Grow That Local

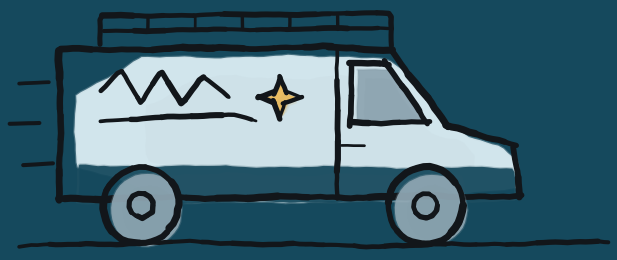
a free guide

The 12 questions every painting customer asks, answered

Ready answers for your website, your Google profile and your texts.

For painting business owners who want their website to answer what customers ask.

- 12 short sections in 3 parts
- 36 things you can do in the next 24 hours
- An example in every section
- Sources for every figure



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Before you start

Painting customers are letting a crew into their home for days. Their questions are about price, but also about living through the job: the smell, the furniture, the bedroom they need tonight. Many of those they're too polite to ask. They look for the answers on your website, and if they can't find them, they keep browsing.

This guide gives you the 12 questions painting customers ask, why they ask, an answer you can copy, and where to put it. Fill in the parts in [square brackets] with your own details. If an answer isn't true for your company, change it or leave it out.

Where the questions come from. Benjamin Moore's guide for homeowners hiring a painter (Benjamin Moore, "How To Find & Hire a Painter", benjaminmoore.com), the EPA's lead-safe painting rules for older homes (EPA, Renovation, Repair and Painting Program, epa.gov), the Federal Trade Commission's advice on hiring a contractor (FTC, "How To Avoid a Home Improvement Scam", consumer.ftc.gov), and the questions in our Painter Marketing Playbook.

Where the answers go.

- Your website: one questions page with all 12, plus the matching answers on your interior, exterior and cabinet pages. This is the main home for every answer.
- Your Google profile: the description holds up to 750 characters, with no links, and Google asks you to focus on your business rather than prices or sales (Google Business Profile Help, "Edit your Business Profile", support.google.com). Use it for the trust answers: insured, lead-safe certified, how you protect the home.
- Texts: save the short version of each answer as a text shortcut, so you can reply from a ladder.

About Google's questions box. Profiles used to have a questions-and-answers box that owners could fill in. Google shut down the Q&A tool for software on November 3, 2025, saying it was updating "the Q&A functionality and user experience" (Google for Developers, Q&A API change log, developers.google.com). Google Maps now lets shoppers type questions into a chat called Ask Maps (Google Maps Help, "Ask questions in Google Maps", support.google.com). If your profile still shows a Q&A box, use it, but don't count on it. Put the answers on your own website first.

About texting. Replying to someone who texted or called you is fine. Marketing texts to people who didn't ask are different: the FCC says commercial texts need written consent, and people can opt out any reasonable way, such as replying STOP (FCC, "Stop Unwanted Robocalls and Texts", fcc.gov). Every text in this guide is a reply to someone who reached out first, or a job note to a customer you're working for.

Two rules we kept while writing it:

- Every number has a public source you can check, listed at the end. When we didn't have one, we say "GTL estimate" and tell you why we think it.
- Every example is made up to show the idea. None of them are real customers, painters or prices.



Part 1

The price and time questions

1 How much will it cost to paint?

The idea. It's the first question, and most painters answer "it depends." It does depend, but you can give a range for the jobs you do most and say what moves it. The homeowner who gets a range from you before the estimate is already half sold.

Ready answer.
For your website:
"Most [12-by-12 bedrooms, walls only,] cost [low] to [high]. A full [two-story] exterior usually runs [low] to [high]. What moves the price: how much prep the surfaces need, how many colors, whether we paint ceilings, trim and doors, and how high we have to reach. You get a written price after a free visit, with every room and surface listed."
By text:
"Most [bedrooms] run [low] to [high], walls only. Send me a few photos of the rooms and I can give you a closer range today."

Example (sample numbers). A made-up painter's range line:

> **"Most bedrooms, walls only: $450 to $700. Add ceilings and trim: about $250 more per room."**

Where to put it. Your interior and exterior pages and your questions page. Keep it off your Google description, which Google wants focused on your business, not prices.

