



Subject | **Charlie Walsh** Project | **West Chester Off-Campus Housing**

“These products save us time, save us money, and have a positive impact on our business.”

**W**hen most people think of off-campus housing, ‘well-maintained’ is not usually a term that immediately comes to mind. But Charlie Walsh isn’t most people.

As operations manager for West Chester Off-Campus Housing, Walsh is responsible for over 160 units, from studios to nine-bedroom houses.

“One of our company’s biggest points of pride,” says Walsh, “is our changeover process. Every wall of every unit gets painted every single year. That includes every door, every bit of trim—it all gets done. As a result, whenever someone moves into one of our properties, they’re moving into a space that looks great and is well-maintained and cared for.”



Given the volume of paint the company uses, they make an effort to make sure they’re using the right product for every job.

“The one thing I’ve learned in my six years at this job is there’s always changes taking place in the paint world in terms of products and formulations,” explains Walsh. “We like to compare products to make sure we’re using the best product for performance and price.”

After making a comparison in 2011, Walsh made an important switch. “We opted to go with BEHR PREMIUM PLUS ULTRA® paint for our exterior work for a year ... it was a good way for us to really judge performance. We’ve used BEHR® paint and only BEHR paint on the exterior ever since.”



“The relationship I have with my Behr Pro Rep really stands apart from what I have with people from other companies.”

Next, Walsh decided to look at BEHR® paint for interiors. “My subcontractors remarked how great KILZ PRO-X® paint worked. We tested and applied it on over 150 units and found that it had better reliability and coverage. It’s really a superior product and it makes it easy to get in and out of a job, no matter what the scale. Plus, The Home Depot’s Pro Rewards Paint program offered the best pricing.”

**A**nother important consideration for Walsh in choosing a paint partner is service.

“The relationship I have with my Behr Pro Rep really stands apart from what I have with people from other companies. He’s extremely responsive and I know that if I need something done in a crunch, he’ll pull out all the stops to make it happen. I couldn’t be happier.”



Today, BEHR and KILZ® are the only paints Walsh uses. “It comes down to reliability, durability and coverage. These products save us time, save us money, and have a positive impact on our business.”

He adds, “Some property managers think it’s crazy and costly to paint on the schedule we do. But because of BEHR paint’s performance and The Home Depot’s pricing structure, it ends up being a big benefit to us.”



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