

Requirements received from the customer to start building the professional website:

Love this direction ☐ — especially knowing you're positioning yourself around real estate and full-service property prep. Clear service definitions make you look structured, professional, and scalable.

Below is a clean, professional **Painting Services List with Definitions** you can use for:

- Website
- Quotes
- Marketing brochures
- Realtor packages
- Commercial proposals

PAINTING SERVICES & DEFINITIONS

1 Interior Residential Painting

Professional painting of interior living spaces in homes, condos, and apartments.

Includes:

- Walls
- Ceilings
- Trim & baseboards
- Doors & frames
- Crown moulding
- Closets
- Stair railings
- Feature walls

Purpose: Refresh, modernize, or prepare a property for sale.

2 Exterior Residential Painting

Protective and aesthetic coating of home exteriors.

Includes:

- Siding (vinyl, wood, aluminum, fibre cement)
- Brick & stucco
- Trim & fascia
- Doors & shutters
- Decks & fences
- Garage doors

Purpose: Increase curb appeal and protect against weather damage.

3□ Commercial Painting

Professional-grade painting for business and commercial properties.

Includes:

- Offices
- Retail spaces
- Warehouses
- Multi-unit buildings
- Property management turnovers
- Restaurants
- Medical & professional buildings

Purpose: Maintain brand image, durability, and minimal business disruption.

4□ Epoxy Floor Coatings

Industrial-strength resin floor systems for durability and aesthetics.

Applications:

- Garages
- Basements
- Warehouses
- Showrooms
- Commercial kitchens
- Mechanical rooms

Benefits:

- Chemical-resistant
- Moisture-resistant
- Seamless finish
- High durability
- Easy to clean

5□ Surface Preparation Services

Proper preparation to ensure long-lasting results.

Includes:

- Patching & drywall repair

- Sanding & smoothing
- Caulking
- Pressure washing
- Scraping peeling paint
- Priming surfaces
- Stain blocking

Purpose: Prevent premature failure and ensure a professional finish.

6□ Cabinet Refinishing & Repainting

Professional transformation of kitchen and bathroom cabinetry.

Includes:

- Degreasing & sanding
- Spray-finish application
- Hardware removal/reinstall
- Colour change upgrades

Purpose: Cost-effective alternative to full kitchen replacement.

7□ Trim & Finish Carpentry Painting

High-detail painting for architectural features.

Includes:

- Wainscoting
- Coffered ceilings
- Built-ins
- Fireplace surrounds
- Accent millwork

Purpose: Precision finish for high-end detailing.

8□ Drywall & Minor Repair Painting Prep

Light repairs before repainting.

Includes:

- Nail pops
- Small cracks
- Minor water damage repairs
- Texture blending

Purpose: Deliver smooth, seamless walls before painting.

9 Real Estate Prep & Turnover Painting

Fast, efficient painting services tailored for property sales.

Includes:

- Neutral colour refresh
- Spot painting
- Touch-ups
- Full repaint for listing prep
- Rental turnover repainting

Purpose: Increase listing value and reduce time on market.

Specialty Coatings

Advanced or decorative finishes.

Includes:

- Anti-mold coatings
- High-heat coatings
- Chalkboard paint
- Metallic finishes
- Concrete sealing
- Elastomeric coatings

Add-On Services (Upsell Opportunities)

- Power washing
- Deck staining
- Fence staining
- Popcorn ceiling removal
- Wallpaper removal
- Colour consultation
- Minor carpentry repairs

How You Might Position This (If You're Branding Strong)

Instead of just “painting contractor,” you could brand yourself as:

Complete Surface Restoration & Coating Specialists

Especially since you already integrate with real estate.

If you'd like, I can next:

- Turn this into a **clean website-ready services page**
- Create a **print-ready services brochure layout**
- Or help you narrow it into 3–5 core profit pillars for higher margins**

Do you want this written more “corporate commercial,” more “premium residential,” or more “real estate-focused professional”?

Now you’re building something powerful □

What you’re describing isn’t just a painting company — it’s a **real estate-ready property preparation company**. That positioning is extremely strong in Ottawa, especially with agents needing fast, coordinated services.

Here’s how I’d structure your expanded service list so it sounds professional, scalable, and built specifically for agents.

