YOUR 90-SECOND BRIEF

What Omaha painters are promising buyers.

Three local competitors. Three useful moves. Finished tools you can use this week. Public example business: CertaPro Painters of Omaha; not commissioned by or affiliated with any company named.

THE MAIN FINDING

Quality, clear communication and repair-plus-paint are already being sold locally. Your practical opening is to make your scope and proof easier to compare, protect your price, and activate a relevant referral route. This is a strategy to test, not a claim of an uncontested market gap.

01 / Win the comparison before defending your price

Scott's sells preparation and repairs; Kieser's sells price clarity; Superb publishes cost guidance and a named-competitor comparison. Use the comparison sheet on page 4. [1] [2] [4] [5]

02 / Stop small numbers creating big misunderstandings

CertaPro's room guide has a $360 wall example alongside a $1,000 project minimum. Its 10% offer also has exclusions. Clarify scope and terms before the estimate. Page 3 includes the wording and margin math. [6] [7]

03 / Give a real referral channel something useful to forward

PJ Morgan lists CertaPro, Shaver Decorating and Go Painting together. Page 5 supplies a targeted reintroduction draft and a forwardable property brief. [9]

BONUS / FOR COMMERCIAL-READY CREWS

A live Omaha project lists interior and exterior painting sections. Page 7 includes the document evidence, a contractor contact and the exact qualification message. It is an optional route, not the report's whole strategy. [14] [15]

Start in five minutes: Read page 2, then choose one action on page 8. The rest is your working kit. Sources and verification limits are on page 9.

THE COMPETITOR MAP

Know the promise you are bidding against.

Residential comparison set: Scott's, Kieser's and Superb. Selected for overlapping Omaha-area services, not a ranking of the biggest or best painters. These are published promises, not verified service performance.

COMPETITOR	WHAT BUYERS CAN SEE	YOUR RESPONSE
Scott's Painting Repair + repaint	Promotes siding/trim repair with painting, and daily project updates. [1]	Make the prep and repair scope visible. Show who owns repairs and how changes are priced.
Kieser's Painting Clarity + assurance	Promotes daily communication, no hidden fees and a 2-5 year exterior warranty. [2]	Explain your actual warranty terms and approval process for extra work; supply the document.
Superb Painting Convenience + guidance	Advertises same-day estimates and a one-business-day response; publishes price ranges and a rival comparison. [3] [4] [5]	Confirm when your customer will receive a proposal. Give them a scope comparison, not an unsupported speed promise.

The signal most reports miss

Superb is helping customers choose between named painting companies on its own website. That comparison is marketing written by a seller, not an independent ranking. The business implication is useful: prepare customers to compare the actual work in each proposal. [5]

THE POSITION TO TEST

"Before you compare totals, compare what is being repaired, protected, coated and warranted." Support it with the sheet on page 4 and your own written proposal. The differentiation is the evidence you provide, not a claim that no rival does this.

Seasonal observation: Kieser's homepage displays a late-season exterior-booking message. This is a current website signal, not proof of crew availability, demand or a newly changed offer. [2]

PRICE INTELLIGENCE

When prices mislead.

Use published numbers to uncover questions worth answering. Do not turn unlike scopes into a cheapest-painter ranking.

PUBLISHED EXAMPLE	WHAT THE NUMBER ACTUALLY MEANS
CertaPro: $360 12 x 14 x 9 ft bedroom walls	Guide uses two coats on walls and states a $1,000 project minimum. Other surfaces are separate components. Guide labels prices September 2026. [6]
Superb: $450-$850 10 x 12 ft bedroom walls	Published range describes one coat over similar color, with two when going lighter. Different room size and coating assumptions prevent a direct price ranking. [4]

COPY FOR THE REFERENCE BUSINESS / AFTER POLICY REVIEW

"Our interior painting project minimum is $1,000. Room figures are planning examples, not standalone booking prices. Tell us which rooms and surfaces you want painted so we can prepare a written proposal for your actual scope."

Offer check: CertaPro advertises 10% off qualifying home projects of $1,000+, expiring November 30, 2026. Published conditions include new proposals, mention at estimate, one promotion per project and financing exclusions. The consultation offer says over $2,500; its FAQ says $2,500 or more. Resolve the threshold and any combination rules before quoting. [7] [8]

Protect contribution before matching 10%

ILLUSTRATION ONLY	ORIGINAL	10% DISCOUNT
Revenue	$10,000	$9,000
Direct job costs (assumed unchanged)	$7,000	$7,000
Contribution before fixed overhead	$3,000	$2,000

A $1,000 discount removes one-third of contribution in this example. Recovering the same contribution requires 50% more identical jobs at the discounted price. Use your own costs; this is arithmetic, not competitor profitability data. Build your own estimate with BWP's FREE painter pricing calculator.

READY-TO-USE BUYER HANDOUT

Compare the work. Then compare the price.

A neutral checklist you can share with a homeowner alongside your proposal. The fields are for the actual estimates; nothing below asserts how another contractor works.

