Grow That Local

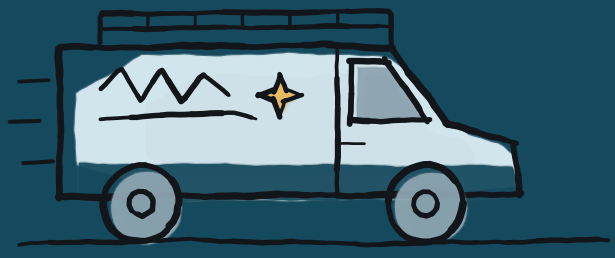
a free guide

The painter storm and season playbook

What to post, text and mail before exterior season, through heat and rain, and inside all winter.

For painting business owners planning their busy and slow months.

- 8 short sections in 5 parts
- 32 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 has two seasons running side by side. Exteriors depend on the weather: temperature, rain and dew. Interiors don't. Left alone, the weather decides what you sell. With a plan, you market each season about six weeks before it starts, so the calendar is full when it arrives.

This guide takes you through that year one moment at a time, including the weeks when heat or rain wrecks the schedule. Each section says what homeowners search for and worry about right then, gives you a post, a text and a postcard to copy, and ends with a checklist you can finish in 24 hours.

Three 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, homes or results.
- Texts go only to customers who've agreed to hear from you by text. Say who it's from, and stop the moment someone replies STOP or asks you to. The FCC says consent is needed for automated texts to cell phones and can be taken back at any time, in any reasonable way (FCC, fcc.gov).

The search phrases in each section are examples of how homeowners word things. To see your own area's pattern, look up "exterior painting" and "interior painting" for your state in Google Trends (trends.google.com). It 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).



Part 1

Six weeks before exterior season

1 Find your first painting week, then count back

The moment. Late winter. Your crews are doing interiors and cabinets. The first warm week for exteriors is coming, and the homeowners who'll want one are just starting to look.

Two things set your first painting week. One is your paint: check its data sheet for the lowest application temperature. Some exterior paints go lower than people think. Sherwin-Williams, for example, sells one it says can go on "down to 35° F" (Sherwin-Williams Duration Exterior, sherwin-williams.com). The other is your area's weather. NOAA publishes a map of the average last spring freeze for every area, from 30 years of records (1991 to 2020), and is clear that each year can differ (NOAA NCEI, ncei.noaa.gov).

What homeowners search and worry about. "Exterior house painters near me," "best time of year to paint a house," "how much to paint a house exterior." The worries: when can it be done, what color, and what will it cost?

Example: what to text (made up), to past exterior customers and last year's open estimates.

> Hi [first name], it's [your name] at [business]. We're booking spring exteriors now. Want first pick of dates before we open them up? Reply YES and I'll send times. Reply STOP to opt out.

Example: what to post (made up).

> Spring exterior dates open for [town]. Book your estimate in February and we'll bring color boards to the house, so you can see them in daylight on your own siding.

Do it in 24 hours

- [ ] Look up the lowest application temperature for the exterior paint you use most.
- [ ] Look up your area's average last spring freeze on NOAA's map.
- [ ] Pick your likely first exterior week. Count back six weeks and put "start booking exteriors" on that date.
- [ ] Text last year's exterior estimates that didn't book.



Part 2

Exterior season

2 The spring estimate rush

The moment. The first warm weekends. People look at their siding, trim and front door in the sun and decide this is the year. You get more estimate requests than you can visit in a week.

What homeowners search and worry about. "House painting estimate," "painters near me reviews," "what color should I paint my house." The biggest worry is color. Close behind it: will the crew be careful, and will it be done on time?

Example: what to text (made up), sent when you miss a call.

> **Sorry we missed you, we're on a ladder. Is this about inside or outside painting? Reply with your address and a photo of the house, and we'll book your estimate today.**

Example: what to post (made up).

> **Finished this one in [neighborhood] this week. Body in [color name], trim in [color name], door in [color name]. The owners picked from two sample boards we painted on site.**

Do it in 24 hours

- [ ] Turn on missed-call text-back on your business line.
- [ ] Ask for a photo of the house in every estimate request, so you can price the visit and bring the right samples.
- [ ] Post every finished exterior with the colors named (with the owner's OK, no house number).
- [ ] Follow up every estimate that went quiet within a week.

3 A heat wave in the middle of a job

The moment. A week of high heat in the forecast, with crews booked on exteriors. Hot surfaces make paint dry too fast, which shows as lap marks and uneven sheen.

The National Weather Service's HeatRisk forecast shows heat danger for your area up to seven days ahead, on a scale from 0 (little or no risk) to 4 (extreme) (NWS HeatRisk, wpc.ncep.noaa.gov). Use it to plan crew start times and water breaks, and to warn customers before the schedule changes. For the paint itself, go by the product's data sheet.

GTL estimate: in a heat wave, start at first light and follow the shade around the house. Our reasoning: sun-facing walls get much hotter than the air, and morning is when surfaces are coolest.

What homeowners search and worry about. "Can you paint in hot weather," "paint drying too fast," "painters working early morning." The worries: will the finish look right, and why are the painters gone by noon?

