



Fridholm Painting and Remodeling

John Fridholm, Owner



Success Magazine: John, how did you get started in the painting business?

John Fridholm: I painted houses during the summer between college semesters to fund my education—along with a memorable group of friends I grew up with in Burnt Hills. That was my initial start with painting, and with owning and managing my own business.

SM: What types of painting do you specialize in?

JF: We cover all aspects of interior and exterior painting projects including cathedral and popcorn ceilings, wallpaper removal, aluminum siding, and deck staining. We work with a wonderful interior decorator for clients needing assistance in color selection for their homes. Our specialization is in our ability to source what the client seeks or requires for their specific painting project.

SM: What made you diversify from painting into the remodeling business?

JF: It was a natural fit. Clients would routinely ask if we provided remodeling services or if we could refer a firm. I knew the opportunity was consistently there and chose to take the step recently to enter the remodeling business and bundle it with our other carpentry, plumbing, and painting services.

SM: What areas of remodeling do you focus on?

JF: Our current focus is on kitchen and bath remodels with emphasis on tile work such as

decorative backsplashes, flooring, and counters. We are also engaged in several basement remodels—a popular improvement for many clients looking to upgrade or expand their living space by converting a basement into a functional living area.

SM: Why have you been successful in the painting and remodeling business through the years, when so many others have failed?

JF: I would say that my father's emphasis that there are no problems, only challenges and opportunities, has resonated throughout my pursuit to emulate him as an entrepreneur. When faced with difficult issues to solve, I try to remain focused on the opportunity and pursue a constructive outcome for all. Both my mother and father encouraged self-improvement throughout my life. I believe the support and values they instilled allow me to continually move forward and remain successful in this business.

SM: What separates you from other painting contractors in the region?

JF: I learned a few simple truths shortly after returning to the contracting business. If you show up, give a fair price, do what you say you are going to do, clean up, and say "thank you"—people appreciate the work. I strive to operate my business with these truths in mind for every home we visit.

SM: What is an ideal client like?

JF: Our best clients are those who are looking for a long-term investment in their homes through painting, improvements, and remodels. My favorite call to receive is from a repeat client I worked with a few years back. It is with great appreciation that I am called back to assist them again.

SM: What plans do you have for the next five years?

JF: I will continue to build a team of painting and remodeling professionals to service the Capital District area. It is my goal to continually strive for satisfied customers whom invite me back to their homes for additional services and have their neighbors invite me to do the same.

SM: How do you define success in your business?

JF: Success is a satisfied repeat client. When our clients see that we deliver on our promises and do it with a sense of passion and pride, they know they can trust us for future jobs.

FRIDHOLM
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We love what we do!

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