

Case Study

Taylor, The Turquoise Top Hat



About Taylor

Taylor used to run a DIY paint workshop with 5 employees, but has recently downsized into a studio space. She is the only employee based in St. Joseph, Michigan and has been a retailer of Country Chic Paint since June, 2020.

Why Country Chic Paint?

Before selling Country Chic Paint, the team mixed their own paint which allowed them to offer any color a customer wanted. However, this was very time consuming and if they ran out, they were not able to quickly restock. Selling Country Chic Paint saves them time and, because of the brushes and add-on products, Taylor can offer more products in-house so customers can get everything they need in one place.

When considering a company to work with, Taylor values customer service, trustworthiness and the quality of the product. She feels that Country Chic Paint genuinely cares about their product, particularly when things go wrong and need to be fixed.

Because of Covid-19, she now values companies that understand what the pandemic has cost businesses. Going forward, she will be more conscious of policies and fees.

The wide selection of colors and affordability was what made Taylor decide to sell Country Chic Paint.

Becoming a Retailer

The process of signing up was super easy. Taylor placed a trial order on Faire and within 24 hours, Sarah reached out with information about becoming a retailer and answers to all her questions. The customer service provided without us reaching out was the deciding factor.

Results

Taylor now has more customers because she sells Country Chic Paint. Many of them have heard about Country Chic Paint from external sources and find Taylor's store with the store locator on Country Chic Paint's website.

When talking to customers, she emphasizes the all-in-one aspect of the paint, answers questions about using mineral based paint when customers have misconceptions and also directs them to the tutorial videos.

Customers love the paint and prefer it to the previous paint Taylor mixed. They like the quality of the finish, that it's easy to use, how there are no brushstrokes and that they get a good value since they don't need to come back to get more paint.