BEFORE YOU ACCEPT A PAINTING PROPOSAL	ASK EACH CONTRACTOR
Surfaces and rooms	Which walls, ceilings, trim, doors and cabinets are included? Which are excluded?
Repairs and preparation	What repair work, sanding, caulking and priming are included? How is hidden damage handled?
Coating system	Which product and finish? How many coats? What happens if the selected color needs more coverage?
Protection and cleanup	Who moves or protects furniture? What is cleaned daily and at completion?
Schedule and contact	When can work begin? Who handles questions? How will schedule changes be communicated?
Changes and final cost	How are additions approved and priced before the work is performed?
Warranty and completion	What written coverage and exclusions apply? What happens at the final walkthrough?

WHEN A CUSTOMER SAYS ANOTHER QUOTE IS LOWER

"Thanks for letting me know. Before we change the price, let's check that both proposals cover the same surfaces, repairs, products and coats. If the scopes match, we can discuss whether a smaller scope or different timing would suit you better."

How to use it: Mark the answers in your own proposal. Invite the homeowner to obtain missing details directly from each other contractor. Share only estimates they are entitled to share. Discuss documented scope differences without guessing about a rival's workmanship.

THE REFERRAL OPPORTUNITY

Earn the next introduction.

The PJ Morgan painting category lists CertaPro Omaha, Shaver Decorating and Go Painting. This is a specific channel to assess, not proof of unclaimed referrals. [9]

What to act on: Go Painting markets ongoing maintenance alongside commercial/multifamily painting. A property referral brief should explain a real project fit and the information needed to assess it. Existing CertaPro listing terms and referral results are private; check them first. [11]

A finished reintroduction draft

To: support@pjmorgan.com - published program route
Subject: A useful update for your painting referrals

Hello PJ Morgan team,

Your painting directory lists CertaPro Painters of Omaha. Could you confirm who coordinates painting referrals and whether our existing arrangement includes an opportunity to introduce our services to your agents or property managers?

We can supply a short property-painting introduction for relevant referrals, with scope and schedule confirmed for each job.

Please confirm our listed contact/phone and any additional introduction fee.

Thank you,
CertaPro Painters of Omaha

Open the completed email draft

A SHORT BRIEF AN AGENT CAN FORWARD

"Planning a home or rental refresh? Start with the property location, rooms/surfaces, visible repair concerns, occupancy and preferred timing. CertaPro Painters of Omaha can discuss the project and provide an estimate. Call 402-493-5358. Scope, price and available dates are confirmed for each job." [18]

Check before sending: The directory uses 402-289-0311; the current company page uses 402-493-5358. Confirm routing; neither line was call-tested. Program disclosure states participants pay a fee. Do not assume a free placement or introduction. [9] [10] [18]

CUSTOMER LANGUAGE + FINISHED COPY

Prove what buyers value.

Small, explicitly selected examples from company-hosted testimonials. These are useful wording clues, not an independent review survey or a measure of complaint rates.

OBSERVED CUSTOMER EXAMPLE	PROOF TO PREPARE IN YOUR BUSINESS
Scott's publishes a C. Larson testimonial dated September 27, 2026 describing communication through an exterior project. [12]	A real update example, named job contact and agreed communication routine.
Superb publishes Rick H (April 27, 2026) describing daily progress information, and Nancy F (April 11, 2026) describing detailed written scope and a tidy home. [13]	A sample scope page, protection checklist and final-walkthrough record.

WEBSITE / PROPOSAL INTRODUCTION

"Know what your painting proposal includes before work begins. Review the surfaces, preparation, coating system, repair allowances and exclusions with us. Ask us to walk through the schedule, job contact and completion process for your project."

Two messages for existing inquiries

After sending a proposal

"Thank you for considering us. Is anything unclear about the surfaces, preparation, products or exclusions in the proposal? If you are comparing estimates, I can walk through our scope with you so you know exactly what our price includes."

When the decision is still pending

"Just checking whether your painting plans are still active. Would it help to clarify the scope, discuss timing or revisit a smaller first phase? If you have chosen another direction, please let us know so we can close the loop."

Use with real leads only: Match the actual proposal, honor contact preferences and stop when a person declines. For a consistent email follow-up routine, try the FREE 14-day BWP trial (no credit card).

What this sample does not establish: The quoted businesses select the testimonials shown on their sites. No representative cross-platform complaint sample, current star-rating comparison or verified failure rate is asserted. Ask lost prospects why they chose someone else before inventing a market gap.

BONUS / COMMERCIAL-READY CREWS

A live painting scope. A direct route to qualify it.

