



Subject | Mike Zakarian Company | MKS Construction & Inspections Project | The Coves

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If Mike Zakarian ever decides to quit the general contracting biz, he’s got another career waiting in the wings. “To be honest, I’m probably BehrProSM and The Home Depot’s best sales rep,” he says with a laugh. “I just think the products are phenomenal and the service is amazing. No joke.”

It was that enthusiasm that enabled Zakarian to land a 24-building project at The Coves in Palm Beach, Florida using the new BEHR MARQUEETM paint line.

“The Coves is a community without a big budget for HOA so it’s important that any job you do lasts,” explains Zakarian. “From working with MARQUEE, I knew it had the dirt resistance and durability they needed. I worked with my rep and got some color samples, showed the board how it covers fine cracks, and basically told them that this was the right paint for the job. They didn’t hesitate, and now that we’ve knocked out a few buildings, they’re thrilled.”



Adding to the board’s happiness is the speed with which MKS’ crew is able to get the work done.





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"Honestly," says Zakarian, "MARQUEE cuts our paint time in half. We don't have to prime and it goes on amazing. My guys love it. We spray and backroll once on every building and it more than gets the job done. Plus the sheen is phenomenal. I just love the way it looks." And apparently so do the folks at The Coves. MKS is currently in conversations with the group about doing another 56-building subdivision using BEHR MARQUEE™ paint and primer.

"You know the paint is important," says Zakarian, "but I couldn't get it done without the BehrPro and Home Depot services. They're always willing to work with me to make sure my pricing is the most competitive. The paint's always there when I need it and if I've got a technical question, I make one call and, 'boom,' I get an answer. It's that easy.

I'm more than happy with the product and really just thrilled with the service," adds Zakarian. "I really am their best sales guy..."



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