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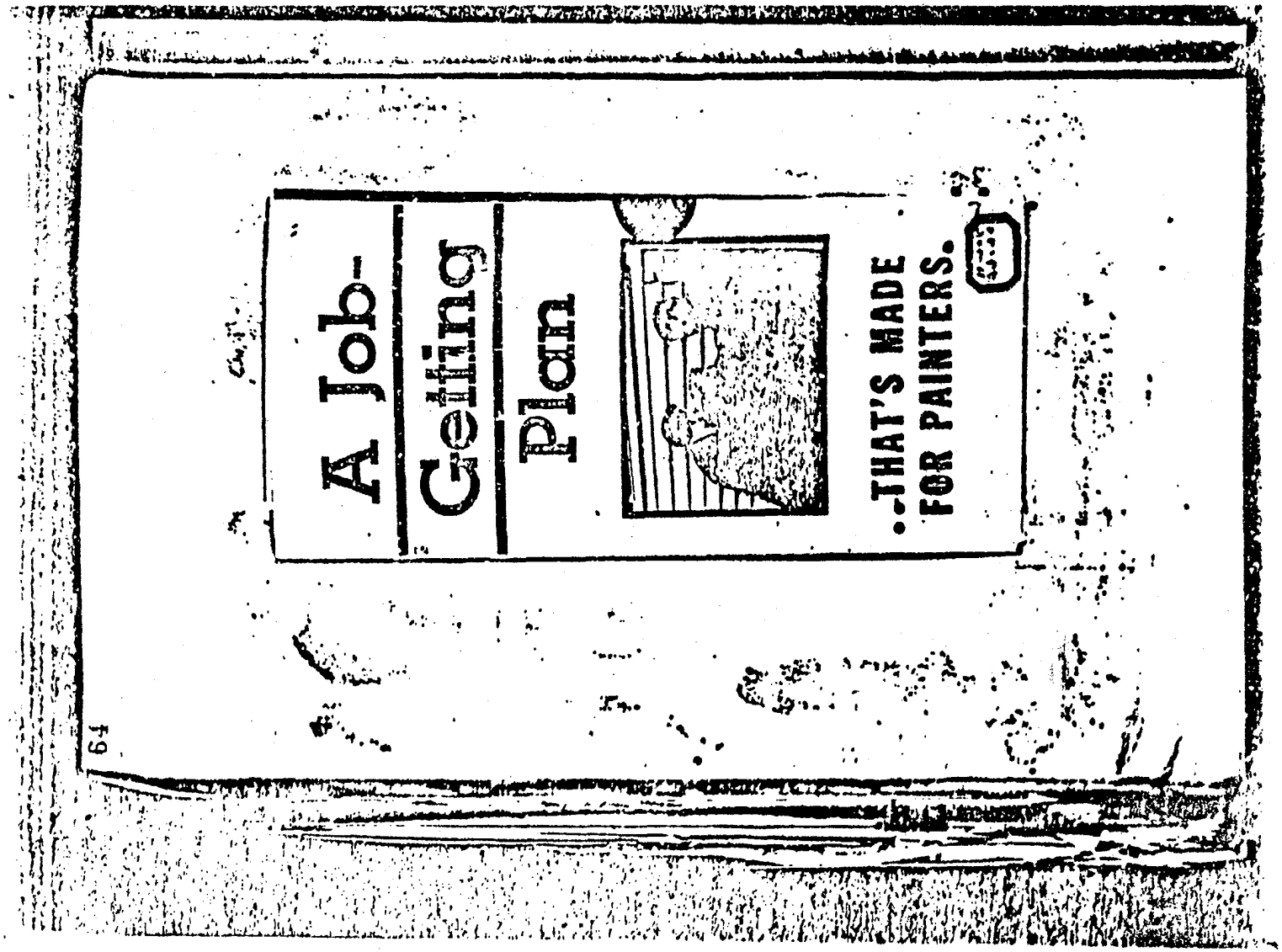