Example: what to text (made up), to customers with a job that week.

> **Hi [first name], it's [your name]. Big heat this week. We'll start at 7am and work the shady side of the house first, so the paint goes on right. You may see us leave early in the afternoon. That's on purpose. Reply STOP to opt out.**

Example: what to post (made up).

> **Hot week. We're starting at first light and following the shade. If you see painters on a sunny wall at 3pm in this heat, ask why.**

Do it in 24 hours (before the heat)

- [ ] Check the HeatRisk forecast and move crew start times earlier.
- [ ] Text every customer with work that week about the schedule change.
- [ ] Plan each house so sun-facing walls are painted when they're in shade.
- [ ] Check your paint's data sheet for its highest application temperature.

4 A rainy stretch or a storm

The moment. Rain in the forecast for days, or a storm just went through. Exteriors stop. Customers worry their job will slide, and storms leave peeling trim, stained fences and soaked decks behind.

What homeowners search and worry about. "Painting after rain how long to wait," "deck stain after storm," "peeling paint on trim." The worry is the schedule, and whether the paint will hold.

Example: what to text (made up), to every customer on the schedule.

> **Hi [first name], [business] here. Rain through Thursday means we can't paint outside. We'll start your job on [date] once the siding is dry. Want us to do any inside work in the meantime? Reply STOP to opt out.**

Example: what to post (made up), after a storm.

> **After this week's storm, take a walk around the house. Peeling on the trim, bare wood on the fence or deck, or a stain where water ran down the siding? Send us a photo and we'll tell you if it can wait.**

Example: what to mail (made up). Not for the rain itself. After a long wet spring, a postcard to the streets around last year's jobs: "Fences and decks after a wet spring. Stain dates open now."

Do it in 24 hours (when rain is coming)

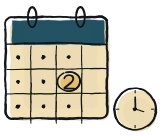
- [ ] Text every customer on the schedule before the rain, with the new date.
- [ ] Offer interior work to customers waiting on an exterior.
- [ ] Post the after-storm walk-around tip.
- [ ] Keep a list of indoor jobs you can move crews to on rain days.

or we can do it for you

Free sample: Two weeks of posts, ready to go

Social media posts is $200 a month, with a 7-day full refund.

Social media posts: growthatlocal.com/services/social-media



Part 3

The end of exterior season

5 Six weeks before the first fall freeze

The moment. Late summer. The last good weeks for exteriors are coming, and the people who meant to paint this year are running out of time.

NOAA's map of the first fall freeze shows the median date for each area: the date by which a freeze has happened in five of every ten years, based on 1991 to 2020 records (NOAA NCEI, ncei.noaa.gov). Your paint's data sheet tells you how close to that date you can still work.

What homeowners search and worry about. "Is it too late to paint outside," "can you paint in the fall," "exterior painters fall." The worry is waiting another full year.

Example: what to text (made up), to open exterior estimates.

> **Hi [first name], it's [your name] at [business]. We have about [number] weeks of exterior weather left this year. Want one of the last spots, or should I put you first in line for spring? Reply STOP to opt out.**

Example: what to post (made up).

> **A few exterior spots left before the weather turns. After that, we move inside: rooms, trim and cabinets all winter.**

Do it in 24 hours

- [ ] Look up your area's median first fall freeze on NOAA's map.
- [ ] Count how many exterior spots you have left before it.
- [ ] Text every open exterior estimate with the choice: one of the last spots, or first in line for spring.
- [ ] Start a spring list for everyone who picks spring.



Part 4

Inside season

6 Before the holidays: guest rooms and the front of the house

The moment. October and early November. People are planning to host, and the rooms guests will see suddenly look tired.

What homeowners search and worry about. "Interior painters near me," "paint a room before Thanksgiving," "how long does it take to paint a room." The worry is time: can it be done before the guests come, without the house smelling of paint?

Example: what to text (made up), to past interior customers.

> **Hi [first name], it's [your name] at [business]. Guests coming for the holidays? We're booking interiors through [date]. Want a room done before they arrive? Reply YES, or STOP to opt out.**

Example: what to mail (made up). A postcard to the streets around your last exterior jobs: "Guest-ready rooms before the holidays. Book interiors by [date]."

Do it in 24 hours

- [ ] Pick your last booking date for "done before the holidays" and say it in every message.
- [ ] Text past interior customers and the neighbors of this year's exteriors.
- [ ] Post your last finished interior with the color named.
- [ ] Set your holiday hours on your Google profile as special hours (Google Business Profile Help, support.google.com).

7 The dead of winter: cabinets, interiors and reviews

The moment. December to February. Exteriors are months away. It's the best time to sell cabinets and full interiors, and the most important time to keep reviews coming.

Reviews matter most right when exterior shoppers arrive. In BrightLocal's 2026 survey, 74% of consumers said they look for reviews from the last three months (BrightLocal 2026, brightlocal.com). In early spring, those three months are winter. If you only ask after big exterior jobs, your profile looks quiet right when it matters.

What homeowners search and worry about. "Cabinet painting near me," "is cabinet painting worth it," "kitchen cabinet painting cost." The worry is whether painted cabinets will chip and look cheap.

