



Subject | Steve Lentz Title | Owner, McKay Apartments Project | Cranston Hall Apartments

“This is the best product we’ve ever used.”

Steve Lentz is what you might call a ‘don’t-show-me’ kind of guy. With 680 units spread over seven apartment complexes in southern Pennsylvania and northern Delaware, he spends a lot of money and a lot of time on paint.

“Every time someone moves out, we give the unit a fresh coat of paint,” says Lentz. For just the 167-unit Cranston Hall complex in Wilmington, Delaware alone, Lentz was going through 1,000 gallons of paint per year. If that sounds like a lot of paint, you’re right.

“The problem was, we had a lot of bleed through,” says Lentz.

“If we painted an apartment with tobacco stains or crayon marks on the wall, it would continually come through. We’d have to paint, paint, and paint again.”

Frustrated with the lack of coverage, Lentz began looking for an alternative and used an interesting approach in the process.

“We have a black-line test, where we paint a line on the wall and see which comparable paint products cover the line the best,” he explains. Lentz and his crew conducted the test with a number of different paints and found, “KILZ PRO-X® paint covered it the best out of all of them.”





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**C**onvinced by the results of the test, Lentz placed his first order and quickly discovered the benefits to going with BehrPro™ went way beyond performance.

“The delivery arrived and the guys were very helpful with unloading and stacking,” explains Lentz. “Purchasing 1,000 gallons at a time can be pretty time-consuming and exhausting, to be honest. It was real nice to have help.”

Lentz is equally pleased with his Behr Pro Rep.

“All the sales reps I ever bought paint from before were pretty much cut and dry. They just wanted to sell their product to me. They’d present me a price and a product and I’d never see or hear from them again until it was time to buy more paint,” he says. “Whereas, I hear from my rep all the time ... with other reps, it was mostly just business ... my Behr Pro Rep is more like a friend.”

On top of that, BehrPro has delivered Lentz some significant financial rewards.

“We’ve reduced the amount of time we had to pay people to paint,” says Lentz, “and the amount of paint we use. We used to buy 1,000 gallons of paint and that would cover us for a year’s time. Now, I’ve noticed we’re not buying paint until April or May, so we’re getting that much more coverage out of the paint we’re buying.”

Simply put, “This is the best product we’ve ever used.”



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