Do it in 24 hours

- [ ] Pull your last ten jobs and write a range for a typical bedroom and a typical exterior.
- [ ] Fill in the answer and add it to your interior and exterior pages.
- [ ] Save the "send me a few photos" text as a shortcut.

2 Why are painting quotes so different?

The idea. Homeowners get three quotes that are far apart and assume the high one is padding. Usually the gap is prep and product. Benjamin Moore tells homeowners to ask for more than one product option and have the painter explain the differences, and to make sure the contract covers surface preparation, products, schedule and payment terms (Benjamin Moore, benjaminmoore.com). The painter who explains this wins the job, even when they're not the cheapest.

Ready answer.

For your website:
"Most of the difference is prep. A low quote often means painting over cracks, peeling and dirt. Ours includes [washing, scraping, sanding, filling cracks and nail holes, caulking gaps and priming bare spots] before any paint goes on. We also list the exact paint and how many coats. When you compare quotes, check whether each one spells out the prep, the paint and the coats."
By text:
"Most of the gap between quotes is prep. Ours lists every step, the exact paint and the number of coats, so you can compare line by line."

Where to put it. Your questions page and a "What our prep includes" section on your interior and exterior pages, with photos.

Do it in 24 hours

- [ ] Write your prep steps in order, as you really do them.
- [ ] Add a prep line and a paint-and-coats line to your estimate template.
- [ ] Take three photos of prep in progress for your site.

3 How long will it take?

The idea. People need to plan around you: work from home, guests coming, a house going on the market. Give a typical length and say what can stretch it.

Ready answer.
For your website:
"Most single rooms take [one day]. A whole interior usually takes [three to five days], and a full exterior [three to six days], depending on size and prep. Weather can add days outside. We give you a start date and a finish date in writing, and if anything changes, we text you that day."
By text:
"For your [job], plan on about [days]. I'll put the start and finish dates in your estimate."

Where to put it. Your interior, exterior and cabinet pages and your questions page.

Do it in 24 hours

- [ ] Look at your last ten jobs and write how long each type really took.
- [ ] Fill in the answer and add it to your site.
- [ ] Add start and finish dates to your estimate template.

4 Which paint will you use, and how many coats?

The idea. Homeowners have heard paint brands matter, and they want to know you're not cutting corners on what goes on the wall. Name the product and the coats on every estimate, and offer a better option with the reason.

Ready answer.

For your website:
"We use [brand and line] for most interiors and [brand and line] for exteriors. Every job gets [two coats], plus primer where the surface needs it. If you'd like a more washable finish for a kitchen or kids' room, or a longer-lasting exterior, we'll show you the upgrade and what it costs."
By text:
"We use [brand and line], two coats. For your [kitchen / hallway], I'd suggest [finish], since it wipes clean. I'll put both options in your estimate."

Where to put it. Your questions page and every estimate.

Do it in 24 hours

- [ ] Write the products you use most and why.
- [ ] Add a "good and better" product option to your estimate template.
- [ ] Fill in the answer and add it to your site.

or we can do it for you

Free sample: A preview of your new site

Made before you pay anything. Websites start at $1 a month, with a 7-day full refund.

Websites: growthatlocal.com/services/websites



Part 2

The living-through-the-job questions

5 Do I need to move the furniture?

The idea. Benjamin Moore tells homeowners to ask how a painter protects belongings and keeps a clean, safe workspace (Benjamin Moore, benjaminmoore.com). Customers picture emptying the whole house. Say what you move, what they should move, and how you cover everything else.

Ready answer.
For your website:
"We move furniture to the middle of the room and cover it with plastic. We cover floors with drop cloths and tape off anything we're not painting. Please take down pictures, clear shelves and put away anything small, fragile or valuable before we arrive. [We don't move pianos, safes or full bookcases.]"
By text, two days before:
"Hi [first name], we start [day]. Please take down pictures and clear shelves in the rooms we're painting. We'll move and cover the furniture."

Where to put it. Your interior page and your questions page. Send the two-days-before text on every interior job.