COMPLETE PROPERTY PREPARATION SERVICES

(Designed for Real Estate Professionals & Homeowners)

PAINTING & SURFACE COATINGS

Interior Residential Painting

Full interior repainting of walls, ceilings, trim, doors, and feature areas to modernize and neutralize properties before listing.

Exterior Residential Painting

Exterior siding, trim, brick, stucco, fences, decks, and garage doors to maximize curb appeal and protect surfaces.

Commercial Painting

Offices, retail units, rental turnovers, and multi-unit buildings with efficient scheduling and minimal disruption.

Epoxy Floor Systems

Durable, seamless coatings for garages, basements, and commercial spaces to enhance value and appearance.

Cabinet Refinishing

Cost-effective kitchen and bathroom cabinet refinishing for high visual impact without full renovation costs.

CLEANING SERVICES

Pre-Listing Cleaning

Professional cleaning to prepare a home before photography and showings. Focused on presentation and first impressions.

Includes:

- Kitchens & appliances
- Bathrooms
- Floors
- Windows (interior)
- Baseboards
- Dust removal
- Light fixtures

Deep Cleaning Services

Detailed cleaning of high-traffic and neglected areas.

Includes:

- Behind appliances
- Interior cabinets

- Detailed trim and vents
- Grout cleaning
- Odour removal focus

Post-Listing / Post-Sale Cleaning

Final clean before closing or after possession.

Purpose: Leave property spotless for new owners.

Rental Turnover Cleaning

Fast and efficient cleaning between tenants to reduce vacancy time.

PROPERTY MAINTENANCE & CURB APPEAL SERVICES

(Exterior-focused – enhancing first impression from the street)

Lawn & Front Property Maintenance

- Front lawn cutting & edging
- Hedge trimming
- Garden bed clean-up
- Leaf removal
- Seasonal yard refresh

Curb Appeal Enhancement

- Power washing walkways & driveway
- Front door refresh (paint or stain)
- Minor exterior repairs
- Garage door cleaning
- Fence touch-ups
- Porch & step cleaning

MINOR PROPERTY REPAIRS & PREP

- Drywall patching
- Caulking & sealing
- Minor carpentry
- Light fixture updates
- Hardware replacement
- Small cosmetic repairs

WHY THIS WORKS FOR REAL ESTATE AGENTS

Instead of coordinating:

- A painter
- A cleaner
- A handyman
- A lawn company

They call **one company**.

You provide:

- ✓ One point of contact
- ✓ Coordinated scheduling
- ✓ Faster listing readiness
- ✓ Better presentation
- ✓ Reduced stress for sellers

How I'd Brand This

You're not just "Trusted Home Services."

You are:

Property Preparation Specialists

or

Listing-Ready Property Services

or

Complete Real Estate Readiness Solutions

This positions you above standard painters.

If you want to go next level, I can help you build:

- 1.A **Realtor Partnership Package**
- 2.Tiered pricing bundles (Bronze / Silver / Gold Listing Prep)
- 3.A one-page agent leave-behind sheet
- 4.A full website service structure
- 5.A commission/referral incentive model

You're very close to something scalable here.

Do you want to structure this as:

- Premium high-end listing prep?
- Volume-based agent partnerships?
- Or both?

This is exactly the right move.

When you've prepped over **500 homes in six years**, that's not just experience — that's pattern recognition, market awareness, and real estate expertise earned in the field.

Here are three polished "About Us" options in slightly different tones. You can tell me which direction fits your personality best.

Option 1 – Professional & Authority-Driven

About Us

Over the past six years, we've prepared more than 500 homes for the real estate market. What began as a painting and finishing company naturally evolved into something more — a complete property preparation service built specifically for real estate professionals and homeowners.

Through hundreds of listings, we recognized a common challenge: sellers and agents were coordinating multiple contractors just to get a property market-ready. We stepped in to simplify the process.

Today, we provide painting, cleaning, curb appeal enhancement, and property preparation under one umbrella — delivering efficiency, consistency, and results that help homes show better and sell faster.

Experience matters. And after 500+ homes, we understand exactly what makes a property stand out.

Option 2 – Humble Expert, Relationship-Focused

About Us

We didn't set out to become real estate specialists — it happened naturally.

Over the last six years, we've had the privilege of preparing more than 500 homes for sale. With every project, we gained insight into what buyers notice, what agents need, and what truly makes a home feel move-in ready.

