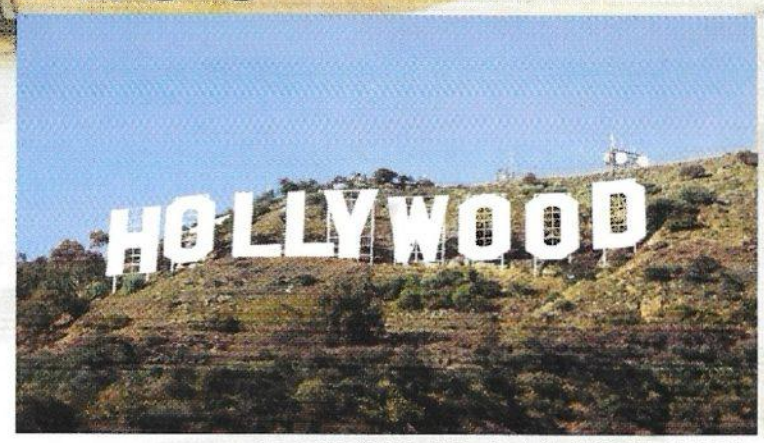
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PAINTING AND DECORATING CONTRACTORS of AMERICA 1884 ®
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Contractors Go Hollywood

From high-profile jobs to reality TV, painting contractors are in the spotlight

PLUS



A VIEW FROM THE HILL

So You Think You Can Paint?

Reality TV sets its sights on local painting contractor Brooke Cambridge and BLC Painting

Photo Credit: Lauren Poussard Photography

Brooke Cambridge of BLC Painting gives *Flipping Boston* co-host Peter Souhleris a high five during filming.

By Emily Howard

While quietly working on a contract in her office one morning, Brooke Cambridge, owner of BLC Painting, received a call that would change the face of her business, or at least put it in the spotlight. The call was from the producers of the show *Flipping Boston*, an A&E reality television show that trails Peter Souhleris and Dave Seymour as they flip real estate in a tumultuous market. They were on the hunt for a painting contractor for two projects scheduled in the area. "I thought it had to be someone pulling a joke on me," said Cambridge. Luckily, this was no joke. "When scouting for painters in the Greater Salem area, we kept hearing BLC Painting's name," said program co-host Souhleris. "We needed someone who could work fast without sacrificing quality.".

Cambridge started making the BLC Painting name synonymous with quality and professionalism when she started