Do it in 24 hours

- [ ] Write what you move and what you ask the customer to move.
- [ ] Fill in the answer and add it to your interior page.
- [ ] Save the two-days-before text as a shortcut.

6 Can we stay home, and how long will it smell?

The idea. Families with kids, pets, or someone working from home want to know if they need to leave. Answer it plainly, room by room, and tell them where they can sleep.

Ready answer.
For your website:
"Yes, most people stay home. We paint one or two rooms at a time, so the rest of the house stays normal. We use [low-odor or zero-VOC] paint inside and open windows when the weather allows. Most rooms are fine to use again [the same evening], and we'll tell you which bedrooms are fine to sleep in that night."
By text, at the end of the day:
"Done for today. [Room] is fine to use tonight. Keep the door open in [room] so it can air out. Back at [time] tomorrow."

Where to put it. Your interior page and your questions page. Send the end-of-day text on every interior job.

Do it in 24 hours

- [ ] Check the label on your usual interior paint for odor and dry time.
- [ ] Fill in the answer and add it to your interior page.
- [ ] Save the end-of-day text as a shortcut.

7 What if it rains, or it's too cold, on exterior day?

The idea. Exterior customers have watched the forecast all week. They worry about paint going on before a storm, or in cold that ruins it. Every paint can lists the lowest temperature it can go on at, so say you follow it.

Ready answer.
For your website:
"We check the forecast every morning. We don't paint in rain, on wet surfaces, or when it's colder than the paint's label allows. If weather moves your job, we text you that day with a new date. Prep like washing and scraping can often go ahead on days too cold or damp to paint."
By text, for a weather delay:
"Hi [first name], rain's coming [day], so we're moving your painting to [day]. We'll keep prepping [if dry enough]. I'll text you before we start."

Where to put it. Your exterior page and your questions page. Save the delay text for every rainy week.

Do it in 24 hours

- [ ] Note the lowest application temperature on the exterior paint you use most.
- [ ] Fill in the answer and add it to your exterior page.
- [ ] Save the weather delay text as a shortcut.

8 Can you help me pick colors?

The idea. Picking colors is the part homeowners dread most. Many put off calling because they haven't decided. Saying you'll help moves them to book now instead of next season.

Ready answer.
For your website:
"Yes. Bring us your ideas, or none at all. We'll bring color cards to your estimate and paint [two or three] sample patches on your wall so you can see them in your light, morning and evening. [Our color visit is free / [price], credited to your job.] We keep a record of every color we use in your home, so touch-ups always match."
By text:
"Happy to help pick colors. I'll bring cards to the estimate, and we can paint sample patches on your wall before you decide."

Where to put it. Your homepage, your interior and exterior pages and your questions page.

Do it in 24 hours

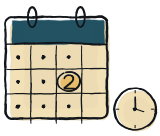
- [ ] Decide how you help with colors and whether it costs anything.
- [ ] Start a color record for every job: room, brand, color name, finish.
- [ ] Fill in the answer and add it to your site.

or we can do it for you

Free sample: A profile check-up with 10+ fixes

Including a check of your Google description. Google Business Profile is $200 a month, with a 7-day full refund.

Google Business Profile: growthatlocal.com/services/google-business-profile



Part 3

The trust and after-the-job questions

9 Are you licensed and insured?

The idea. "Are they licensed and insured?" is the first check in Benjamin Moore's hiring guide (Benjamin Moore, benjaminmoore.com). The FTC tells homeowners to hire only licensed and insured contractors (FTC, consumer.ftc.gov). Not every state licenses painters, so say what applies to you.

Ready answer.
For your website:
"Yes. We're licensed in [state], license number [number]. We carry general liability insurance and workers' compensation. Ask and we'll send you the certificates."
If your state doesn't license painters:
"[State] doesn't license painters, but we hold a [city or county] business license, number [number], and carry general liability and workers' compensation insurance."
By text:
"Yes. [License #[number], and] fully insured. I'm sending our certificates now."

Where to put it. Your website footer, your questions page and your Google description ("Licensed and insured").

