

SUNDAY

THE DAILY NONPAREIL

OCTOBER 5, 2008

BUSINESS

As economic and housing woes continue, the demand for affordable home improvement services continue to soar, and local entrepreneur Patty Vavra is "primed" to fill the needs of Council Bluffs consumers with the arrival of her new Fresh Coat interior painting franchise. Opening Friday, Oct. 3, Fresh Coat serving Council Bluffs is part of the painting industry's first and fastest-growing painting franchises, and will also rollout a new commercial service program to provide Council Bluffs businesses, schools, hospitals and restaurants with its painting services.

The new location serving Council Bluffs is one of two new Fresh Coat franchises that have recently opened in the state. The expansion into the area is part of an aggressive, nationwide plan to open 40 locations a year for the next five years, adding to the more than 60 locations currently operating throughout North America.

