

The Roaring 20 | 2010

14 Peters Paint and Wallcovering, Inc.

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1727 Ashley River Road, Charleston, SC 29407

www.peterspaint.net

Local employees: 18

Top local executive: Tommy Peters, Owner

Product or service: Interior and exterior painting and wall covering

Year founded locally: 1979

Revenue increase from 2007-2008: 49%

“The staff at Peters knows success through hands on approach”.

Company bio: Established in 1979, Peters Paint and Wallcovering specializes in interior and exterior paint, stain, waterproofing finishes and wall-covering installations.

What elements have contributed to your company’s success?

“Living the legacy of customer service and a strong work ethic, I am following in my dad’s footsteps,” owner Tommy Peters said. “My team and I live by the standard that was first set by Ben Peters, ‘the brick man of Charleston,’ an icon in the South Carolina construction industry. He taught me that one has to always justify his existence in the eyes of the customer, and I strive to do that every day.”

How have you been able to maintain your growth and success?

“The company understands the needs of contractors and construction teams. The company’s business model involves a team approach that relies on constant communication with the project management team, hands-on field supervision and dedicated crews all working together to ensure the highest-quality product is delivered on time,” Peters said.

If you were leading a seminar for business owners or managers, what three pieces of advice would you include?

1. Avoid micromanaging. Your business is a team effort. Position each member in a place where they can provide their input every day at every level.
2. Follow the job until its ultimate and obvious conclusion. Jobs where their end is drawn out and lacks closure are usually the ones that have the hidden problems. It is the end of the job that the customer remembers the most. Treat the end with the same enthusiasm as was given to the beginning.
3. Treat every job as though you are solely in the business of collecting testimonials.