Example: what to post (made up).

> **Cabinet season. This kitchen went from honey oak to [color name] in five working days, with no remodel. We sprayed the doors in our shop and the boxes on site.**

Example: what to text (made up), after every small winter job.

> **Hi [first name], thanks again for having us. If you have a minute, a quick Google review would help us a lot: [review link]. Reply STOP to opt out.**

Example: what to mail (made up). In January, a postcard to older neighborhoods: "A new-looking kitchen, without a remodel. Cabinet dates open this winter."

Do it in 24 hours

- [ ] Ask every winter customer for a review, even for one room.
- [ ] Post your best cabinet before-and-after.
- [ ] Count your reviews from last December through February. If it's fewer than six, winter is your gap.
- [ ] Put "start booking exteriors" on your calendar for six weeks before your first painting week (section 1).

or we can do it for you

Free sample: Your first 10 requests sent

So spring shoppers see winter reviews. Review requests is $100 a month, with a 7-day full refund.

Review requests: growthatlocal.com/services/reviews



Part 5

Your year on one page

8 A painter's month-by-month plan

The moment. Any slow afternoon. Put the whole year on one sheet so each season's marketing starts six weeks early.

This one is for a made-up painter in a place with cold winters. In warmer places, the exterior season runs longer and the inside season is shorter.

Months	What's happening	Post	Text	Mail
Jan to Feb	Interiors and cabinets	Cabinet before-and-afters	Review asks, spring exterior dates	Cabinet postcard
Mar to Apr	First painting weeks	Colors on finished houses	Missed-call text-back, estimate follow-ups	Postcards around last year's jobs
May to Aug	Exterior season, heat and rain	Heat and rain schedule notes	Schedule changes, review asks	Postcards around this year's jobs
Sep to Oct	Last exteriors	"A few spots left"	Last spots or first in spring	Fence and deck postcard
Nov to Dec	Holiday interiors	Guest rooms	Holiday interiors by a set date	Holiday card to customers

Do it in 24 hours

- [ ] Copy the table and change the months to match your first and last painting weeks.
- [ ] Put each row's first action on your calendar, six weeks before that row starts.
- [ ] Share it with your crew leads so everyone knows what's coming.
- [ ] Set a reminder to check it on the first of every month.



Your first 24 hours, in one list

If you do these today, next season's calendar starts filling now:

- [ ] Look up your paint's lowest application temperature and your area's freeze dates (sections 1, 5).
- [ ] Text last year's open exterior estimates (section 1).
- [ ] Turn on missed-call text-back (section 2).
- [ ] Ask your last five customers for a review, even for one room (section 7).
- [ ] Copy the month-by-month table and fill in your months (section 8).



Where to go next

This guide comes from The Painter Marketing Playbook, our free guide to the whole job of getting more painting work: your website, your Google profile, reviews, posts, follow-up, color, older homes and the seasons.

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

To see the months people near you search for a painter, read When Your Town Searches for a Painter: Your Busy Season Calendar.



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: Social media posts. Free sample: two weeks of posts, ready to go. Social media posts is $200 a month, with a 7-day full refund.

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.

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.

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. NOAA National Centers for Environmental Information, "When to Expect Your Last Spring Freeze": average last spring freeze (32°F or below) from the 1991 to 2020 US Climate Normals; averages are not forecasts. ncei.noaa.gov (section 1)
2. NOAA National Centers for Environmental Information, "When to Expect Your First Fall Freeze": median first fall freeze date (a freeze in five of ten years), from the 1991 to 2020 US Climate Normals. ncei.noaa.gov (section 5)
3. BrightLocal Local Consumer Review Survey 2026: 74% look for reviews written in the last three months. brightlocal.com (section 7)

Rules, tools and guidance cited (not statistics):

- FCC, Stop Unwanted Robocalls and Texts (consent for automated texts to cell phones; consent can be revoked at any time in any reasonable way): fcc.gov (before you start)
- Google Trends Help, how Trends data is normalized (0 to 100, relative to all searches in that place and time): support.google.com (before you start)
- Sherwin-Williams, Duration Exterior Acrylic Latex product page: "Low temperature application down to 35° F." sherwin-williams.com (section 1)
- National Weather Service HeatRisk forecast (0 to 4 scale, seven days ahead): wpc.ncep.noaa.gov (section 3)
- Google Business Profile Help, special hours for holidays: support.google.com (section 6)

GTL estimates

These are our own judgment, not measured facts:

1. The search phrases in each section are examples of common wording, not measured search volumes (all sections). Reasoning: they're how homeowners describe these jobs; Google Trends shows the real pattern for your area.
2. Market each season about six weeks before it starts (sections 1, 5, 8). Reasoning: estimates, color choices and booking take a few weeks, so the calendar fills only if you start early.
3. In a heat wave, start at first light and follow the shade (section 3). Reasoning: sun-facing walls get much hotter than the air, and morning is when surfaces are coolest.
4. Fewer than six reviews from December through February marks a winter gap (section 7). Reasoning: that's two a month, the minimum to keep fresh reviews in the three-month window spring shoppers look at.

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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