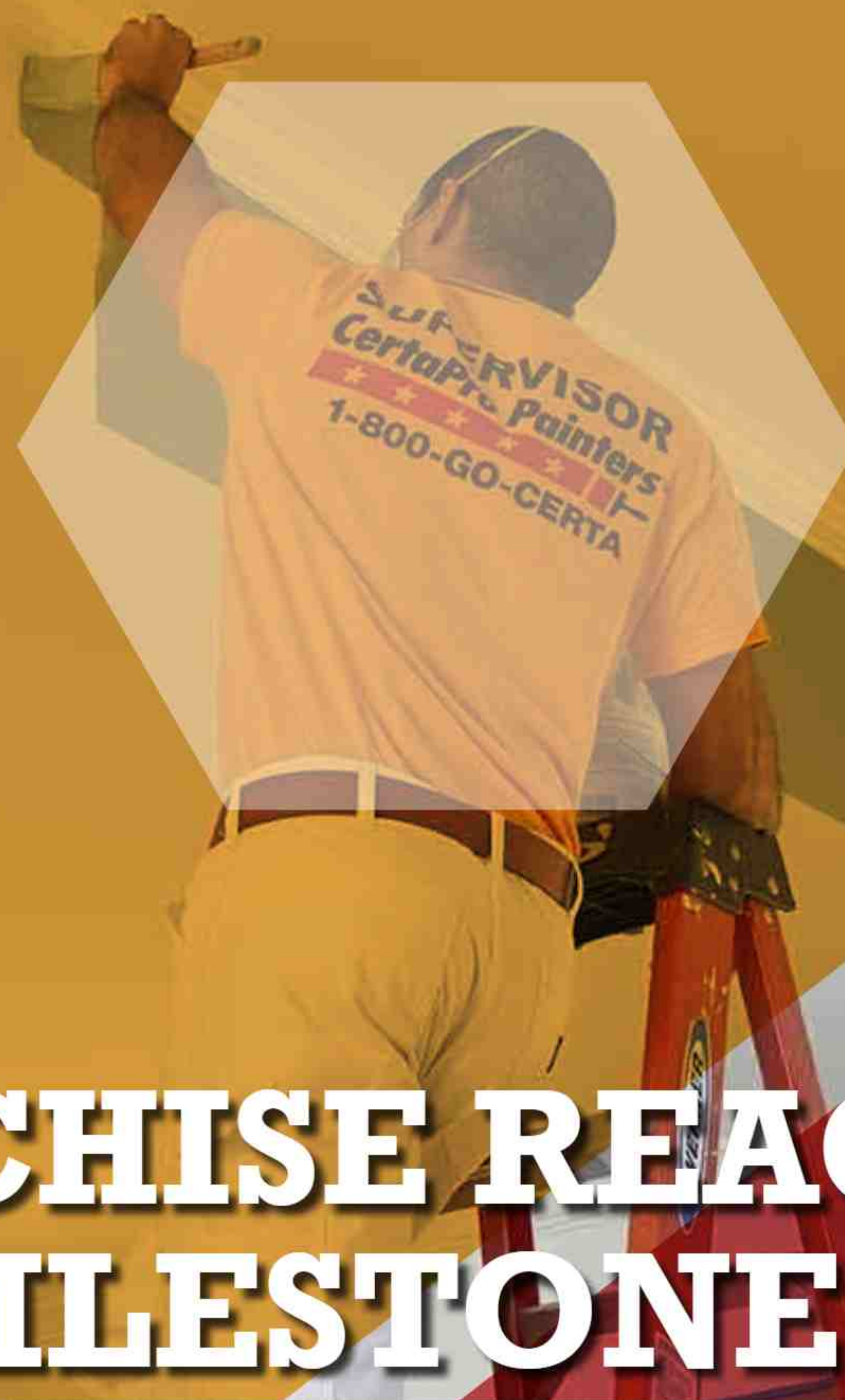


**CertaPro Painters®**  
★ ★ ★ ★ ★



# FRANCHISE REACHES REVENUE MILESTONE WORKING

WITH



## SITUATION

CertaPro Painters® is the largest residential and commercial painting contractor in North America. The company provides a wide range of commercial services running under the expertise of highly skilled professionals. Their vision of making residential and commercial painting services easier and more convenient for home and business owners has been a dedicated vision since 1992.

While today CertaPro is a national painting contractor in North America, their locally owned and operated franchises take pride in bringing personalized service to customers in every region, allowing them to focus on providing the highest level of customer satisfaction.

Each franchise is responsible to grow their new business opportunities through diverse channels of marketing. While they are not all the same size, have the same marketing budgets or focus on the exact same clients, attracting new customers has become challenging and competitive.





## CHALLENGE

Finding new customers and managing through COVID-19 has been a tremendous challenge for all businesses. Between setting appointments, quoting projects, or showcasing the level of expertise each franchise has, owners were looking for new and innovative ways to increase revenues through digital strategies.

One specific franchise, CertaPro Painters of Port Jefferson led by James Lafontaine was looking for out of the box strategies that could help his business get in front of new clients in the markets they were looking to expand into. What was once considered traditional marketing approaches, were not working and the ROI simply was non-existent.

## SOLUTION

BeeSeen Solutions partnered with James and his team creating a customized target lead generation strategy to help increase their new business opportunities. The digital strategy zeroed in on the exact audience both in residential and commercial giving James and his team more exposure and engagement to new opportunities. The success of the campaign continues to showcase itself in the growth James and his organization have achieved, with a strong pipeline that is ever evolving.

***“2021 was another record-breaking year for CertaPro Painters of Port Jefferson. Our business grew an overall 63% and for the first time in over 21 years we blew away the record of \$1.1M in Sales set last year to \$1.9M in 2021. Thank you to Patrick Pinto CMO and the team at BeeSeen Solutions for helping make this a reality.”***

*Stated James Lafontaine Franchise Owner CertaPro Painters.*

## THE APPROACH OF BEESEEN SOLUTIONS

Understanding that our partner was looking to expand into new markets, increase their current revenue opportunities and build on an already stellar reputation, BeeSeen Solutions developed a customized strategy that has far exceeded the expectations of James and his team. Through a laser focused digital strategy new opportunities started presenting themselves through the tailored approach.

*“We could not be happier with the results and support we continue to receive from*  
***Patrick and his team at BeeSeen Solutions.***

*They are the word*  
***“Partner”***  
*in every way.”*