

Community-minded company hopes to brighten homes inexpensively

By **KRYSTIN WIGGS**
AHWATUKEE FOOTHILLS NEWS

In today's economy a fresh coat of paint that reinvigorates a room may be a better choice than moving into a brand new home, and Fresh Coat, a two-month-old painting business serving Ahwatukee Foothills and Chandler, is hoping to catch the attention of homeowners ready for an update to their digs.

Fresh Coat specializes in interior residential re-paints, but they're also experienced in all aspects of faux and decorative painting. In the near future, they hope to be marketing commercial re-paints.

According to Fresh Coat's owners, Ben and Risa Cromwell, a new paint scheme in a home is a great way to give a house a new look without paying an arm and a leg.

"Changing and updating wall colors

makes people more happy staying in their own homes, and it's quick and cost effective," Ben Cromwell said.

Although the Cromwells started their business during a time when people have little extra money, they have held their own.

"So far people have responded quite well to the level of our service and professionalism," Cromwell said. "We have really tried to professionalize the painting business, and we're actually very busy now."

Donna Penner, a Sun Lakes resident, is happy with the painting job Fresh Coat did in her home.

"So far I've been very satisfied with their work," Penner said. "I'm amazed in the evenings because it looks like the color and accents on the walls change. I still need my bedrooms painted, and I'll definitely hire Fresh Coat again."

The company also believes that com-

munity-mindedness is important. The company's motto is "helping our community love where they live." The company is currently offering fundraising opportunities for local organizations.

"Say a school wanted to raise money for band uniforms. All they would need to do is send letters written by Fresh Coat out to their constituents," Cromwell said. "If we get a painting job as a result of one of the letters, we donate money to the school."

The company has just started the fundraising program, and donations are limited from \$50 to \$100 for the time being.

Fresh Coat's operations manager Nick Morris also believes it's very important to give back to the communities he works in.

"The previous company I worked for gave me the opportunity to spend five weeks as a volunteer on the TV show *Extreme Home Makeover*. I got to work on

multiple home projects in New Orleans after Hurricane Katrina," he said. "I want to continue these community efforts with Fresh Coat, especially with how bad the economy is right now."

One more perk the company offers to its customers is a referral program.

"If you refer other people to us we'll come back and paint a room for you for free," Cromwell said. "People can either use it in their own homes or donate it to some other business or cause."

To find out more about Fresh Coat or get a quote for a project, call (480) 279-3632 or visit www.freshcoatpainters.com/rcromwell.