

Women Who Paint

Your Walls Tell Your Story

By Nishia Klein

There is truth in the simple quote by A.D. Posey, “Every painting tells a story.” As Kristol Jaskul sees it, every painted wall tells a story, too. Kristol loves to paint. She believes the color, texture, patterns, and precision of a painted wall tell the story of the person who owns that wall. She loves to help home and

business owners tell their story through paint. This is why she founded the woman-owned and operated painting business, Women Who Paint.

A bold, zesty orange is added to the dining room walls of Nancy MacDonell and Kerri Reid’s home. They’re not nervous about their color choice. “It’s not Broncos orange, but it’s bright and bold,” Kerri beams confidently. “Kristol worked with us to find the right colors, colors that truly express who we are. We trust her and the entire team. We respect their knowledge. They really know colors. We loved the collaboration.”

Women Who Paint began as an interior painting business, but they have now moved to both interior and exterior painting services for residential and commercial clients. “My clients kept asking me to paint the exteriors of their homes, so we are now proud to offer exterior painting,” says Kristol. They do decorative and faux painting, as well. Their motto is: “If it can be painted, we will paint it and paint it well.”

Personal attention and positive client relationships are a couple of the key ingredients that make Women Who Paint stand out from the competition. From the very first meeting, Kristol makes sure she connects with the clients and clearly defines their needs. “This is their home. I feel it is so important to get to know them and their story.” Kristol personally manages each project to make sure everything goes smoothly. If a client has a concern, she and her team are always available to immediately address it. Before they put away their paintbrushes, Kristol takes the client on a walk-through to ensure everything is perfect. A client once asked, “Are we being too picky?” Kristol replied, “No! Be picky! I want you to get the best, and this is our chance to make sure we hit that mark.”

Testimonials from client and after client confirm the result of their dedication. “A friend recommended Women Who Paint years ago,” explains Nancy. “We’ve hired Women Who Paint five times to paint our personal home as well as our rental. Kristol has never let us down, and we wouldn’t dream of going with anyone else.”

When asked what makes them different from other professional painters, Kristol is quick to laugh and say, “We’re dog lovers.” Although said

in jest, it is very true. “We love animals, and we recognize that we are in their home, so we make every effort to connect with them,” Kristol says. “We’ll even throw a ball for them. I consider the entire family to be my friends, and that includes the furry ones.”

More seriously, Kristol says, “Our team is why we are successful.” The Women Who Paint team is composed of mature, dedicated adults who love to paint. When Kristol hires painters, she looks for detail-oriented people who take this opportunity seriously. “A lot of people don’t realize that painting is ‘finish work,’” explains Burt, one of the few male painters on the team. Burt has a background in residential construction. “I want to bring the skills I learn from painting to all the projects I do. I truly enjoy working at the detail level that painting requires.”

Mimi has been on the team since 2004 and loves her job because they make people so happy. “Kristol is wonderful, and that is why I have stayed for several years now,” Mimi continues. “She’s fair, she’s a hard worker, and she makes sure that although we pay attention to details, we also have a good time.”

Another employee, Laura, chimes in. “I’ve been painting since I was a teenager. I’ve worked for other painting companies that did not have the level of integrity or work ethic that Kristol has. That is why I work for Women Who Paint.”

Women Who Paint have painted two houses or businesses every week for 12 years—that’s a lot of happy customers. It takes more than just hard work to reach this milestone. What’s their secret? Repeat business and word-of-mouth is all the advertising they have to do. “I love that my customers from 10 years ago are calling me back to paint again,” exclaims Kristol. Women Who Paint use only conscientious, quality paint to be sure their clients receive the highest quality products and service possible. Located in Lafayette, Colorado, they can be reached at 303-666-8745. Kristol invites you to “like” Women Who Paints FB page or you can visit them online at www.womenwhopaint.com. **WE**



Owner Kristol Jaskul (left) with staff