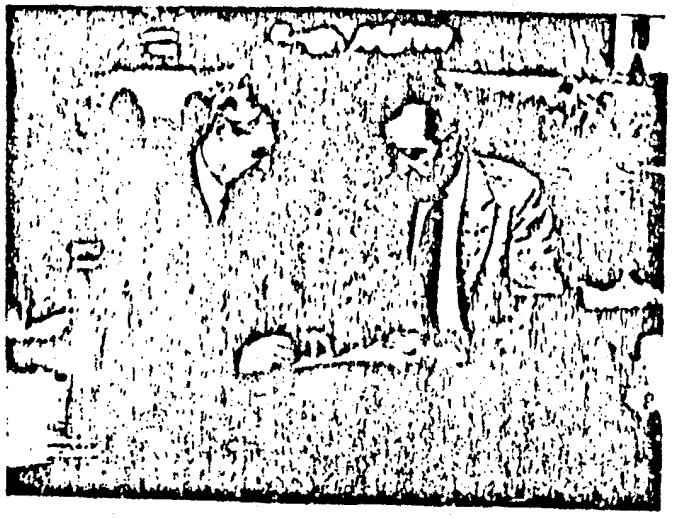
What this plan is

The Inspection Plan we call it. And, as one painter said when it was explained to him, it is a "natural". He meant that the operation of this idea is right in line with the average painter's daily work. It doesn't take elaborate equipment. It doesn't take selling ability. It is not a high-pressure selling plan. But it gets the business just the same.

HOW IT OPERATES

You know well that, for the past two or three years, property-owners have been letting their houses go. In many cases it is not an actual lack of money. It is a lack of conception of what is happening to their houses—of the decay that is taking place.

This year is a fine chance to "wake up" these owners to impress upon them the folly of going without needed paint protection. That's how the inspection idea comes up. Instead of saying to these owners, "If you want painting done, ask me for an estimate" you offer to give their property a FREE INSPECTION.



HOW DOES IT GET THE JOB?

That's simple. When you make your inspection you get all the data that you need to make out a detailed estimate. You make out this estimate at the same time you do the report. But you keep it separate.

You'll find that after the owner has looked over your report on conditions and your recommendations, he is almost certain to say "How much is all this going to cost me?" That's your signal to bring out your prepared estimate with everything listed in detail—and go over it with the owner right there and there.

The owner is in a fine receptive mood. You have just proved to him how bad the condition of his house is. You have shown him, perhaps, that every day's delay is costing him money. What a fine time to get him to sign the contract. You are ahead of competition. You are right on the ground. That's why this is a job-getting plan.

LOOK INSIDE FOR THE DETAILS

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...ard with this folder, showing how it is to be ...d out for presentation. A liberal supply of ...se reports in blank, ready for your use, will ... sent to you on request.

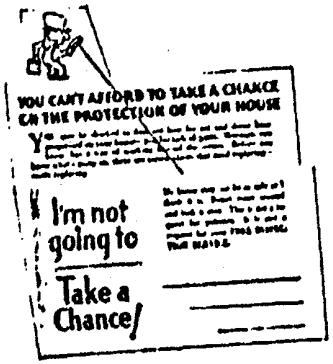
Try out this plan today—Return the enclosed card—or write on your own letterhead—and ask for the mailers or the blanks that you need. Get busy now—ahead of competition.

First YOU SEND OUT THIS MAILING CARD

We supply this mailer to you in suitable quantity with your name and address printed on the return post card. All you have to do is address, stamp and post the mailers to people that you consider good prospects.

The text matter of the card points out the danger of allowing a house to go without paint protection and then states your offer—as an experienced painter—to inspect the property without cost or obligation to the owner.

If you have not already received a supply of these mailing pieces, ask for them. They are FREE.



. . . or you may prefer a letter

Instead of sending out the card, you may feel that you can give a more personal touch by writing a letter on your own letterhead. If so, we suggest something like this:

Dear Sir—You may be shocked to find out how far our and dowy have progressed on your house—just for lack of paint. Moisture, you know, has a way of working behind the scenes. Before you know what's going on, there are round places that need replacing—ready replacing.

This is why you can't afford to take a chance, especially now when—without cost and without obligation—you can secure a *FREE INSPECTION* for your house.

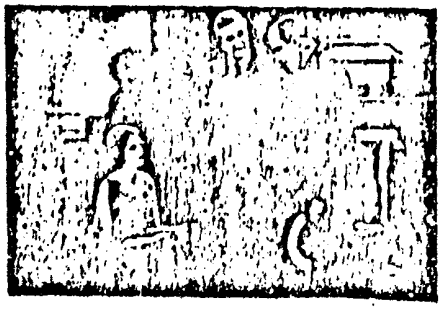
No one knows surface physician like a painter—an experienced painter. He is trained to know what to look for and what to do. And now—just to reassure the owner of your house that you are interested in his welfare and not merely in selling paint or painting (give number)—you are here the services of a skilled craftsman to look over YOUR house, make careful note of any places that need immediate attention, and then, with all the facts in hand, submit recommendations.