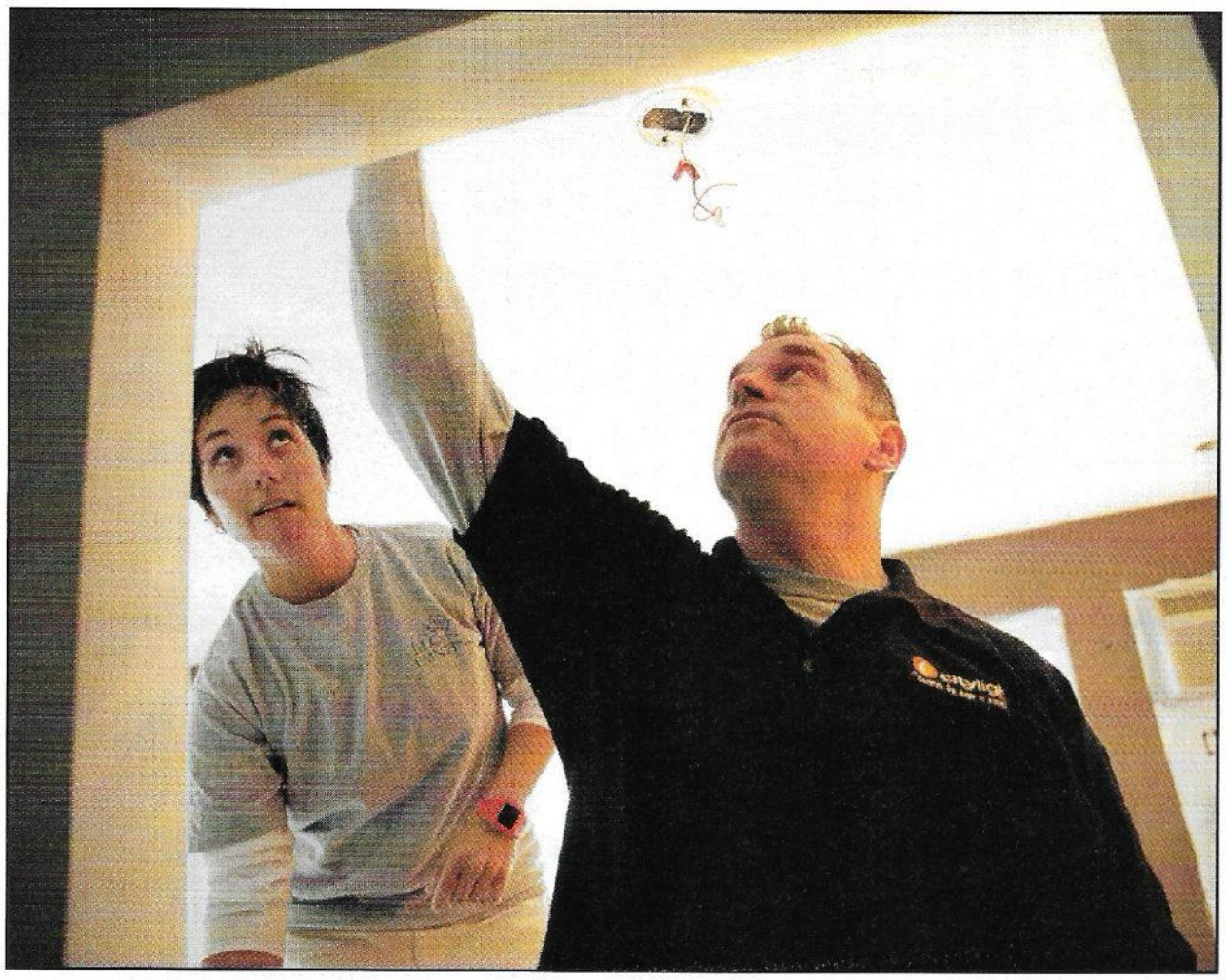


Photo Credit: Lauren Poussard Photography

Cambridge supervises as co-host Dave Seymour does a little painting.

her painting business seven years ago. "It was tough; it took a couple of years to get my name out there." However, she pushed through the growing pains of starting a business, and now she runs a crew of four and has a 90 percent customer referral base. With a good reputation around town and a quality website, Cambridge felt that BLC Painting was perfectly positioned for an opportunity like this. But there was one more thing that Cambridge was sure helped them land the gig – the logo. The BLC Painting logo, which features Cambridge's yellow Lab, Toby, is sure to catch anyone's attention. "It's spot-on with the attitude of BLC Painting – friendly, personal and down to earth."

The project was filmed over three weeks and included two buildings: a condo and a local pizzeria. Neither project was out of the realm of BLC's expertise – interior and exterior repaints is what they specialize in. However, adding in a film crew, BLC Painting learned quickly that it wasn't just about a perfect paint job but getting the perfect footage. "Filming definitely slowed the process down. It was not a normal get-in-and-get-out job." Retakes caused them to stop what they were doing and say things differently or do things differently, but everyone on the crew agreed it was an experience that was well worth it.

Despite the excitement that came with the film crew, it was critical that BLC Painting perform at the standards that had gotten them chosen for the job in the first place. We can't give too much away before the show airs, but you can expect some bright colors and great cut lines.

