



CELEBRATING OVER 30 YEARS IN THE INDUSTRY

By: Lisa Whidden, *Editor*

WILLIAMS PROFESSIONAL PAINTING

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Williams Professional Painting (WPP), located in Alexandria Virginia, specializes in commercial repaints that call for a higher level of painter than a typical "blow and go" commercial painter. The company's painters average over 10 years of experience and have a wide range of experience in residential and commercial painting. Williams Professional Painting is a fully licensed, bonded, and insured company which has been operating in the Washington, DC metropolitan area since 1979, specializing in interior and exterior custom painting and carpentry and providing fast, courteous service, reasonable rates, and high quality work. The company's crews are comprised of experienced craftsmen who take pride in their work and are committed to customer satisfaction.

WPP celebrated its 30th year anniversary last year. WPP is a family owned and operated company started in 1979 by Dave Williams. His son Rick Williams grew up in the business and handles the commercial division.



Mr. Rick Williams says, "We have been members of the Better Business Bureau for the last 13 years and have an A+ Rating with zero complaints and recently became certified lead renovators through the EPA." With the newest restrictions set forth by the EPA (Environmental Protection Agency), WPP is even more of an asset to the industry and Mr. Williams explains, "We are EPA certified as a company and we have sent 10 of our top painters to be certified lead renovators." This is important because as stated by the EPA, "On April 22, 2008, EPA issued a rule requiring the use of lead-safe practices and other actions aimed at preventing lead poisoning. Under the rule, beginning in April 2010, contractors performing renovation, repair and painting projects that

disturb lead-based paint in homes, child care facilities, and schools built before 1978 must be certified and must follow specific work practices to prevent lead contamination."

(http://publicaccess.custhelp.com/cgi-bin/publicaccess.cfg/php/en_duser/std_adp.php?p_faqid=6654)

The services the company provides are Residential, Commercial, Carpentry, and Design Consultation and here is a description of how they can help in each category:

Residential

Residential painting consists of over 50% repeat business and referrals from previous customers all across the Virginia, Maryland and Washington DC area and they can do interior or exterior paint jobs of any size.

Commercial

Commercial painting consists of many local



Churches, Schools, Nursing homes, Funeral homes, and Professional offices.

Commercial / Institutional work is far different than what many other residential painting companies are used to doing. Institutional work can involve working in a sensitive environment such as nursing homes where the well-being of the elderly must take precedence over

all else, or a funeral home where families are coming in to deal with tragedy and the last thing they want is to be bothered by workmen. Churches normally involve extensive preparation and intricate trim work. **Services in the commercial area include:**

- Interior Painting and Carpentry
- Exterior Painting and Carpentry

- Cleaning Of Aluminum and Vinyl Siding
- Wallpaper Removal
- Design Consultation
- Carpentry - These services include wood rot repair and replacement, crown molding installation, chair rail installation, door and door frame repairs and installation, deck and fence repair, specialty molding installation, to name a few. All carpentry is performed by professional craftsmen with years of experience in the trade.

Design Consulting

Carey Schuster is Williams Professional Painting's design consultant. Through personal consultations and site assessments, Carey assists clients in creating perfectly designed interior and exterior color schemes. If you are looking for guidance from a design professional, Carey can assist in defining a company's vision and making it a reality.

WPP employs about 30 people using only year round, full time painters who have had criminal background checks prior to starting. Mr. Williams says, "We feel that we are at the perfect size in that we are big enough to handle large projects that require more manpower, but we are still small

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enough to keep our finger on the pulse. We can do all interior and exterior projects including power washing and carpentry as well as painting. We serve all of Northern Virginia, D.C., and parts of Maryland.”

They have done jobs for many property and facility managers, decorators and designers,

law offices, funeral homes, nursing homes, churches, and various other office spaces.

One of the company's core areas are churches and they have completed over 50 ranging from small sanctuary jobs to large complete church repaints.