Whether you act upon these recommendations is entirely up to your better judgment. But, at least, you will want to know the condition of your house. And remember it will cost you no money . . . cause you no annoyance to use this service.

Better play safe. Get in touch with us today.

Very truly yours,

Second YOU CALL SEE THE PROPERTY OWN

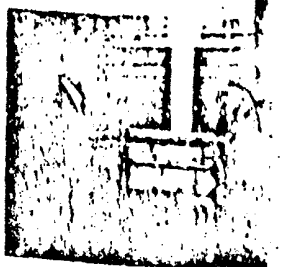


When the post ... back or the ... you call at the hou... when the owner ... When you talk to ... emphasize strongly ... a FREE service th... giving. Don't talk ... talk estimate. Don't ... a job. Just explain ... going to examine his ... report the exact co... the paint.

Then, you look over the house

If possible, try to have the owner go around with you. Point out and make a careful note of every spot where the paint has completely failed or is failing. Examine thoroughly to make sure if any construction needs replacing.

Use the form that we provide for making these notes. You will find it convenient; also imperative to the owner. A sample form is enclosed with this folder, showing how it is to be filled out for presentation. A liberal supply of these reports in blank, ready for your use, will be sent to you on request.



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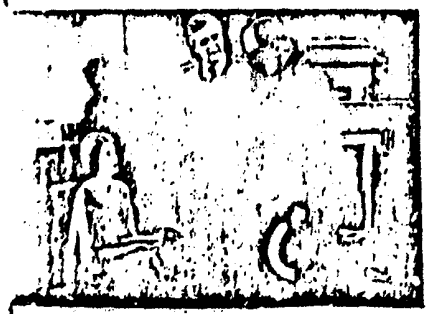
Second YOU CALL AND SEE THE PROPERTY OWNER

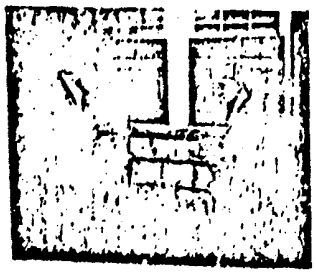


When the post card comes back or the owner phones, you call at the house, preferably when the owner is at home. When you talk to the owner, emphasize strongly that this is a FREE service that you are giving. Don't talk price. Don't talk estimate. Don't try to sell a job. Just explain that you are going to examine his house and report the exact condition of the paint.

Then, you look over the house

If possible, try to have the owner go around with you. Point out and make a careful note every spot where the paint has completely ...ed or is fading. Examine thoroughly to asse... if any construction needs replacing.

...e the form that we provide for making ...e notes. You will find it convenient; also ...pressive to the owner. A sample form is in...ded with this folder, showing how it is to be ...ed out for presentation. A liberal supply of ...se reports in blank, ready for your use, will ...nt to you on request.



Third YOU MAKE OUT AND PRESENT THE INSPECTION REPORT

With the information that you secure when you look over the house, go back to your office or shop and neatly type or write the necessary facts on the special report blank. Then, the next day or as soon as you can make the date, call back and present this written report to the owner. Go over the report with him—item by item. Point out on his house the things that you mention in your report. Emphasize the need of immediate action where the paint has failed.

Remember—talk about his house all the time—about what condition it is in and what should be done about it. Then, when he asks, "How much?"

. . . have the estimate ready

Have it ready in your pocket when the owner asks the question. Bring it out with some statement like "I thought perhaps you would want to know that so I have it right here". But do not make the mistake of offering it until the owner asks.

You can make this estimate out on your own blank if you wish. We recommend something similar to our Check List Contract. But whatever you use, be sure to go over the estimate with the owner. Point out how you have taken everything into consideration—preparation of surfaces, number of coats, colors suggested, and so on.

Then, when every detail has been discussed, you reach the price and the terms of contract. After impressing the owner with the need of prompt action, after showing a complete program of the work to be done, after demonstrating your knowledge of the painting craft—it should be the most natural thing in the world for the owner to agree on price and sign the contract. But even though he doesn't do it then, you have made an impression that will keep you in the picture when he does paint.

Try out this Plan Today—Return the enclosed card—or write on your own letterhead—and ask for the makers or the blanks that you need. Get busy now—ahead of competition.

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