

Colorful 2nd Career

360 Painting franchisee scales quickly



LEFT: 360 Painting franchisee Tom Vess of Jacksonville Fla with his wife. Opposite: Vess was awarded the _____ at the Premium Services Brands annual Convention in 20xx .

was made, 360 Painting and its parent franchisor, Premium Service Brands (PSB), held the greatest appeal because of their support and leadership. PSB has been a great business partner. Their continued support has helped us reach new sales revenue goals year after year.”

Although Vess started small, he now has three full-time sales representatives and 20-plus contractors and painters who do

interior and exterior painting along with cabinet painting for homeowners and commercial clients. 360 Painting teams follow a three-step process:

1. Planning, including advice about colors, selection of colors and scheduling.
2. Prepping, which can combine tasks such as cleaning, sanding, priming and wallpaper and popcorn ceiling removal. Furniture and other possessions are moved as necessary.
3. Painting. Afterward, the 360 Painting team cleans up and walks clients through an inspection.

After 30 years in the beverage business — starting as a driver and eventually becoming CEO — Tom Vess embarked on a second-act career with 360 Painting. “We opened our doors in April, 2021 in Jacksonville, Fla., and have since bought two additional territories to cover the entire Northeast Florida counties of Clay, Duval, Nassau and St. Johns,” he says.

Vess investigated thoroughly before making the move into a radically different field. He reviewed hundreds of franchises and then narrowed his investment options to the home services industry, ultimately zeroing in on a painting franchise.

“The painting sector offered the greatest ability to scale quickly,” he says. “Once that decision

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Vess lays the groundwork for projects to proceed smoothly. His typical workday begins with a review of accounting, sales and upcoming jobs. “Afterward, I speak with our sales team on their current hurdles and how I can help them succeed. The balance of my day is spent checking job sites, working on marketing and community networking for continued growth.” Vess recently put extra effort into landing commercial work, which has increased the revenue potential for his 360 Painting businesses.

He’s a big believer in the opportunities offered by home services franchises but advises potential owners to proceed carefully. “Before investing, one must be able and willing to grind for as long as it takes to get your franchise off the ground. When starting any new home services franchise, follow the processes that they have implemented for professional and personal success. My only regret is not doing this 30 years ago. Either you work for yourself and make your own success, or you work for someone else and make theirs.”

Besides taking the reins of his own success, Vess finds fulfillment in building a great team and helping each member develop professionally. “My most rewarding experience has been that our team trusts and supports the company vision, and everyone shares in the success.”

360 Painting was founded in 2006 and currently has more than 150 franchise units. As part of the Premium Service Brands umbrella franchise, 360 Painting owners benefit from an array of centralized support. Franchisees also enjoy the advantage of low overhead, because the business model is home-based. 360 Painting franchise opportunities are available in 44 states.

—Mary Vinnedge

For more information, visit www.360painting.com or www.franchiseconsultantmag.com, company code 17531.



PEERLESS SUPPORT

360 Painting and its parent franchisor, Premium Service Brands, offer this support to franchisees:

- The Owner Experience Program, an intensive, three-week program that combines online and in-person training. Portions of training cover painting techniques and technology.
- A launch coach, followed by ongoing business coaching.
- A national call center plus local marketing support. This includes ready-to-use materials to assist with local campaigns.
- Business management software, plus estimating software for project supplies.
- Support for recruiting employees and sub-contractors.
- Access to discounts and resources through Premium Service Brands’ national vendor partnerships. 360 Painting franchises use Benjamin Moore, PPG Paints and Sherwin-Williams products.