Along the way, we saw a gap. Sellers were juggling painters, cleaners, lawn services, and repair companies — all on tight timelines. So we built a solution: one trusted company handling everything required to prepare a property properly.

Our goal is simple — reduce stress, increase presentation quality, and help homes show at their absolute best.

Option 3 – Strong Market Positioning (Real Estate-Focused)

About Us

After preparing over 500 homes for the real estate market in the past six years, we've become specialists in one thing: making properties listing-ready.

We understand timelines. We understand buyer psychology. And we understand presentation.

What started as a painting company evolved into a full property preparation service because we saw the need for it. Agents and sellers needed a reliable, coordinated solution — not five separate contractors.

Today, we offer painting, deep cleaning, minor repairs, and curb appeal services under one streamlined system designed specifically for real estate.

We don't just improve homes.

We prepare them to compete.

If you'd like, I can now:

- Make this more personal and include your athletic background (discipline, standards, performance mindset)
- Write a shorter “Homepage Hero” version (4–5 powerful sentences)
- Or craft a mission statement and core values section to go underneath

Which tone feels most like you — calm professional, humble expert, or market leader?

First — my feedback?

This is powerful.

Not because of background alone — but because of what it represents:

- Family-run
- Faith-rooted work ethic
- Cultural pride in thoroughness
- Long-term partnership (15 years together)
- Organic evolution into real estate through cleaning
- A built team, not just subcontractors

The key is to position this professionally, without overemphasizing ethnicity in a way that could feel exclusionary — instead focusing on values, discipline, and standards.

Here's a refined "About Us" that ties it all together strategically.

About Us

Trusted Home Services was built on partnership — both in business and in life.

My wife and I have worked side by side for over 15 years. What began as separate skill sets naturally evolved into a unified company grounded in discipline, trust, and work ethic.

Her background in professional cleaning — known for its thoroughness and attention to detail — became the foundation. Over time, she built a reliable team of dedicated professionals who take pride in delivering exceptional residential and commercial cleaning services.

Cleaning was our entry point into real estate.

As we prepared homes for listing, we began to see what agents and homeowners truly needed: not just a clean home, but a complete presentation solution. Painting followed. Minor repairs followed. Curb appeal services followed.

And organically, Trusted Home Services became a full property preparation company.

Over the past six years, we have prepared more than 500 homes for the real estate market.

Today, we provide painting, deep cleaning, curb appeal enhancement, and minor repairs under one coordinated system designed specifically for real estate professionals and homeowners.

One detail we are especially proud of: in six years of operation, we have never required a deposit — even on projects valued up to \$50,000 including labor and materials.

We believe trust should be mutual. Our clients pay when the work is complete and delivered properly.

Our growth has never been built on advertising alone. It has been built on relationships, referrals, and consistent results.

We don't just work on homes.

We prepare them to compete.

Strategic Feedback on Your Story

Here's why this works extremely well for marketing:

- 1.The cleaning-first origin story makes you different from painters.

2. It explains how you naturally evolved into real estate.

3. It reinforces family values and reliability.

4. The no-deposit policy reinforces trust.

5. The 500+ homes establishes authority.

That combination is rare.

Most contractors lead with “we paint houses.”

You lead with “we prepare homes for market.”

That’s a niche.

If you want to refine this even further, we could:

- Create a “Our Story” version (more personal, emotional)

- Create a “Why Agents Choose Us” section

- Or build a tagline that merges everything, like:

From Clean to Curb Appeal — Complete Listing Preparation.

Before I refine it further — do you want this to feel more:

- Family-oriented and personal?

- Or authority-driven and market-dominant?

Hasta aqui llega la informacion basica que he recibido del cliente, respecto a sus expectativas.

Esta es la empresa que le esta ayudando a desarrollar su web/publicidad, pero la verdad no lo veo tan bien, ha pagado caro y aparte el sitio web es super basico: <https://brandspot.ca/>

Este es el sitio web: <https://plus.brandspot.ca/v2/preview/mFy2QULvm48D9pKdJSom>



Home Services About

Get a free estimate

One trusted team, all your home services—simplified.

Trusted Home Services offers professional, reliable support for everything from painting and cleaning to home repairs and makeovers. Our experienced specialists will make sure the job is done right the first time.

