

THE HIGH COST OF LOW BIDS IN

# COMMERCIAL PAINTING

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There is nothing wrong with wanting the highest quality at the lowest price. We all want a good deal. However, when you accept a low bid for an industrial or commercial painting project, it could cost you more in the long run.

“Making a selection solely based on a low bid practically guarantees you will end up with the least qualified contractor for your project,” said **Thomas Schliefer**, former professor at Arizona State University and a turnaround specialist. “It will cost you more in the long run because you will get lower quality and more headaches.”

Schliefer is right. When you get a low bid from a commercial painting contractor, it is almost always because the company is cutting corners that could cost you down the road.



# ACCEPTING THE LOW BID IS ALMOST ALWAYS THE WRONG DECISION

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Here are a few ways less-than-reputable contractors spec a job so they can submit a low bid.

## Low Bidders Use Untrained or Unqualified Labor

A high-quality **commercial painting** or industrial painting job requires experienced professionals. If a commercial painting contractor gives you a low bid, it is often because they use unqualified painters who have not been trained for the job. They may hire day workers instead of employees and subcontract work to under-insured or smaller painting crews with no insurance.

They may also pay for piece work, which pays for completed projects rather than an hourly wage. This encourages crews to work as quickly as possible instead of doing the job well.

To reduce costs, they may also skip criminal background checks or drug tests or fail to provide OSHA safety training for their workers.



## Low Bidders Often Omit Things from Bids

When a scope of work for a project is not properly defined from the start, it always causes problems. A commercial painting contractor might give you a low bid because they missed things while estimating the project or omitted things from the bid. Whether it was done in error or on purpose, you will pay the price later when the job is not completed to your satisfaction or if you have to sign change orders that drive up the cost.



**Ghaster Painting and Coatings has specialized in commercial and industrial painting for more than 45 years. We have completed some of the most challenging jobs, including high rises, painting around lots of customer traffic, painting on and around hot equipment, and painting in extreme conditions.**



## Low Bidders Often Take Shortcuts

A lot of prep work is required before a drop of paint is applied. In fact, surface preparation is one of the most critical parts of any painting job. Professional, experienced **commercial painting contractors** do not take shortcuts while preparing surfaces, but low bidders often do. This means the paint is more likely to peel, crack, chip, or fail.

Low bidders almost always use low-quality paint and finishing products to keep costs down. You may not notice anything right away, but you will not get the long-lasting, durable finish you expect. This means you will have to repaint sooner and you may incur costs to fix the deficiencies.



**Ghaster Painting and Coatings has more positive references than nearly any other commercial painting company in Arizona. That's why more school districts, industrial property owners, and commercial property managers choose Ghaster for their painting jobs.**



## Low Bidders Are Often Desperate for Work

Sometimes contractors submit a low bid because they are desperate for work. This happens when they misunderstand the actual cost of doing business or are in danger of going out of business. **One out of eight companies fails** every year in the construction sector.

You certainly do not want to work with a commercial painting contractor that is teetering on the edge of bankruptcy. You could get stuck with a job that is half done, or worse. If the company subcontracts work to contractors but fails to pay them, you may be subject to liens or lawsuits. If they have not paid their insurance bill (or never had insurance), you might be sued if there is an accident.

Another trick unscrupulous contractors use is to pay cash “off the books” or misclassify workers as independent contractors to **avoid paying taxes**. They may also fail to pay unemployment, workers comp, or other fees. When they are desperate for work to keep their business running, contractors do many sketchy things. You do not want to be associated with these illegal practices.

Another problem is that companies on the edge may not be around next year. So, if you need warranty work, you will not be able to get it if the company no longer exists.



## Low Bidders May Not Be Commercial Painting Contractors

In some cases, a company's bid is so low because they are not experienced, commercial painting contractors. Sometimes home painters bid on commercial jobs, but there is a big difference between residential painting and industrial and commercial painting. You cannot afford to work with a company that does not have years of commercial painting project experience.



**Ghaster Painting and Coatings has a crew of more than 45 professionally trained painters. Because we have painters on staff, and we don't sub out the painting, we can assure you we will have the OSHA 10 trained painting team you need to be compliant with your job.**



# YOU GET WHAT YOU PAY FOR

Author Kurt Vonnegut coined the phrase “you get what you pay for,” and he was right.

Would you trust a low-bid heart surgeon to do the best job keeping you alive or the low-bid attorney to keep you out of jail?

While industrial and commercial painting may not be life or death matters, you are trusting someone to deliver high-quality results and take care of one of your most important assets. Do you think you can trust low bidders to protect your investment in your property?



**Ghaster Painting and Coatings has a crew of more than 45 professionally trained painters. Each painter must pass a comprehensive background check to be a part of our team.**





# YOU CAN TRUST GHAster PAINTING & COATINGS

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Ghaster Painting & Coatings has more than 45 years of experience as a commercial painting contractor. We use only high-quality products and our painters are employees and valued members of our team. We drug test, background test, and provide extensive training for our employees, and we do not subcontract painting and finishing work.

We thoroughly analyze your project and conduct an on-site visit to give you a comprehensive bid that clearly defines the scope of work, and we do not take shortcuts.

We work efficiently and safely and get the job done right. We offer one of the industry's best and most extensive warranties on our work and will be here years from now in case any issues arise.

**You can trust Ghaster Painting & Coatings to deliver the quality you expect for the best possible value. Contact us to **request an estimate.****



**GHAster**  
PAINTING & COATINGS

OUR JOBS LOOK  
**BETTER LONGER**

We are here to help. Request a Bid or Ask a Question: [GhasterPaintingInc.com](http://GhasterPaintingInc.com) | (602) 277-8541