Do it in 24 hours

- [ ] Check whether your state or city licenses painters.
- [ ] Get fresh insurance certificates as PDFs on your phone.
- [ ] Add the license and insurance line to your footer and Google description.

10 My house is old. Do you need to worry about lead?

The idea. Owners of older homes have heard about lead paint, especially parents of young kids. EPA estimates 30.9 million pre-1978 houses still contain lead-based paint (EPA fact sheet, October 2024, epa.gov). Federal rules require anyone paid to disturb painted surfaces in homes built before 1978 to be certified in lead-safe work practices (EPA, epa.gov). If you're certified, this answer is one of your strongest.

Ready answer.
For your website:
"If your home was built before 1978, it may have lead paint under the newer coats. We're an EPA Lead-Safe Certified firm, [certification number]. Before we start, we give you the EPA's lead safety pamphlet. We contain the work area, keep dust down while we scrape and sand, and clean up with HEPA vacuums before we leave."
By text:

"What year was your home built? If it's before 1978, we follow EPA lead-safe rules. We're certified and I'll explain the steps at the estimate."

Where to put it. Your exterior page, your questions page and your Google description ("EPA Lead-Safe Certified").

Do it in 24 hours

- [ ] Check your firm's EPA certification is current, or start it if you work on older homes.
- [ ] Add "What year was your home built?" to your estimate questions.
- [ ] Fill in the answer and add it to your site, only if you're certified.

11 Will you fix the cracks, dings and peeling first?

The idea. Homeowners worry new paint will just cover old problems. Benjamin Moore tells them to make sure the contract details the surface preparation (Benjamin Moore, benjaminmoore.com). Say what's included and what's a bigger repair you'll price separately.

Ready answer.
For your website:
"Yes. Filling nail holes, small cracks and dings, sanding rough spots, caulking gaps and scraping loose paint are part of every job. Bigger repairs, like [water-damaged drywall or rotten trim], we'll point out at the estimate and price separately, so you know before we start."
By text:
"Yes, small cracks, holes and peeling are part of the prep. If I see anything bigger, like rotten trim, I'll price it separately so there are no surprises."

Where to put it. Your interior and exterior pages, your questions page and every estimate.

Do it in 24 hours

- [ ] Write down which repairs are included and which you price separately.
- [ ] Fill in the answer and add it to your site.
- [ ] Add a "Repairs found" line to your estimate template.

12 What if it peels, and will I get touch-up paint?

The idea. People want to know what happens a year from now. InterNACHI's chart puts exterior paint at about 7 to 10 years and interior paint at 10 to 15 (InterNACHI, nachi.org). Say what your warranty covers, for how long, and leave them with a touch-up kit.

Ready answer.
For your website:
"Our work is covered for [years] on interiors and [years] on exteriors. If paint we applied peels or blisters because of our work, we come back and fix it at no charge. It doesn't cover damage from moisture

problems in the wall, impacts or normal wear. When we finish, we leave you a labeled touch-up kit with the color name for every room."

By text, at the final walk-through:

"All done. Your touch-up kit is in [place], with every color labeled. Your work is covered for [years]. Text me any time if something's not right."

Where to put it. Your questions page, your final invoice and the hand-over at every walk-through.

Do it in 24 hours

- [ ] Write your warranty: years, what's covered and what isn't.
- [ ] Make touch-up kit labels with the room, color name and finish.
- [ ] Fill in the answer and add it to your site.



Your first 24 hours, in one list

You won't fill in all 12 today. Start with these:

- [ ] Write a price range for a typical bedroom and a typical exterior (section 1).
- [ ] Write your prep steps and add them to your estimate template (section 2).
- [ ] Check your license, insurance and lead-safe certification, then add them to your footer and Google description (sections 9 and 10).
- [ ] Save three text shortcuts: the two-days-before text, the end-of-day text and the weather delay (sections 5, 6 and 7).
- [ ] Put every answer you've finished on one questions page on your site.

Next week, think back on your last five estimates. If a question came up that isn't on your page, add it.



Where to go next

These questions come from The Painter Marketing Playbook, our free 31-section guide to getting more painting calls. Section 5 covers the questions page, and sections 24 to 26 cover seasons, color consultations and lead-safe work in depth.