Northern Ponca maintenance-building project / 10635 Birch Street, Omaha. Prime bids: before 1 p.m. local standard time, November 13, 2026. Recheck before acting. [14] [16]

DIVISION 09 -- FINISHES

09-2116 - GYPSUM BOARD ASSEMBLIES
09-3000 - TILING
09-5100 - ACOUSTICAL CEILINGS
09-6500 - RESILIENT FLOORING
09-6813 - TILE CARPETING
09-7200 - WALL COVERINGS
09-9113 - EXTERIOR PAINTING
09-9123 - INTERIOR PAINTING

Public preview: exterior section 09-9113 and interior section 09-9123. PDF page 11; printed contents page 3. This verifies listed sections, not quantities or an available subcontract. [15]

FIRST CONTACT	IF YOU NEED PROJECT CLARIFICATION
MECO-HENNE / estimating 402-339-8127 estimating@mecohenne.com Plan holder: Nick Jones; attendance: Ilanna Fern. [16] [17]	**Schemmer / Curtis Field** 402-431-6333 (architect direct in addendum) Ask which current documents and requirements govern the painting scope. [16]

READY-TO-USE QUALIFICATION MESSAGE

"The Northern Ponca contents list interior and exterior painting. Are you bidding and accepting painting quotes? Please confirm your estimator, subcontractor deadline, current scope/addenda and any qualification, wage or preference requirements. How can we review the relevant documents before deciding whether to quote?"

Go only if: the prime wants a price, the scope fits, requirements can be met and estimating effort is justified. Addendum 3 includes wage and preference material; obtain the applicable instructions. No bid intent, eligibility, award or subcontract availability was confirmed. The paid full set was not purchased. [16]

YOUR SEVEN-DAY ACTION PLAN

Your first week, organized.

Choose the work that fits your company. Time estimates below are planning allowances, not measured implementation times. Do not launch every idea at once.

WHEN / OWNER INPUT	OFFICE ACTION	SUCCESS RECORD
Day 1 / approve scope language 5-minute review	Add the page 3 minimum/terms clarification if applicable. Use the page 4 comparison sheet with the next suitable proposal.	Track questions about scope/minimum and whether the next step is agreed.
Days 2-3 / confirm existing relationship	Verify PJ Morgan contact, listing terms and routing; send the reviewed page 5 draft from the company.	Correct contact, any cost, introduction agreed or declined.
Days 3-5 / confirm promises are deliverable	Assemble one relevant project example and scope page; use page 6 with active inquiries.	Proposal response, decision, reason won/lost; no pressure follow-up.
Optional / commercial capability check	Make the page 7 qualification call before buying plans or preparing a price.	Bid intent, estimator, scope access, quote cutoff and go/no-go.
Day 7 / review the evidence	Review completed actions and unresolved replies; keep pending work separate.	Continue one useful test; revise or stop what produces no fit.

Use a five-field opportunity log

Source/referrer | Project fit | Next action + date | Quote/outcome | Contribution after direct costs. Record the original source and the actual reason a buyer gives for their decision. Pending quotes are not losses; clicks are not jobs.

THE ECONOMIC CHECK

Illustration: $150 of added staff time divided by $1,500 contribution per additional won job equals 0.10 jobs to cover that effort in expectation. Actual awards are whole jobs. Include fees and estimating time; replace the example with your own numbers.

Day 30 decision: Count qualified inquiries, decided proposals, wins and collected contribution. Separate existing business from additional work. Continue only when fit, capacity and economics justify it; a small test cannot prove a reliable sales lift. To revisit changing offers, see BWP's monthly competitor reports ($49/month).

EVIDENCE YOU CAN REOPEN

The facts behind the recommendations.

All sources below were checked October 30, 2026. Click a title to open the exact page. Public business offers may change; the project deadline must be rechecked before allocating estimating time.

[1] Scott's / positioning
Repair-plus-paint offer; daily updates.

[2] Kieser's / positioning
Communication, price clarity, warranty range.

[3] Superb / positioning
Estimate and response promises; services.

[4] Superb / price guide
Bedroom example and coating assumptions.

[5] Superb / comparison
Company-authored comparison of named rivals.

[6] CertaPro / interior guide
Room components, minimum and coat counts.

[7] CertaPro / promotions
10% offer, expiry, exclusions, consultation.

[8] CertaPro / local FAQ
Different consultation threshold wording.

[9] PJ Morgan / vendor directory
Painting listings, business-development route.

[10] PJ Morgan / disclosure
Program participation includes a fee.

[11] Go Painting / Omaha
Commercial, multifamily and maintenance offer.

[12] Scott's / testimonials
C. Larson, September 27, 2026 example.

[13] Superb / testimonials
Rick H and Nancy F, April 2026 examples.

[14] A&D / project notice
Northern Ponca project location and deadline.

[15] A&D / public spec preview
PDF p. 11; contents 00-0110 p. 3.

[16] A&D / Addendum 3
Conditions pp. 1-3; attendance PDF p. 11.

[17] A&D / plan holders
MECO-HENNE general-contractor contact.

[18] CertaPro / Omaha branch
Reference business, services and company phone.

How to read this report

Facts: directly observed published offers, directory entries and project documents. **Interpretations:** why those observations might affect the next conversation. **Actions:** proposals to test with the business's own costs, capacity and customer feedback.

This is a baseline snapshot, not a change-detection report. Company claims are not independently proven performance. No private quote prices, competitor revenue, ad spend, lost-job totals or exclusive service gaps were verified. No independent complaint-rate comparison was completed. Named-company drafts require that company's review; no messages were sent, accounts opened, fees accepted or materials published on its behalf.

Put the findings to work with BWP's FREE painter tools, calculators and templates.