



Contractor Support Program

The many ways Benjamin Moore can help you practice your trade at the highest level and help your business remain competitive.

 **Benjamin Moore**[®]
Paint like no other.[™]



**REPUTATION IS
EVERYTHING**

Your Success is Our Success

Being a paint contractor means being a smart and successful business owner. You demand the very best performance from the products you use, and you expect a high level of service from the manufacturers that make those products.

That's why Benjamin Moore does more than just make paint. We offer extensive support services to help professional paint contractors improve all facets of their business.

Read on to learn about some of the many ways Benjamin Moore can help you practice your trade at the highest level and help your business remain competitive.

A top-down view of a teal wooden surface, possibly a workbench or table. Several paintbrushes with wooden handles and metal ferrules are scattered across the surface. One brush with a wooden handle and a hole at the end is prominent in the lower right. In the lower left, there are two open paint cans; one contains orange paint and the other contains yellow paint. The text "TO BE THE BEST, YOU HAVE TO WORK WITH THE BEST" is overlaid in white, bold, sans-serif font in the center of the image.

**TO BE THE BEST,
YOU HAVE TO
WORK WITH
THE BEST**

We Rely on **Each Other**

Contractors are our best spokesmen. You are the best at what you do, and we rely on your expertise to apply our premium products in homes and commercial businesses throughout North America.

To help you remain competitive, we offer extensive product training to keep you up to date and possibly help you expand your painting services. We provide color tools and color consultation support, so you can guide your customers through challenging design choices. We also offer our very successful Contractor Rewards Program that lets you collect reward points every time you purchase Benjamin Moore supplies.



We're Always **Here for You**

Every job has its own unique challenges. Sometimes, those challenges require the assistance of a specially trained product expert. Benjamin Moore employs representatives who are available any time to answer your questions, whether you're at home, at a Benjamin Moore retailer or on the job site.

A close-up photograph of a man with a beard and short hair, wearing a white lab coat over a blue t-shirt. He is looking intently at a laptop screen, which is partially visible in the foreground. The background is blurred, showing what appears to be a laboratory or office setting with various pieces of equipment and papers.

**A GOOD SALES
REP BUILDS
RELATIONSHIPS
THROUGH TRUST**

Expand Your **Expertise**

You should never have to turn a job down for lack of certain experience or expertise.

Whether it's applying specialty products or coating challenging surfaces, we offer ongoing training and educational programs to help you explore new business options for your painting business. And for those not currently looking to expand into niche markets, our reps are always available for all types of business consulting.



**LEARNING NEW
SKILLS HELPS
YOU GROW &
EARN MORE**


**Benjamin
Moore**
DO NOT FREEZE

istock
by Getty Images

I'M ALWAYS
READY TO
TAKE ON MORE
BUSINESS

istock
by Getty Images



We'll Get You to **the Next Level**

Referrals and repeat customers are your lifeblood, but there's still more business out there if you know how to look for it. We offer guidance and marketing strategies that can help you expand your reach with minimal effort, including full exploitation of social media and other digital resources.

We can help you compete on any level with customizable color cards and sell sheets. And our dedicated field personnel can help you design your own comprehensive marketing plans.



Benjamin Moore

REGAL
SHELL FINISH

SHELL FINISH
MADE FOR YOU

A person is painting a wall with a brush. The person's arm and hand holding the brush are visible on the left side of the frame. The wall is a light, neutral color. The text "MORE THAN JUST PAINT" is overlaid in the center of the image.

**MORE THAN
JUST PAINT**

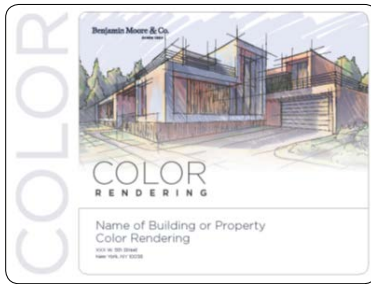


I WANT TO
KNOW MORE

We've Got **Your Back**

Benjamin Moore offers an in-depth array of programs and services to help your painting business succeed. Start your journey with us today.

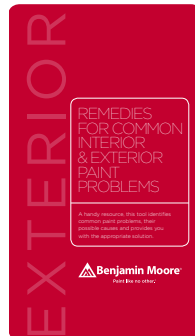
Call 1-866-708-9180 to speak with your local Benjamin Moore representative.



Capture customer's color and product needs by generating a digital image of an interior or exterior structure



A quick residential guide to our most commonly used products



Help identify common paint problems, their possible causes and their appropriate solutions



Record products used in all areas of a building, helping to ensure the exact colors and quantities of Benjamin Moore paint for future jobs



Benjamin Moore®

Paint like no other.®