



Painting and Decorating Contractors of America
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**The Painting and Decorating Contractors of America (PDCA)
Today Launched Their Customer Quality Assurance Program.**

(St. Louis, MO – February 1, 2006) –

The Painting and Decorating Contractors of America (PDCA) Today Launched Their Proprietary ***Customer Quality Assurance Program***.

The program is specifically designed to put in the hands of residential contractors a complete homeowner presentation “kit.” PDCA used a team composed of sales and marketing consultants and painting contractors in the development of this program. The year long research and development phase of the project will culminate with the introduction of the sales and marketing system at PACE, the Paint & Coatings Mega Trade Show and Convention.

The program walks a homeowner through the A-Z’s of why they should hire a PDCA member and what they should look for prior to selecting a contractor. The kit can be totally customized and personalized by individual members and will significantly impact a successful close rate in the home. It will also educate homeowners, assist in managing their expectations and it will reduce the likelihood of customer dissatisfaction.

“PDCA has always prided itself on the quality of its members, the work they perform and their desire to do the job right. What this program achieves is a solution to communicate just that to the customer, and educate the customer at the same time. We believe utilization of this program will increase homeowner’s satisfaction. This program is a combination of business/marketing tools, education and training,” said Dr. Ian Horen, PDCA CEO.

PDCA, founded in 1884, represents the interests of professional painting and decorating contractors nationwide. Among the most prominent objectives of PDCA are the enhancement and further development of the painting and decorating profession and industry.

Today, PDCA represents the interests of over 5,000 owners and top-flight managers from nearly 3,000 painting and decorating firms across the U.S. and Canada.

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