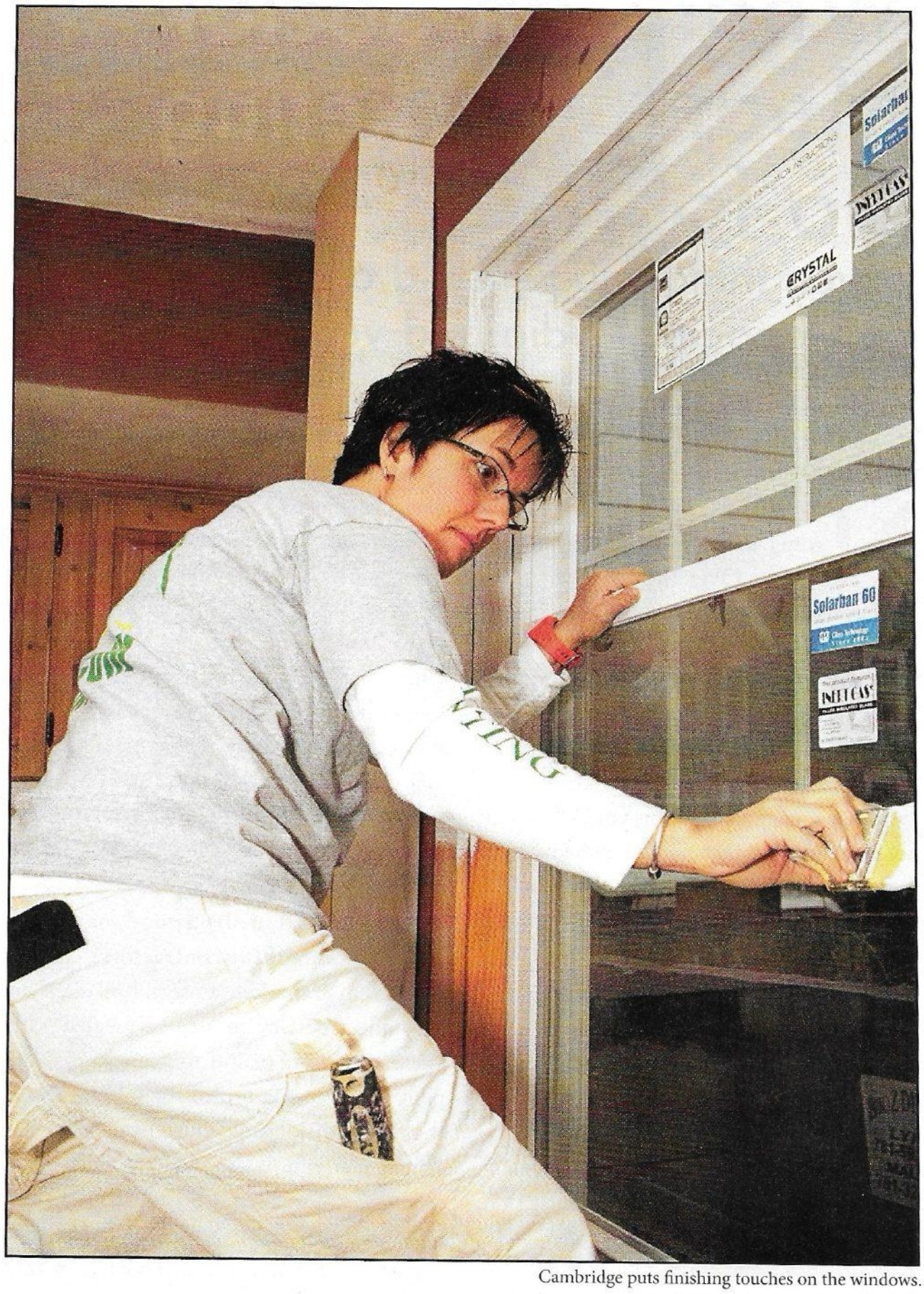
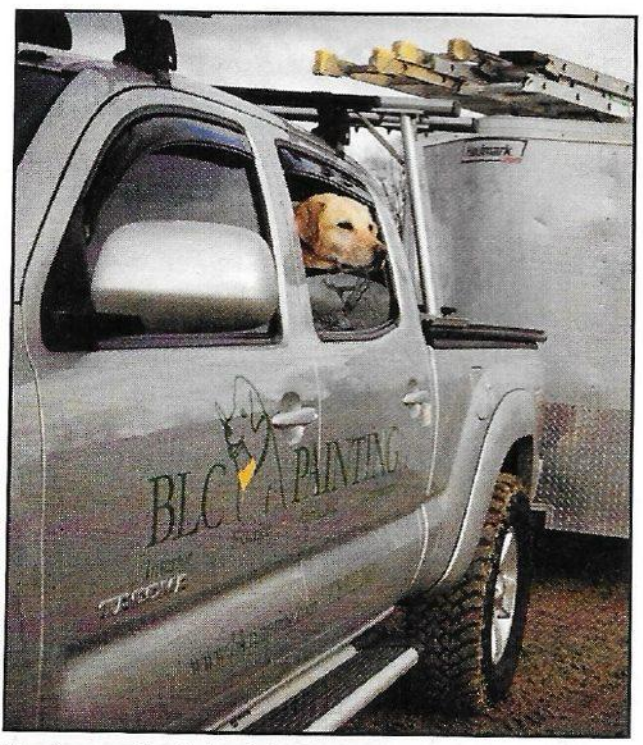


Photo Credit: Lauren Poussard Photography

Cambridge puts finishing touches on the windows.



The famous dog behind the logo: Toby!

Now that the word is out about BLC working with *Flipping Boston*, Cambridge feels that they are getting a lot more recognition around town. They've been contacted by local papers and magazines and of course *APC* to do interviews. They're pushing the great news out to clients and prospective clients as well. "We have a marketing and PR consultant who is sending out press releases. I also stay on top of social media and send out a monthly e-newsletter to keep people involved."

When the job was finished, the hosts of *Flipping Boston* were quite pleased with the experience with BLC Painting. "Brooke's team has exceeded our expectations" is what Souhleris had to say. And as for Cambridge, "My favorite thing about this whole experience was it was just so different from what we normally do. It was fun being around all the cameras." Maybe this will be just the beginning of a long career in the spotlight for BLC Painting. APC

See episodes of Flipping Boston *with BLC Painting on February 29 and March 2 and 9.*