



Subject | Mike Armour Company | Mike Armour's Custom Painting Project | Bella Terra Mall

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When asked to summarize what he values most about his relationship with BehrPro, Mike Armour doesn't hesitate: “They help me win business and stay competitive in a very competitive market.”

As the owner of Mike Armour's Custom Painting explains, “The thing I like about working with BehrPro is that it feels more like a partnership than a vendor relationship ... my needs are more than just paint and my rep is always there to help. And when I do need paint, I get it. Sometimes in less than two hours.”

One project Armour recently took on that needs a lot of paint is the Bella Terra Mall in Huntington Beach, California.

“This is a beautiful commercial property,” says Armour. “It was actually completely rebuilt five years ago. The property managers really pride themselves on having it look as fresh and new as it did the first day it opened. We help them do that and we do it with BEHR® and KILZ® paints.



“While the painting we did looks superb, the work they did four years ago with a different brand is simply failing,” explains Armour. “I have complete confidence that's not going to happen this time.”

Armour's crew of seasoned professionals—some with more than 20 years of experience—also feel good about BEHR and KILZ paints.



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“The guys love the ease of coverage,” says Armour. “One coat gets it done. And the commercial enamel we used on the lamppost and metal benches looks just terrific.”

O originally tasked with painting 40 of the mall's more than 60 businesses, Armour has since been asked to paint the rest of the mall.

“My Behr Pro Rep really worked with me to help me land this business . . . from matching 24 colors and color renderings to making the numbers work,” says Armour. “And I know the quality of Behr products is one of the key reasons the opportunity continues to grow for me.”



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