



# Cornering a High-end Market Through Quality

LIME Painting is the only high-end painting franchise in the country, boasting over 85 territories in more than 20 states. Founded in Denver in 2013, it specializes in luxury painting, coatings and other quality craftsmanship for custom homes and businesses.

For franchisees, the brand offers a low point of entry, minimal overhead, scalability, high profits, stellar support and training,

work-life balance and, according to its website, no competition in the \$400 billion industry.

LIME Painting's values of love, integrity, mission and excellence can be found right in its name. The brand excels at luxury interior and exterior painting and provides more than a dozen other revenue streams through its custom coatings, stucco restoration, deck staining, gutter installation, trim work and more.

The company thoroughly vets its franchisees and their employees. This ensures the brand holds up its reputation for quality and dependability. It even touts average sales tickets of three times the industry average.

Jim Ward, owner of LIME Painting of Southwest Florida, started with the brand in March 2020 and recently opened his second territory.

**“I joined because of the core value of integrity,” Ward said. “We always do what we say we’re going to do. I fell in love with the business mainly because of the clients and the craftsmen. It’s a pleasure bringing the two parties together and creating a beautiful result for the client.”**



The brand employs the latest technologies to help franchisees manage and profit from their businesses. It uses premium, eco-friendly and sustainable products to safeguard communities and the environment.

Ward wants everyone to know what it means to be part of the LIME Painting family.

“We really live out our values every day in the field,” Ward said. “We work with great people and treat them with love, communicate with integrity, live out our mission to improve our communities and strive for excellence every day.”

*Patty Horansky*

Ward recruits, trains and retains the best painters in the market and partners them with talented and reputable account managers, such as Sherwin-Williams.

“Painting high-end homes is our No. 1 niche in Southwest Florida,” Ward said. “However, we do a lot of masonry repair, siding, drywall installation and texture and carpentry.”

His strategy is to penetrate the market in his existing territories before adding others.

“I would like to grow it to the point of being the No. 1 referred custom home painter in Southwest Florida,” he added.

LIME Painting sets itself apart by communicating honestly and effectively with its clients and by providing superior service. Clients often recommend LIME Painting to friends and family, providing recurring revenue.

Also, a background in painting or construction is not required for ownership.

“The most important quality for someone wanting to join this business is work ethic,” Ward said.

The brand provides one week of training at its Denver headquarters, another two weeks on-site and monthly calls. New team members also can train through a virtual bootcamp, and support is ongoing no matter what.

“Other franchise owner-mentors are priceless,” said Ward. “Anyone at LIME is always willing to help.”



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