Housecall Pro

CASE STUDY

From disconnected tools to a centralized system

How Pro Image Painting scaled with Housecall Pro

HCP CUSTOMER SINCE	TEAM SIZE	LOCATION
2019	15+	LONDONDERRY, NH



01 THE CHALLENGE

Steady growth, scattered tools

Stephanie Young founded Pro Image Painting in 2007. For the first 10+ years, jobs were driven almost entirely by repeat business and referrals. This led to steady business growth, but the operational systems lagged behind.

Christina Young, Director of Strategic Partnerships, HR, and Marketing, recalls, "We really didn't have an organized project management tool. It was more through email, invoicing through QuickBooks, phone calls, text messages... writing notes on paper, maybe putting a few things into spreadsheets, and then hopefully remembering who talked to who on what day."

As Pro Image grew and the project load climbed, the need for a different approach became more obvious. The team was handling more jobs at once, and each required careful coordination: Which client is next? What scope of work has been agreed on? Who on the team is assigned? What time will the crew arrive? Has the homeowner been informed?

Without one centralized system, every answer lived somewhere different.



02 THE SOLUTION

Finding a system that could keep up

In 2019, Christina researched several project management tools built specifically for painters and found most of them too simple for what Pro Image needed.

What stood out was Housecall Pro's flexibility. The team could customize the platform around the way they actually worked, scheduling multiple projects with different scopes and segments while keeping everyone aligned. They've been using it ever since. As Christina puts it, "Housecall Pro has really allowed us to customize how we use the tool in the way that we need it."

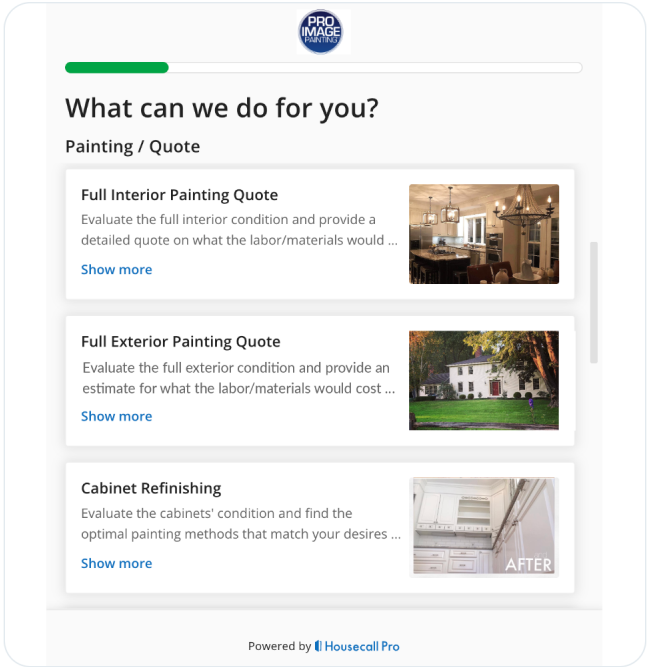
Key features Pro Image Painting relies on:

Online booking and estimates

Most painting projects start with an on-site estimate, so making it easy for homeowners to schedule one is key. With online booking built directly into Pro Image's website, customers can quickly find and book a time that works for them.

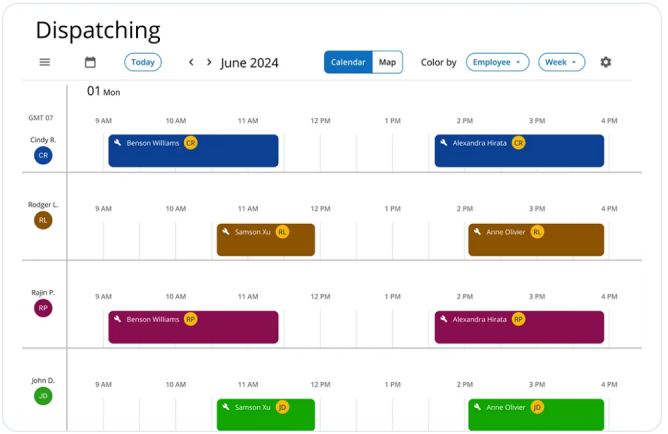
On the backend, all the details are captured for the team, and clients are kept up to date on progress.

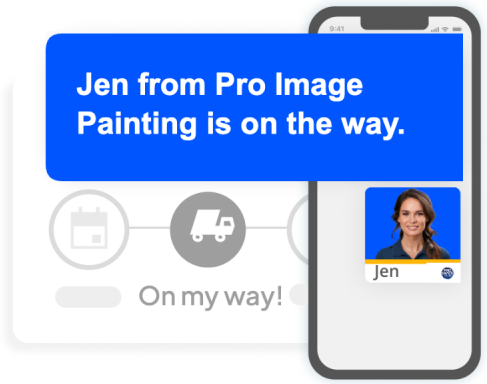
> ***"Not only are the estimates all created in Housecall Pro, but everything a client needs from the time they book the estimate all the way until it's approved and scheduled and we're moving forward to scope is all built right in."***
>
> Christina Young · Director of Strategic Partnerships, HR, and Marketing, Pro Image Painting



Scheduling and dispatching

With multiple crews in the field and 4-5 projects running at any given time, streamlined scheduling and dispatching are essential for Pro Image Painting. Toward the end of each week, the team uses Housecall Pro to look at the upcoming week's work and plan who will be assigned to what. Every evening, painters are dispatched across the region, with each getting the next day's job address and arrival time.





Automated communication

From booking and estimate confirmations to "On my way" texts with the painter's name and expected arrival, Pro Image provides consistent, real-time communication to their clients without anyone picking up a phone. According to Christina, **"Housecall Pro provides this different level of professional communication that we couldn't necessarily do without its automations."**

Private notes and scope management

For multi-month jobs with dozens of segments, Pro Image puts the agreed-upon scope directly into each segment's private notes, visible to employees, not clients. This helps the crew know exactly what's expected during each phase of a project and ensures the work is delivered as promised.

03 THE RESULTS

Scaling with consistency

Before implementing Housecall Pro, Pro Image Painting's team of four managed one to two projects at a time using a patchwork of emails, phone calls, texts, spreadsheets, QuickBooks, and handwritten notes. Today, the company handles four to five projects at once with 15+ employees, all from a single platform.

With a centralized system in place, they've been able to scale what they care about most: a quality customer experience.

"Since we started using Housecall Pro, we've really been able to scale with consistency," Christina says, **"providing the same level of customer service, the same delivery, the same communication**... all of the built-ins allow us to really meet the client's needs every day."

	Before Housecall Pro	With Housecall Pro
Team size	4	15+
Active projects	1-2	4-5
Project coordination	Managed manually through email, phone calls, text messages, notes, spreadsheets, QuickBooks, and remembering who talked to who on what day.	Streamlined on a single platform, with centralized project details for the crew and automated communication for clients.

Ready to scale like Pro Image Painting?

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