Some of the company's projects include:

- Mt. Vernon United Methodist Church. They do 2 to 3 projects a year for this church including complete sanctuary and preschool repainting.

- U.S. Marshall's office: did squad room and surveillance room which required check on the workers before starting.
- Virginia Run Community center: Painting large meeting room.
- Beth El Hebrew Synagogue: painted complete exterior of building and did various sanctuary repairs as well as paint.
- National Association of Professional Insurance Agents: Painting and carpentry



MONARCH PAINTS BENJAMIN MOORE 1/8 PAGESIZE AD

try on complete exterior as well as ceiling repair and interior painting of office suite.

- Ford & Harrison Law office NW DC: Painted 20 to 25 offices and hallways and corridors.
- Cahill, Gordon, & Rendell: Painted complete interior of office.
- BCP international limited, Alexandria: Painted 2 levels of office building including about 100 offices and all hallways.
- St. Mary's Catholic Church: Plaster repair and painting of complete sanctuary.
- Country Day School, Mclean: Painted hallways and classrooms several times.
- South Run Baptist Church: Complete interior painting and repair of Sanctuary and all hallways and classrooms.
- Daughter's of the American Revolution, Alexandria: Painting

and carpentry of complete exterior of building and painting of metal roof.

- Lillian Court, Mclean: Power washed and painted all yellow curbs in townhouse development.

When asked about why the firm is recognized for their work, Mr. Williams explained, “Both owners still regularly visit jobs and have direct involvement in the day to day project managing of all jobs. We do not simply drop painters off and hope everything goes o.k., we check the jobs regularly to make sure they do. Since we have been in the area for over 30 years and have worked for many of our customers many times over, we feel we know many of our customers personally and feel an extra level of responsibility to give them a good job.” Furthermore, he says, “We find that taking a painter that we have trained in a high end

residential environment and placing him in a commercial or professional environment has worked really well. Our guys aren't going to run into anything they haven't dealt with before and are not going to take liberties and think that they don't have to be as neat or as clean since they are not in a home. Since they start out in a high end residential environment they learn from the beginning not to take shortcuts or cut corners. About 20% to 25% of our volume each year is from commercial projects.”

They have a strategic marketing plan where they work with internet marketing, such as Google Adwords, direct mail, and signs, but the bulk of their business comes from their customers and realtors that work exclusively with the company. Mr. Williams explains, “Our philosophy is: Satisfy the customer

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and they will then become a repeat customer. Over 50 % of our work each year comes from repeats and referrals which speaks to the quality of our work.”

The goals for the company are to have equally strong commercial and residential divisions and be a well rounded company that can take on all types of projects. They are constantly and aggressively training their painters as well as looking for more qual-

ity driven team members to improve results. “We are not satisfied with just being ‘Good enough’. We always strive to get better on each job.” says Mr. Williams. They put the company’s painters through certifications such as in-house safety training and fall protection and they are also part of the OSHA Voluntary Compliance Program. The company has recently hired a safety consultant to insure employees get training on a regular basis.

WPP stays involved in the community not only for the benefit of the business but to also give back. They are the painter of

choice for Homes for Our Troops, a national non-profit, non-partisan 501(c)(3) organization founded in 2004 which is committed to helping veterans who have returned home with serious disabilities and injuries since September 11, 2001. The organization buys homes for injured soldiers and then contracts out to renovate the house. All paint is donated by Sherwin Williams. WPP will be starting another project with this organization soon. The company is also involved in organizations to help them stay involved in the business community such as the Washington,



D.C. Metropolitan Area Better Business Bureau, Painting and Decorating Contractors of America, Residential Council and Middle Atlantic Council.

Williams Painting celebrated its 30th anniversary last year and they plan to keep going strong and continue with their success. Mr. Williams feels very strongly

about his company’s ability to satisfy its customers and as he says, “Simply put, we feel we provide the best skills, service and quality in the DC area.”

SHERWIN WILLIAMS PAINTS
1/2 PAGESIZE AD