



Subject | Craig Bennington Title | Owner Project | Eastwood Townhouses

“Honestly, I wish I had made the switch years ago.”

Even though he’s the owner of the Eastwood Townhouses, it’s not unusual for Craig Bennington to be mistaken for the maintenance manager by any of the complex’s more than 200 residents. That’s because Craig is what you call a hands-on owner. He not only picks out the paint that goes on the complex’s 22 buildings, he gets up on the lifts and ladders and puts it on himself.

“I’m not one to cut corners or let other people do the work,” says Bennington. “Ultimately, I’m painting someone’s home. It’s important that it look nice, that it’s done right, and that it holds up. With BEHR® paint, I’m completely confident in all that and more.”

Bennington made the switch to BEHR paint a few years ago after calculating he was spending more than \$200 per unit in turn costs. “I was paying a premium price for paint but was having to put two coats over white to get the job done. I knew something wasn’t right.”

After talking with the manager at the local Home Depot, Bennington decided to give BEHR paint a try.



“I tell you, BEHR PREMIUM PLUS® semi-gloss paint went on like cream. We didn’t even use a drop cloth. There was none of the paint flying off the brush like you get with other brands. And when it dried, we all just stood back and said, ‘Whoa.’ It looked phenomenal,” says Bennington. “Honestly, I wish I had made the switch years ago.”





“For (my BehrPro) rep, it’s not about selling me a product. It’s about helping me make my property the best it can be. He’s more like a partner than a vendor to me.”

Since that first interior unit, Bennington has switched exclusively to Behr products for both the interior and exterior of his property.

“Right now, we’re in the process of painting the exterior of all the units with BEHR PREMIUM PLUS® semi-gloss paint. We’re painting each building with a different color palette, using really different colors,” he explains. “The look is outstanding. People stop and tell me the buildings don’t just look repainted, they look brand new.”

When making his color choices, Bennington tapped his Behr Pro Rep for color services.

“He took pictures of the place then created renderings using the Behr colors we picked. It was a great help. We were making a big and pretty bold change, and that gave me the confidence to stick with my decision.”



Bennington turns to BehrPro™ for help beyond color selections, too. He notes, “If ever I have a problem or just a question about what I should be using for a surface, I can call my rep and I know I’ll get the right answer. For him, it’s not about selling me a product. It’s about helping me make my property the best it can be. He’s more like a partner than a vendor to me.”

Honestly, if every company ran their business like BehrPro, my life would be a whole lot easier. They make it so easy to get ahold of the right people, to get the products I need—and the quality is just top-notch.”



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