Grow That Local

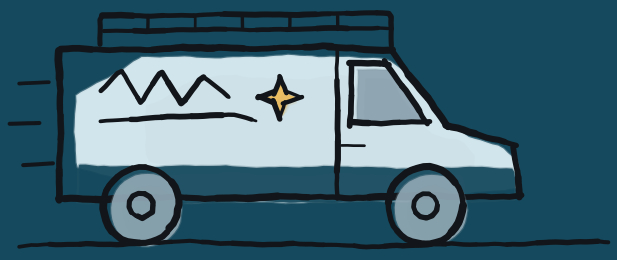
a free guide

When your town searches for a painter: your busy season calendar

Which months people near you search for a painter most, from four years of Google search data, and what to do six weeks before, during and after each rush.

For painting business owners who plan around the seasons.

- 14 short sections in 6 parts
- 45 things you can do in the next 24 hours
- An example in every section
- Sources for every figure



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Contents

Before you start: how this calendar works 3

Part 1 **Your year at a glance** 4

1 The painter calendar, month by month 4
2 Your busy and slow months, and how sure we are 5

Part 2 **Your region and your town** 6

3 How the season changes by region 6
4 The Southeast metro areas 7

Part 3 **The early signals** 8

5 The searches that rise first 8

Part 4 **Spring: outside season opens** 9

6 Six weeks before spring: early January 9
7 During spring: March to May 9
8 After spring: the summer dip 10

Part 5 **Fall: the second outside season** 11

9 Six weeks before fall: late July 11
10 During fall: September and October 11
11 After fall: November 11

Part 6 **Winter: inside season** 13

12 Six weeks before winter: late October 13
13 During winter: December to February 13
14 After winter: late February 13

Your first 24 hours, in one list 15

Where to go next 16

If you'd rather hand it off 17

Sources 18

GTL estimates 18

Before you start

Painting has two outside seasons, spring and fall, and an inside season in between and after. The total looks steady, but the kind of job people search for changes month by month. This calendar shows when. We pulled Google's monthly search estimates for 25 searches people use when they want a painter ("painters near me," "exterior house painting," "deck staining," "cabinet painting" and more) for every month from November 2022 to October 2026. We did it for the whole US, all 50 states and DC, 10 regions, and 10 Southeast metro areas.

How to read the numbers. Each month is compared with an average month in the same year. "+12%" means about 12% more painting searches than an average month. "-15%" means about 15% fewer. "Swing" is the busiest month divided by the slowest: a swing of 1.31 means the top month gets about 1.3 times the searches of the bottom month. Across the US, people make about 1,050,051 painting searches a month on these terms.

The limits, in plain words:

- **These are searches, not jobs or leads.** People search weeks before a paint job starts, and often get several quotes. So this tells you when homeowners start looking, which is when you need to be easy to find.
- **Google's numbers are estimates, rounded into steps.** Google says its monthly search figure is an average for a search and its close variants (Google Ads Help, support.google.com), so some painting searches share one number. We counted each shared number once. Small states and small searches are rough, and we mark them "rough" where the numbers are small.
- **October 2026 is left out.** Google's newest month runs high, so we kept it out of every number here.
- **March 2025 and July 2024 look high in every trade we checked,** hair salons included. We treat them as reporting bumps, not real spikes, and our method smooths them out.
- **Year-over-year falls aren't demand falls.** Google's yearly totals are lower for almost every trade we checked. That reflects how Google reports searches, and searches moving to Maps and chat assistants, not fewer customers. So we only compare months within the same year.
- **The top month moves.** Painting's year is flat enough that spring and fall trade places. We say "usually" where it moves.

Every figure about painting searches comes from one source: GTL analysis of Google Ads search estimates, November 2022 to October 2026. Every example is made up to show the idea. Where a checklist says to text customers, text only people who've agreed to hear from you by text, and stop when they ask. Our free texting rules guide has the details.



Part 1

Your year at a glance

1 The painter calendar, month by month

The idea. Across the US, painting searches rise in spring (April and May), dip in the summer heat, peak in September and October, then fall to a low in December. The table shows the whole US, the region that differs most from it (the Mountain West, with sharper spring and fall peaks), and the Southeast. We left Alaska and Hawaii out of that choice because their numbers are small.