Want something you can see tomorrow? 5 Wins in 24 Hours for a Painter gives you five small jobs for today.



If you'd rather hand it off

Grow That Local does this work for painters every month. Each service starts with a free sample, so you see the work before you pay.

Best fit for this guide: Websites. Free sample: a preview of your new site. Websites start at $1 a month, with a 7-day full refund.

Websites — **from $1 a month · 7-day full refund**
A fast, good-looking site that turns visitors into calls. Free sample: a preview of your new site.

Google Business Profile — **$200 a month · 7-day full refund**
Show up in the map when neighbors search for what you do. Free sample: a profile check-up with 10+ fixes.

Review requests — **$100 a month · 7-day full refund**
More 5-star reviews, without the awkward asking. Free sample: your first 10 requests sent.

Social media posts — **$200 a month · 7-day full refund**
Fresh posts every week, made from your real job photos. Free sample: two weeks of posts, ready to go.

Email newsletter — **$50 a month · 7-day full refund**
Stay top of mind, so past customers call you first. Free sample: your first newsletter, written.

SEO — **$400 a month · 7-day full refund**
Climb Google for the searches that bring in jobs. Free sample: a ranking check and 10 fixes.

Win-back texts — **$100 a month · 7-day full refund**
Bring past customers back for their next job. Free sample: your first 25 customers texted.

Neighborhood postcard — **$400 a month · 7-day full refund**
Your ad in mailboxes across nice neighborhoods. Free sample: your ad, designed and shown on the card.

Monthly report card — **free**
See how you stack up against local competitors. Free sample: your first report card, this month.

Text us at (423) 924-2014, or start at growthatlocal.com/start.

Sources

Every statistic above, with where to check it:

1. EPA, "Understanding EPA's Lead-Based Paint Dust Rule" fact sheet (October 2024): a 2021 analysis estimated 30.9 million pre-1978 houses still contain lead-based paint. epa.gov (section 10)
2. InterNACHI Standard Estimated Life Expectancy Chart: exterior paint 7 to 10 years, interior paint 10 to 15 years. nachi.org (section 12)

Where the questions come from:

- Benjamin Moore, "How To Find & Hire a Painter" (licensed and insured, references, how belongings are protected, product options explained, a contract covering prep, products, schedule and payment): benjaminmoore.com (sections 2, 5, 9, 11)
- FTC, "How To Avoid a Home Improvement Scam" (licensed and insured, written contract, payment up front): consumer.ftc.gov (section 9)
- The Painter Marketing Playbook, section 5 (smell, furniture, sleeping in the bedroom, colors, drywall dings, rain on exterior day). (sections 1 to 12)

Rules and guidance cited (not statistics):

- EPA Lead Renovation, Repair and Painting Program (anyone paid to disturb painted surfaces in pre-1978 homes must be certified, including sole proprietors): epa.gov (section 10)
- Google Business Profile Help, "Edit your Business Profile" (description up to 750 characters, no links, focus on the business rather than prices): support.google.com (before you start)
- Google for Developers, Q&A API change log (discontinued November 3, 2025): developers.google.com (before you start)
- Google Maps Help, "Ask questions in Google Maps": support.google.com (before you start)
- FCC, unwanted robocalls and texts, written consent for commercial texts and opting out: fcc.gov (before you start)

GTL estimates

These are our own judgment, not measured facts:

1. Put your answers on your own website first (before you start). Reasoning: Google's questions box is changing and Ask Maps writes its own answers, so your site is the one place you fully control what a homeowner reads.
2. Most of the gap between painting quotes is prep (section 2). Reasoning: paint is a small share of a painting job's cost next to labor, and prep is where the labor hours differ most from one painter to the next.
3. Many homeowners put off calling because they haven't picked colors (section 8). Reasoning: color is the one decision the homeowner has to make before the job can be priced and booked, and it's the one they feel least sure about.
4. Keep every text answer to two or three short sentences (all sections). Reasoning: the customer reads it between other things, and a short text gets a fast reply.

want it done for you?

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Each one starts with a free sample, so you see the work before you pay. Text us at (423) 924-2014 or start at growthatlocal.com/start.

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