

Subject | **Jeff Cox** Title | **Owner and CEO** Project | **HCH Construction, Inc.**

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Jeff Cox is a man who not only likes to have his ducks in a row; given the opportunity, he likes to handpick his ducks, too. In his family business of construction and renovation, that means he likes to pick his projects, pick his crews, and pick his paint.

“While we were building up our business, we often had to go with the paint the client specified,” says Cox. “It wasn’t always the best. It took too long to apply, the coverage was poor, and it didn’t look all that nice.”

Through hard work and consistently solid results, HCH Construction has evolved to the point where Cox gets the final say on paint. “I give clients a choice on color but never on brand. Our choice is always Behr and KILZ PRO-X® products.”

In a business that’s all about making the most of time and money, BehrPro delivers the results Cox and his crews depend upon to flip up to 100 properties a month and tackle new constructions.

“I’m not kidding when I say we can do three homes a day with Behr and KILZ PRO-X products versus one home with other brands. There’s very little touch-up at the end and if there is, it’s always a painter error, not a product problem,” says Cox.

“Plus, I really like the color choices, the durability, and cleanup,” adds Cox. “In fact, it’s the paint I now use in my own home. There are a couple of walls in my house that I did with another product a few



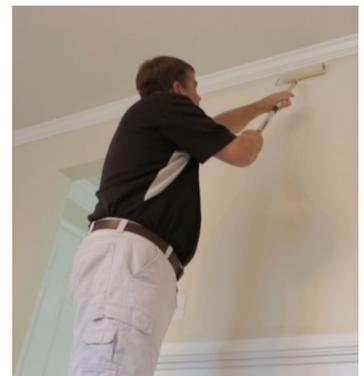


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years back but I honestly wish I’d done the whole thing with BEHR® paint. I’ve got three kids and a dog so life gets a little messy. When I get to scrubbing I never worry about a wall done with BEHR paint. I need that kind of performance in my house and I need it on the properties we work on.” Other benefits of going all BEHR and KILZ PRO-X® that HCH Construction is enjoying include the Behr Pro Rep relationship and The Home Depot® Pro Rewards Paint program.

“I appreciate the personal relationship we have with our rep. I know that if I call with a question or need something readied, it’ll get taken care of,” says Cox. “With all the stuff we do and details to handle, that’s huge.”

Plus, since signing up for Pro Rewards in late October, HCH Construction has watched the savings add up.



“Saving money is always great but when you’re saving it on the product you know is going to help you do the best job possible, well, that’s pretty nice,” says Cox.

“However,” notes Cox, “even if we weren’t saving money, it wouldn’t change my mind about using Behr products. I’d still choose BEHR at full price over other brands every day.”



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