Month	Whole US	Mountain West	Southeast and Upper South	Do this month
January	-6%	-12%	-8%	Sell cabinets and interiors. Book spring exteriors.
February	-3%	-2%	-6%	Early searches start. Mail the spring postcard.
March	+2%	0%	+7%	Quote exteriors fast. Book the calendar out.
April	+7%	**+14%**	+6%	Spring peak. Ask every finished job for a review.
May	+6%	+7%	+3%	Decks and fences. Offer staining with every job.
June	-3%	-9%	-8%	Summer dip. Follow up open spring quotes.
July	-6%	-10%	-3%	Get ready for fall. Book the September mailing.
August	0%	-7%	+4%	Quote fall exteriors before the rush.
September	**+12%**	+3%	+5%	US peak. Answer every inquiry the same day.
October	+9%	**+16%**	+7%	Last exteriors. Start selling interiors.
November	-8%	-11%	-10%	Interior painting peak. Book holiday rooms.
December	-15%	-23%	-19%	Slowest month. Cabinets and planning.

Bold figures are months at least 10% busier than average.

Example (sample numbers). A made-up painter in Utah sees the Mountain West column: April and October are the two big months, and December is far below. They plan two exterior pushes and fill winter with cabinet work.

Do it in 24 hours

- [ ] Find your region in section 3, and your metro area in section 4 if you're in the Southeast.
- [ ] Circle your busiest spring and fall months on a paper calendar.
- [ ] Count back six weeks from each and write "get ready" on that date.
- [ ] Compare with your own bookings. Your calendar is the final word for your town.

2 Your busy and slow months, and how sure we are

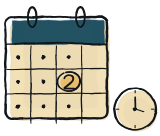
The idea. Across the US, the busiest months are September, October and April. The slowest are December, November and January. September runs 12% above an average month, and December runs 15% below. The swing is 1.31, the flattest of the six home trades in this series. People paint all year. What changes is inside or out.

The top month moves: October 2023; May 2024; March 2025 (the reporting bump, so skip it); October 2025. Fall won two of the three normal years and spring won one. Plan for both.

Example (sample numbers). A made-up painter did 70% of their exterior work in spring last year and had a thin fall. The data says fall searches run just as high. They book a September mailing this year.

Do it in 24 hours

- [ ] Write your year on one line: "Spring outside: March to May. Fall outside: September and October. Inside: November to February."
- [ ] Check last year's jobs. Did spring or fall bring more exterior work for you?
- [ ] Split your marketing between both seasons.



Part 2

Your region and your town

3 How the season changes by region

The idea. In New England and the Great Lakes, spring wins. In the Great Lakes and Upper Midwest, May is the top month, 12% above average. In the Mid-Atlantic, September does. Across most of the south and west, fall wins: October is the top month in the Southeast, the Gulf Coast, the Great Plains, the Mountain West and the Pacific West. The Gulf Coast and Florida are the flattest, with a swing of 1.20.

Region	Busiest months	Slowest months	Top month vs average	Swing
Whole US	Sep, Oct, Apr	Dec, Nov, Jan	Sep (+12%)	1.31
New England	May, Sep, Apr	Dec, Nov, Jan	May (+14%)	1.44
Mid-Atlantic	Sep, May, Mar	Dec, Nov, Aug	Sep (+13%)	1.34
Great Lakes and Upper Midwest	May, Apr, Mar	Dec, Nov, Jan	May (+12%)	1.40
Great Plains	Oct, Apr, May	Dec, Nov, Jan	Oct (+10%)	1.43
Southeast and Upper South	Oct, Mar, Apr	Dec, Nov, Jun	Oct (+7%)	1.32
Gulf Coast and Florida	Oct, Apr, Sep	Dec, Jul, Jun	Oct (+10%)	1.20
Mountain West	Oct, Apr, May	Dec, Jan, Nov	Oct (+16%)	1.52
Desert Southwest	Apr, Oct, Mar	Dec, Jun, Nov	Apr (+14%)	1.36
Pacific West	Oct, May, Apr	Dec, Nov, Jan	Oct (+13%)	1.39
Alaska and Hawaii	Apr, May, Aug	Dec, Feb, Nov	Apr (+20%)	1.53

Regions are groups of states. "Top month vs average" is that region's busiest month and how far above an average month it runs. Alaska and Hawaii have small numbers, so treat their row as a rough guide.

