



CASE STUDY 01 · RESIDENTIAL PAINTING

One click by the customer. Zero clicks for the office.

How **Accent Painting**, a Denver residential painting contractor, eliminated double data-entry across five systems and got true per-job profit visibility.

Denver, CO

Owner-operated, sub crews

15-30 jobs a month

Delivered live in ~3 weeks

5

Platforms unified behind one system of record

9

Production automations

~2min

From accepted quote to books-ready

\$0

Moved by the system — humans approve all money

THE CHALLENGE

Five capable tools that didn't talk.

Every accepted quote meant the same job got typed into three or four systems by hand.

Double data-entry everywhere

Customer info, job records, sub bills, and invoices were re-keyed between PaintScout, HeyPros, QuickBooks, and the CRM.

No per-job profitability

Paint costs landed as one monthly lump sum and sub bills weren't tied to jobs, so the owner couldn't see which jobs made money.

Invoicing lag

Customer invoices were built by hand after walkthroughs, sometimes days later. Slow invoice, slow cash.

A silent bookkeeping time bomb

The paint-supplier statement routine was one workflow change away from double-counting five figures a month in materials costs.

Marketing on pause

Completed customers never reached a marketing list, so neighbor mailings and review requests depended on someone remembering.

A fragile inherited mesh

A previous agency left ~10 Zapier zaps with no error handling, no deduplication, and no documentation.



THE APPROACH

Audit first. Then one spine for everything.

01

Deep audit

We mapped every zap, workflow, and bookkeeping habit before building — and found the landmines.

02

One job registry

One system of record ties every job's IDs across all five platforms — written once, read by everything downstream.

03

Bank-grade guardrails

Every money-writing step is idempotent, so double-posting is impossible — and nothing moves money without an open gate.

04

Keep what works

His tools and habits stayed; Zapier became a thin sensor layer feeding a monitored automation core.

WHAT WE BUILT

Nine automations, one spine.

Quote accepted → books ready

A customer accepts a PaintScout quote and QuickBooks instantly gets the customer, the job, and an estimate at the accepted price. About 2 minutes, zero touches.

Sub bills that file themselves

A subcontractor invoice approved in HeyPros becomes a QuickBooks bill in seconds, correct vendor, tagged to the job, change orders included.

Paint costs, per job

Supplier invoice emails become per-job bills automatically, and every month a robot reconciles the supplier statement against the books and emails the verdict.

Walkthrough done → invoice sent

The final walkthrough triggers the customer invoice at the accepted price, payment link included — piloted behind an approval gate, now fully automatic.

Payment → marketing, automatically

When the invoice is paid, the customer moves to "Past Customer," gets tagged, and joins a self-filling marketing list.

Crew checkbox → customer text

Subs check "1 hour out" or "final walk complete" on their existing checklist and the customer gets the text, the thank-you, and a review request. Nothing new for crews to learn.

Nothing fails silently: every edge case emails the owner a plain-English explanation and the 20-second fix.



RESULTS

Proven on live jobs, not promised.

15–25hrs

Of office data entry eliminated, per month

100%

Of workflow paths verified on live traffic

0

Duplicate transactions possible, by architecture

Days

To first fully hands-free jobs after go-live

- **True per-job P&L, live in QuickBooks:** revenue vs. sub labor vs. paint, updated the moment costs occur.
- **Caught before it cost anything:** a five-figure-per-month double-count risk in materials bookkeeping and a bank-feed misclassification creating phantom receivables.
- **Same-day proof:** a sub's invoice, change order included, became a paid bill in the books without anyone typing a number.
- **Owner adoption on day one:** he paid the first system-created bill through his normal flow instead of re-entering it.

THE FULL LIFECYCLE

Down to the last postcard.

The whole customer lifecycle runs on its own, from the first quote to the neighbor mailing.

- Quarterly email and postcard nurture goes to the self-filling past-customer list
- A thank-you gift and neighbor mailing go out automatically on final payment
- Review requests feed the client's existing crew review-bonus program
- Full documentation handed off, with an optional monthly care plan keeping watch

SYSTEMS INTEGRATED

PaintScout

HeyPros

GoHighLevel

QuickBooks Online

SendJim

Zapier · sensor layer

Make · automation core

Let's write your case study.

We'll map your systems for free and show you exactly what's double-entered, silently broken, or costing you margin.

[Book a Systems Audit →](#)

[Try the ROI calculator >](#)