



Blissful
PROSPECTING

COLLEGE WORKS
P A I N T I N G

Construction

Case Study

The Challenge

A challenge many construction companies have is hitting their production goals with limited resources. Oftentimes, finding the budget to hire in-house recruiters to build your subcontractor network isn't feasible.

Knowing where to start, what tools to use, and equipping your team with the best resources possible is easier said than done.

Spencer Pepe, co-founder of College Works Painting (CWP) and National Services Group (their parent company), needed help recruiting subcontractors to help them meet their 8-figure production goals.



CollegeWorks.com

College Works Painting is the largest residential painting company in the United States and operates in 35+ states. They paint 10,000+ homes each year.

The Solution

We met with Spencer and his team to learn more about what the ideal subcontractor relationship looked like. He wanted to connect with companies who could handle both painting and carpentry projects.

We built a list of potential subcontractors, identified decision makers at those companies, wrote the email and text copy, and sent out the emails and texts for their team. We handled all of the responses, and all they had to worry about was showing up for the phone calls we scheduled for them.



Results

40,693

Emails & Texts
Sent

971

Inquiries From
Interested
Subcontractors

59

Subcontractors
Hired (and
Counting)

Responses

Stephen [redacted]@paintzen.com>

Tue, Mar 20, 3:17 PM



to Jason ▾

Hi Jason,

I received your email. I'm the Director of West Coast Operations, and I'd like to gain a better understanding of what you're looking for. Am I correct in assuming that you need local subcontractors to complete already booked, scheduled projects in the Bay Area? If that's not accurate, please let me know.

I look forward to hearing from you.

Stephen

Cleve [redacted]@paintingpros.com>

to Jason ▾

I'll talk to you.

Call me at [redacted]

Cleve [redacted]
The Painting Pros, Inc.

Julio [redacted]

to Jason ▾

Hello Jason. I would like to discuss your projects. Give me a call anytime. My phone number is [redacted].

Kristian [redacted]

to Jason ▾

Absolutely, feel free to call me any time at [redacted]

Mario [redacted]@surebuiltco.com>

to Jason ▾

Good morning Jason, my apologies. Go ahead and give me a number to contact you on and I'll be sure to give you a call today. Thank you

Responses

Luis [redacted] Tue, Mar 20, 10:38 AM ☆ << ⋮

to Jason ▾

Hi Jason,

Thank you for reaching out to us and considering partnering with us for your painting projects. We are interested in helping you produce painting work in the Sacramento area. Thank you, we look forward to working with you.

Luis [redacted]



Carol [redacted] maconstruction.us via nsgmail.com Wed, Oct 10, 3:51 PM ☆ << ⋮

to Jason ▾

Hi Jason,

What kind of projects do you have going on? If you could give us a specific one to take a look at, that would be helpful. We do carpentry, among other things.

Thanks,

Carol [redacted], Co-Owner

Millar and Associates Construction



www.maconstruction.us

Ezra [redacted] Fri, Oct 12, 11:30 AM ☆ << ⋮

to Jason ▾

Jason, thank you for reaching out. My appologies for the delay in my response. I'd be happy to listen to your oppportunity, although I do not really slow down much but potential growth is an option. Thank you.

Ezra

CHESTER [redacted] Mon, Mar 12, 9:53 AM

to Jason ▾

Hi Jason, send me more information or call me at [redacted]

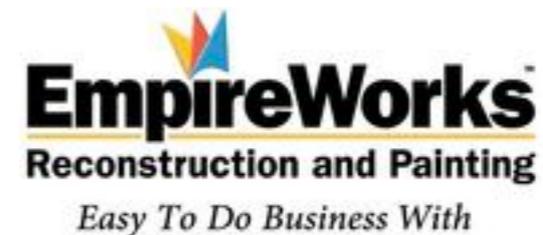
Chester [redacted]

Testimonial



Spencer Pepe

Co-Founder
National Services Group



“Subcontractors will produce \$10+ million for us in 2019. The Blissful Prospecting team has been key in helping us find subcontractors across the 35+ states we operate in. They increased our universe tremendously by data mining additional contacts that were not readily available in our standard lists of subcontractors. They do the dirty work for our Production Coordinators, sending emails and texts that they don't have time to do themselves. All our team has to do is follow up with the leads they send us.”

Need Help Increasing Production Capacity?

We help construction companies find and connect with subcontractors to meet their production goals. If your company works with subcontractors, we can help you out.

Send us an email at jason@blissfulprospecting.com, or fill out the form at BlissfulProspecting.com/Contact and we'll be in touch shortly to set up a time to talk about your goals.