

# Case Study

Nicole, Junkin' Belle



## About Nicole

Nicole Potts runs a brick & mortar store in Advance, NC, as well as a booth in Winston Salem, NC. She sells new, antique and vintage furniture, home decor and has a DIY studio where she runs workshops. She has been selling Country Chic Paint at her booth since October 2019 and at her B&M since November 2020.

## Why Country Chic Paint?

Before Country Chic Paint, Nicole had never sold paint, but personally used a different brand until they changed formulas. She decided to try Country Chic Paint and, after only one week, she placed a wholesale order because she loved it so much.

Nicole looks for companies that have integrity, good customer service and especially value small businesses. She has always felt very supported by Country Chic Paint, even throughout the tough times faced by small business owners during Covid-19.

## Becoming a Retailer

The process of becoming a retailer was absolutely painless and she received plenty of help from a Country Chic Paint employee throughout the process.

## Results

Many of her customers had never heard of Country Chic Paint before, but due to her selling and promoting it, there are now customers who come specifically for Country Chic Paint. She tells customers that she loves using the paint herself and loves Country Chic Paint as a company. She emphasizes that it is easy to use, has amazing coverage, takes less paint than you think, can be used indoors, and focuses on the colors because she loves them.

Customers are initially skeptical as they have to go by her word alone, but after trying it out, they love it.

She advertises Country Chic Paint on all her marketing platforms around her local area including her billboard, website, social media, local businesses, scrolling TV ads, window signs and restaurant menus.

Consumers are very impressed with the pieces that she sells and they attribute that to the paint and the way she uses it.