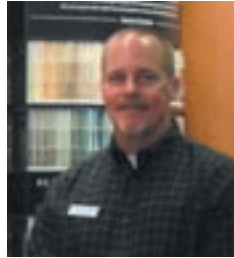




## The 140 Year Store...And Still Going!

"Benjamin Moore® was always the brand that was the industry leader – the one everyone wanted on their shelf. We were thrilled to put that shingle on our front."



Spoken by a true leader and great businessman, Chuck Kempton is the proud owner of four independent paint and flooring stores in Missouri – one of which has been in business for 140 years!

Dugan's Paint and Flooring Center in Sedalia, Missouri, Kempton's flagship store, opened its doors in 1871. The business began as a paint and glass store and split into two separate companies in 1980 as the paint sector continued to grow. "As a courtesy to the other locally owned Benjamin Moore store in the area, we didn't sell the brand," stated Kempton. "When they didn't have any family members left to take over the business, they closed down. We felt sorry for them, but jumped on the opportunity to carry Benjamin Moore products."

Kempton joined the family business as a teen and learned everything he knows from stepfather Bill Dugan. When he was only 21, he saw an untapped market in the Lake of the Ozarks region. "There was a lot of construction going on there as a new vacation destination was being developed. I knew the contractors would need paint, so I seized the opportunity to gain their business," replied Kempton. In 1983, the second Dugan's opened in Laurie, Missouri. As the area continued to flourish with painting demands, the third store was opened in Osage Beach to serve the east side of the Lake of the Ozarks. "We never had the intention of opening another store, but as the orders and customer base grew, we decided to do it and never looked back." The fourth location is in Warrensburg, Missouri where Dugan's took over the operations of Zeke's Paint and Design Center.

"Benjamin Moore has helped our business grow," said Kempton. "The low VOC aspect and outstanding performance of the products keeps customers coming back into our stores. They know we really deliver the best with the products we sell."

As an owner of four successful stores, Kempton plans on keeping it in the family for generations to come. His nephew and daughter are already involved in business. "I anticipate another 100 years!" he exclaimed.

*Below is a list of tips from Chuck Kempton on how to stay in business (and thrive) for 100+ years!*

- ✓ **Have strong brands that you believe in and stand behind** (e.g., Benjamin Moore)
- ✓ **Seek opportunities/think of ways to grow your business**  
Kempton discovered the Lake of the Ozarks region needed a paint supplier.
- ✓ **Set yourself apart/take the pressure of color selection off the customer**  
Dugan's has the **Color-Back Guarantee** – if you buy 2 gallons of the same brand/type and color of paint and are not satisfied within 14 days of your purchase, you may return both gallons [used or unused] in exchange for 2 gallons of the same brand/type at no charge.
- ✓ **Work hard on establishing your Internet presence**  
Reach the customer who hasn't found you yet – create a facebook account, write a blog, advertise.
- ✓ **Continue to reinvent yourself**  
Give your customers a reason to keep coming back – change your store decorations/displays each season.
- ✓ **Make it easy for your customers**  
Kempton has a color dot system and makes up an index card for every customer – this way if they come back years later and they don't remember the exact color, the store has the name and color dollop on file to prevent a mistint.
- ✓ **Create an experience for your customers**  
We all know customer service is important, but you have to keep in the back of your mind that consumers can buy products all over the place – relationship selling is so important for repeat customers; learn as many names as you can and establish a trusting, friendly relationship with each person who walks through your door.