



COMMERCIAL
PAINTING · OCTOBER
2026

Standard repaint is not the hard part. *Specialty coatings are.*

Hi {{first_name}},

Standard commercial repaint work is not the hard part of hiring in this trade, the existing labor pool covers it fine. The real bottleneck is specialty work: intumescent fireproofing applicators and multi-trade project managers are scarce enough that firms who can staff them are winning bids competitors cannot even estimate.

THE NUMBER THAT MATTERS

12-15%

annual wage growth for intumescent fireproofing applicators, a small labor pool with a catastrophic failure cost.

60-90

days to fill a senior project manager; multi-trade PMs command a 15-20% premium over generalist painting PMs.

NACE-certified industrial-coating specialists (petrochemical, marine, infrastructure work) command 20-30% premiums over standard commercial rates. The residential-to-commercial talent transfer is harder than it looks, OSHA silica rules, confined space, and fall protection do not come standard on a residential resume.

THIS MONTH'S READ

Top 10 Hiring Challenges in Commercial Painting Recruiting (2026)

Why specialty coatings, not standard repaint, decide which firms can actually staff the bids they win.

[Read the full guide →](#)

FROM THE FIELD

Proof, not promises

We recruit continuously for commercial painting, so the shortlist exists before your seat opens. See real hiring wins from other trades we recruit for, and ask us about our track record in your market on a discovery call.

[See real case studies →](#)

QUICK WIN

If you can staff intumescent fireproofing or NACE-certified industrial coatings work, you can bid jobs your competitors have to pass on. That is a recruiting advantage worth building deliberately.

Hiring painting pros? Book a call

If painting hiring is on your plate this quarter, that's all we do. Reply to this email or grab a time above.

Michael Carter
President, My Trade Talent

My Trade Talent · 800 Lumiere Place Blvd., Suite 300, St. Louis, MO 63102

314.886.7975 · staffing@mytradetalent.com

You're receiving this because you asked for hiring-market data from My Trade Talent.

[\[Unsubscribe: Smartlead inserts this link at send time\]](#) · [Privacy](#)

© 2026 My Trade Talent. All rights reserved.

INTERNAL ONLY: NOT PART OF THE SEND

EMAIL SETUP

SUBJECT	Standard repaint is not the hard part. Specialty coatings are.
PREHEADER	Why firms who can staff fireproofing are winning bids others cannot estimate.
SEND DATE	October 2026
AUDIENCE	Commercial Painting contact list
APPROVER	Neil