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**Success Magazine:** Jay, how did you become a leader in interior finishing and wallcovering?

**Jay Dickinson:** By doing the best possible quality work on every single job.

**SM:** How has technology changed your process?

**JD:** We have always kept up with the latest technology necessary to provide the highest quality work. We also take time to train our employees on all the newest technological advancements.

**SM:** What new technologies are you using to improve your results and production?

**JD:** We finish our stained wood trim in a properly equipped finishing shop that allows us to produce a furniture quality finish. We also just upgraded our equipment with a profile sander and an automated in-line finishing machine in an effort to improve quality, delivery time, and lower the cost for our customers.

## *Top Quality—Every Time* **Precise Painting and Wallcovering, Inc.** **Jay Dickinson**

**SM:** With as many projects as Precise Painting and Wallcovering has, can clients all expect the same satisfaction and attention to detail?

**JD:** Yes. All our employees are trained to do the best quality work no matter who the client or what the job. We have spent many years finding the best painters in the area. We also try to provide our employees with great pay packages in an effort to attract and keep the best painters. We are very proud of this and it has worked well. We have an extremely low turnover rate, and all our people take great pride in our accomplishments as a team.

**SM:** What, in your mind, is the most important aspect of your business?

**JD:** The fact that all our employees have the same mindset about our work—to make our clients happy by providing the best workmanship and customer service money can buy. We also make it a point to complete every job on time.

**SM:** How has being the best in your field changed your view of yourself and your competition?

**JD:** Over the last thirty years, my company has gone from me doing the work myself to employing many great workers. I consider it such an accomplishment to be able to do the highest quality work by teaching and requiring all of our

people to master their craft. I also don't consider my competition an enemy...they are my peers. I respect them even when I lose a job to them. Because of this, I think they respect me.

**SM:** What can a client expect when doing business with Precise Painting and Wallcovering?

**JD:** A client can expect to be working with a respectful company that has the knowledge and ability to complete the job to their utmost satisfaction. We deliver exceptional quality on time, and for the price that was agreed upon.

**SM:** Why is Precise Painting and Wallcovering the best choice for all of our readers?

**JD:** It is simple. If you want your job done right, we are the best choice. It always pays in the long run to do things right.

**SM:** What does success mean to you?

**JD:** To me success is making a respectable living and being able to support my family. It is providing jobs for the good people who are part of the Precise Painting team. Success in this line of work means walking away from every job feeling proud of the work we did. And, when I teach a young person a trade that can make them an honest living for the rest of their life...I feel as though I have succeeded.

**Precise** ★  
**PAINTING & WALLCOVERING, INC.**  
Interior Finish Specialists  
Wallcovering Sales & Installations  
Shop Applied Finishes

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