

# Custom Painting

*"Reputation Based Upon a 100% Guarantee"*



The SEFP representatives were present during the 1st Dollar of Profit presentation and those in the picture left to right include: Jerry Paweltzki, Nancy Larsen, Alan Astleford, Jesse Sutton, Gerald Bertsch, and Michael Damm.

**COMPANY:** Custom Painting

**OWNERS:** Michael Damm and Jesse Sutton

**LOCATION:** 700 East Second Street, Bridgewater, SD

**PHONE/EMAIL:** (605) 299-1070 and [custompaintingbymj@gmail.com](mailto:custompaintingbymj@gmail.com)

**NUMBER OF JOBS:** 2 Full Time Jobs

**BACKGROUND:** "Painting has been a part of my life since High School and in 2006 my mother became ill and I returned to South Dakota in 2010 to assist in her care until her transplant in 2011. I began doing a few paint projects for friends and family and local Bridgewater community members to help support the household. This year the incoming requests for painting projects began to grow rapidly and after creating a business plan and projecting the future potential cash flow, Jesse and I decided to move forward in growing the business and hopefully help better our community", quoted Michael Damm.

**ASSISTANCE/RESULTS:** Business Plan for a new business

**QUOTABLE:** *"Having had the opportunity to partner with SEFP and Nancy Larsen has given us a better understanding of starting a new small business, allowing for us to plan and grow our painting business. Having a defined Business Plan certainly helps give focus to growth and bettering our communities. Thank you to Nancy Larsen and especially the Bridgewater Community for giving us a market to grow in and help to improve community properties."*

November - 2013