

uFire.

HOME & PROPERTY SERVICES

Every Color Reveal Is a Referral Waiting to Happen.

Painting is the most referred home service in America. When a homeowner posts their fresh exterior or dramatic room transformation, neighbors ask who did it — every time. uFire makes sure your name travels with every post.

THE PROBLEM

Why House Painting Businesses Struggle to Grow

Painters Grow on Referrals or They Don't Grow

Word-of-mouth accounts for 65%+ of new painting jobs. But most painters have no system to amplify it beyond hoping customers tell their friends.

Lead Platforms Are a Race to the Bottom

Angi and Thumbtack leads are expensive and shared with 3–5 competitors. You pay for the lead whether you win the job or not.

Your Best Marketing Sits Unused

Every finished job is a dramatic before-and-after. Without ambassadors, those photos stay on the homeowner's phone — not on their followers' feeds.

THE SOLUTION

How **uFire** Works for House Painting

1

Recruit Satisfied Homeowners

We enroll your recent customers as brand ambassadors. They already love your work — now they get paid to post about it to their local network.

2

Launch Before & After Campaigns

Ambassadors post their color reveal, the transformation side-by-side, and the 'who did your painting?' story to 500–10,000 local followers.

3

Pay Per Post, Watch Leads Come In

You pay a flat rate per post. When neighbors see a stunning transformation and ask who did it, your company name is already in the caption.

THE NUMBERS

The Math Behind the Campaign

\$4,500

Average painting job value
(interior + exterior)

72%

Of painting customers
found their contractor via
referral

8x

Higher close rate from
referral vs. directory leads

A 10-post campaign costs \$500–\$1,200. If it generates just 3 painting jobs at \$4,500 average, that's \$13,500 in revenue — an 11–27x return.

Ready to Turn Your Community Into Your Marketing Team?

Ambassador marketing for House Painting — powered by uFire.

ufire.ai/brands/house-painting

80% to ambassadors · 250–10K followers · Pay per post · Cancel anytime