Example (sample numbers). A made-up painter in Florida reads the Gulf Coast row: no month is more than 10% above average. They market evenly all year and push interior work in the summer heat.

Do it in 24 hours

- [ ] Find your region's row. Is spring or fall your top season?
- [ ] Put your biggest marketing push six weeks before that season.
- [ ] Note your region's slowest month for training and time off.

4 The Southeast metro areas

The idea. Searches here are counted for each TV market, which is wider than the city itself. In most Southeast metros, April is the top month. In Montgomery, April runs 19% above average, and in Birmingham 18%. Tulsa peaks in May, 20% above. Lexington and Nashville have two near-equal peaks, spring and October. Memphis is the flattest, with a swing of 1.21.

Metro area (TV market)	Busiest months	Slowest months	Top month vs average	Swing
Nashville	Oct, Apr, Sep	Dec, Nov, Jun	Oct (+13%)	1.47
Louisville	Apr, May, Mar	Dec, Nov, Feb	Apr (+11%)	1.47
Lexington	Mar, Oct, Apr	Nov, Dec, Jun	Mar (+17%)	1.47
Tulsa	May, Apr, Sep	Nov, Feb, Dec	May (+20%)	1.46
Birmingham	Apr, Aug, Mar	Dec, Nov, Jun	Apr (+18%)	1.44
Huntsville-Decatur	Apr, Aug, Sep	Dec, Nov, Jan	Apr (+15%)	1.43
Montgomery	Apr, Sep, Oct	Dec, Jun, Jan	Apr (+19%)	1.42
Jackson, MS	Apr, Aug, Mar	Dec, Feb, Jun	Apr (+11%)	1.42
Little Rock	Sep, Apr, Oct	Nov, Dec, Jun	Sep (+17%)	1.39
Memphis	Apr, Mar, Oct	Dec, Nov, Jun	Apr (+6%)	1.21

Sorted from the biggest swing to the smallest.

Example (sample numbers). A made-up painter in Lexington sees March 17% above average and October 15% above. They mail in late February and late August, and keep both pushes the same size.

Do it in 24 hours

- [ ] Find your metro area's row, or the nearest one.
- [ ] If your top month is March or April, be fully ready by March 1.
- [ ] If your town isn't listed, check your state's pattern in Google Trends (section 5).



Part 3

The early signals

5 The searches that rise first

The idea. The kind of job people search for changes through the year. We ran the same method on each painting search across the US:

Search	When it rises	Its top month	Top month vs its average
painters near me	February	February	+28%
kitchen cabinet painting	January	January	+25%
exterior house painting	March	April	+36%
fence staining	March	April	+45%
deck staining	April	May	+95%
commercial painting	September	October	+53%
painting company	October	October	+71%
interior painting	October	November	+87%

"Painters near me" is the biggest early signal: about 115,250 searches a month across the US, and 28% above its average in February, before any exterior search moves. "Deck staining" swings the most: 95% above its average in May and 75% below in December. In fall, "interior painting" climbs to 62% above its average in October and 87% in November.

To watch your own state, look up "painters near me" and "interior painting" in Google Trends (trends.google.com). Trends shows interest on a 0 to 100 scale compared with all searches in that place and time, not a count of searches (Google Trends Help, support.google.com).

Example (sample numbers). A made-up painter checks Google Trends each Monday in January. The week "painters near me" climbs in their state, they post their spring booking dates on their Google profile.

Do it in 24 hours

- [ ] Open Google Trends, set it to your state and "Past 5 years."
- [ ] Add "painters near me," "deck staining" and "interior painting." Note the month each one climbs.
- [ ] Write a short post for each, ready to publish the week it climbs.



Part 4

Spring: outside season opens

6 Six weeks before spring: early January

The idea. "Painters near me" peaks in February, ahead of the exterior searches. So the six-weeks-before point is early January, while the cabinet searches are at their high. In the Southeast, March is already 7% above average.

Example (sample numbers). A made-up painter uses the first week of January to set up spring: a postcard booked for mid-February, an exterior price guide on the site, and a list of past exterior customers whose homes are 7 or more years past their last paint.