Services



Painting



Cleaning



Home Repairs



Home Makeovers

Services



Painting

Refreshes homes and boosts curb appeal.

[Learn more >](#)



Cleaning

Deep cleaning for move-ins, move-outs, and post-reno refreshes.

[Learn more >](#)



Home Repairs

Get homes sale or move-in ready.

[Learn more >](#)



Home Makeovers

We'll help you reimagine your space without the stress.

[Learn more >](#)

HOW IT WORKS

Simple 3-Step Process



Get a free estimate online or by phone (613-204-8000).

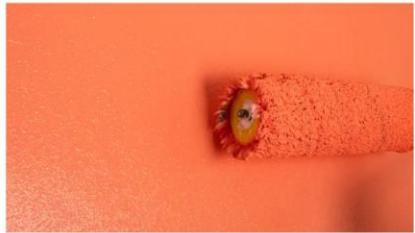


We show up on time, fully equipped and ready to go.



Relax, your home is in expert hands!





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Are you a Realtor?

We understand real estate timelines and the pressure that comes with prepping a home.
Our team offers fast turnaround, bundled services, and one point of contact—saving you time and helping your listings shine.

[Get a free estimate](#)



Email:
Phone: (613) 204-8000
Address Office: Ottawa Ontario



[Home](#) [Services](#) [About](#)

[Get a free estimate](#)

OUR SERVICES

Why juggle multiple contractors when one trusted team can do it all?

Trusted Home Services delivers professional, reliable support for painting, cleaning, home repairs, and makeovers, done right the first time by specialists who care.

FOR HOMEOWNERS

Painting

Flawless finishes that last. Our expert painters use the right tools, materials, and techniques to deliver high-quality results, inside and out.

Interior Refresh: Breathe new life into your home with clean, modern colour and careful craftsmanship.

Exterior Boost: Enhance curb appeal and protect your home from weather and wear with precision painting that holds up beautifully.



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FOR HOMEOWNERS

Cleaning

We make homes shine. From deep cleans to move-outs, we handle the mess so you don't have to.

Pre-Sale: Sell faster and for more with our real estate-ready deep clean service.

Move-In: Start fresh knowing your new home is spotless.

Post-Reno: We'll take care of the construction dust and debris.

Declutter & Reset: Reclaim your space with help from our organizing and deep-clean team.

FOR HOMEOWNERS

Home Repairs

Whatever's on your list, we'll check it off quickly and properly.

Wall Repair & Touch-ups: Smooth patches, fresh coats, no more scuffs or dents.

Interior Door Fixes: Jammed or sagging doors? We'll get them working like new.

Caulking Repairs: Fresh, clean seals around tubs, sinks, and windows—done fast, done right.



FOR HOMEOWNERS

Home Makeover

Thinking bigger? We help you reimagine your space, fast, affordable, and stress-free.

Popcorn Ceiling Removal: Our modern tools get it done quickly and cleanly.

Lighting Upgrades: Swap outdated fixtures for sleek, modern lighting and pot lights.

Garage Refresh: Create a clean, functional space that works for your lifestyle.

Fence Repair: Improve security, privacy, and curb appeal all at once.



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FOR REALTORS
Show better, sell faster

We understand real estate timelines and the pressure that comes with prepping a home.

Our team offers fast turnaround, bundled services, and one point of contact—saving you time and helping your listings shine.

- Streamlined coordination of multiple services
- Rush jobs available for listings going live
- Trusted by realtors, stagers, and property managers
- Professional, respectful crews



Como puedes ver, esta pagina es demasiado basica, pero lo que mi cliente me ha dicho es que le gusta la variedad de colores que maneja, eso es todo lo que le parece de esta pagina.

Ejemplos de otros websites:

https://www.axcellpainting.com/?gad_source=1&gad_campaignid=20986816454&gclid=Cj0KCQiA18DMBhDeARIsABtYwT3cz-IYiOYwREKS-9syHYf3L6iGAvXAjSOW-BHsye9yTrwQyKgDt14aAikSEALw_wcB

https://intonepaint.com/ottawa-painters/?gad_source=1&gad_campaignid=23032018282&gclid=Cj0KCQiA18DMBhDeARIABtYwT2Apm_JJ8-ZkFRh8G31LJICYldlzwCcID9eQAyMmq3q-DfHgmsn3LwaAjfMEALw_wcB