Do it in 24 hours

- [ ] Book a postcard to land in mid-February.
- [ ] Write or update an exterior painting page with honest price ranges.
- [ ] List past exterior customers who may be due again. Text the ones who agreed to hear from you.
- [ ] Check your Google profile photos: show finished exteriors as well as rooms.

7 During spring: March to May

The idea. April runs 7% above average across the US, and May 6%. "Exterior house painting" peaks in April, and "deck staining" in May. Homeowners get several quotes. A fast, clear quote with photos of similar homes wins.

Example (sample numbers). A made-up painter sends every spring exterior quote within 24 hours, with three photos of homes like the customer's. They offer deck or fence staining on every exterior job. 1 in 4 customers adds it.

Do it in 24 hours

- [ ] Send every quote within a day, with photos of similar finished jobs.
- [ ] Offer deck or fence staining with every exterior quote.
- [ ] Ask every finished customer for a Google review that day.
- [ ] Put a yard sign up on every exterior job, with the homeowner's OK.

8 After spring: the summer dip

The idea. June and July drop below average (July 6% below). Heat slows exterior work and searches. In the Southeast, June is one of the three slowest months. It's the right time to close what spring started and to prepare for fall.

Example (sample numbers). A made-up painter has 18 spring quotes that never signed. In June they call each one with a fall start date. 4 book for September.

Do it in 24 hours

- [ ] Call or text every open spring quote with a fall start date.
- [ ] Ask spring customers for reviews if you haven't yet.
- [ ] Push interior work into the hottest weeks.

or we can do it for you

Free sample: Your ad, designed and shown on the card

Ready before your next busy month. Neighborhood postcard is $400 a month, with a 7-day full refund.

Neighborhood postcard: growthatlocal.com/services/neighborhood-postcards



Part 5

Fall: the second outside season

9 Six weeks before fall: late July

The idea. September is the top month across the US, 12% above average. Six weeks before is late July. Homeowners want the outside done before the weather turns, and commercial work rises too: "commercial painting" climbs to 30% above its average in September.

Example (sample numbers). A made-up painter books a mailing for mid-August, posts a "fall exteriors: book by September 15" note on their Google profile, and emails 10 local property managers about fall commercial work.

Do it in 24 hours

- [ ] Book a postcard to land in mid-August.
- [ ] Post a fall booking deadline on your Google profile.
- [ ] Send your commercial price list to local property managers and offices.

10 During fall: September and October

The idea. September runs 12% above average and October 9%. In the Mountain West, October is the top month at 16%. "Painting company" runs 71% above its average in October. The outside work has a deadline: the first cold nights.

Example (sample numbers). A made-up painter fills September and October with exteriors and books every inside job for November onward. Each exterior customer gets an offer for an interior room in winter.

Do it in 24 hours

- [ ] Answer every inquiry the same day.
- [ ] Book exteriors first, interiors from November.
- [ ] Offer every exterior customer an interior room in winter.

11 After fall: November

The idea. Total painting searches drop to 8% below average in November, but "interior painting" is at its peak, 87% above its own average. People want rooms done before guests arrive.

Example (sample numbers). A made-up painter posts "Two rooms before the holidays" on their Google profile in early November and books 9 interior jobs.

Do it in 24 hours

- [ ] Post an interior offer with a "done before the holidays" date.
- [ ] Send a thank-you and review request to every customer from this year who hasn't left one.
- [ ] Write down your busiest months this year and compare with section 2.

or we can do it for you

Free sample: Your first 10 requests sent

Review requests is $100 a month, with a 7-day full refund.

Review requests: growthatlocal.com/services/reviews



Part 6

Winter: inside season

12 Six weeks before winter: late October

The idea. December is the slowest month, 15% below average. Get ready in late October, while you're still busy, so winter has work in it. Cabinet searches hold up in winter: "kitchen cabinet painting" peaks in January, 25% above its average.

Example (sample numbers). A made-up painter writes a cabinet painting page in October with before and after photos and a price range, so it's live before winter searches start.

Do it in 24 hours

- [ ] Write or update a cabinet painting page with photos and a price range.
- [ ] Decide which winter jobs you'll take: cabinets, interiors, drywall, commercial.
- [ ] Line up a place to spray cabinet doors if you need one.

13 During winter: December to February

The idea. Fewer people search, but the ones who do want inside work. "Kitchen cabinet painting" peaks in January, and "painters near me" starts climbing in February. Winter is for cabinets, interiors and booking spring.

Example (sample numbers). A made-up painter does 6 cabinet jobs in January and books 11 spring exteriors from customers who saw their January posts.

Do it in 24 hours

- [ ] Post one finished cabinet or interior job a week on your Google profile.
- [ ] Offer spring exterior dates to every winter customer.
- [ ] Update your Google profile: services, photos, hours.

14 After winter: late February

The idea. By late February, "painters near me" is at its yearly high and spring exterior searches are about to start. Your spring plan from section 6 should be in motion. Use this week to check it.

Example (sample numbers). A made-up painter walks through their checklist on the first warm Saturday: postcard landed, exterior page live, review link saved, spring calendar open.

Do it in 24 hours

- [ ] Check every item from section 6 is done.
- [ ] Test your missed-call text-back by calling your own number.
- [ ] Post a spring exterior offer on your Google profile.



Your first 24 hours, in one list

If you do these today, you'll be ready before the next rush:

- [ ] Find your region and metro area in sections 3 and 4. Is spring or fall your top season?
- [ ] Count back six weeks and put "get ready" dates on your calendar (section 1).
- [ ] Set up Google Trends for "painters near me" and "interior painting" in your state (section 5).
- [ ] Write or update your exterior price page (section 6).
- [ ] Write or update your cabinet painting page (section 12).



Where to go next

For the posts, texts and postcards to use in each moment, read The Painter Storm and Season Playbook. For the whole job of getting more painting calls, read The Painter Marketing Playbook.

Two free tools go with this calendar. Your slow months shows how many jobs you're short in the quiet months and how many fill the gap. Is your business ready for busy season? gives you a score and the gaps to close first.

To see how painting compares with 69 other local trades, read When Customers Search: The Local Trade Season Calendar 2026.



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: Neighborhood postcard. Free sample: your ad, designed and shown on the card. Neighborhood postcard is $400 a month, with a 7-day full refund.

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.

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.

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 it comes from:

1. GTL analysis of Google Ads search estimates, November 2022 to October 2026. Google Ads monthly search estimates for 25 painting searches (22 counted after Google merged close variants), for the US, all 50 states and DC, 10 regions and 10 Southeast metro areas (TV markets), pulled November 12, 2026. Each month is compared with its own year's average, and the figure for a calendar month is the middle value of four years. October 2026 is left out. (sections 1 to 14)
2. Same data, each painting search on its own, for the whole US, using the same method. (sections 5, 6, 7, 9, 10, 11, 12, 13, 14)

Rules, tools and guidance cited (not statistics), each checked on the official page on 2026-11-12:

- Google Ads Help, "About Keyword Planner forecasts" (average monthly searches are an average for a search and its close variants, for the location you choose): support.google.com (before you start)
- Google Trends Help, "FAQ about Google Trends data" (interest is scaled 0 to 100, relative to all searches in that place and time): support.google.com (section 5)

GTL estimates

These are our own judgment, not measured facts:

1. People search weeks before a paint job starts and often get several quotes (before you start, section 7). Reasoning: painting is planned work, and most homeowners compare prices before they choose.
2. Start getting ready six weeks before each season (sections 1, 6, 9, 12). Reasoning: postcards, price pages and crew plans each take a few weeks to set up.
3. Summer heat slows exterior painting searches and work in June and July (section 8). Reasoning: searches dip in exactly those months in most regions, and many homeowners and painters avoid exterior work in peak heat.
4. New England and the Great Lakes peak in spring, while most southern and western regions peak in fall (section 3). Reasoning: in the north, spring is the first chance to paint outside after winter; in the south, fall brings the mildest painting weather.
5. Offering staining or an interior room on every job adds work without new marketing (sections 7, 10). Reasoning: the customer already trusts you and you're already on site.
6. A postcard should land two to four weeks before searches rise (sections 6, 9). Reasoning: it gets your name in the house just before people start looking, without being forgotten.

want it done for you?

Every part of this guide is something we do.

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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