



Painting smiles... at the right price

Client Manual



Why Varsity?

Peace-of-mind - Abundant communication before and during the project through meetings, notices and e-mail progress reports. Any concern addressed immediately by our English-speaking foreman.

We always use the best paint products, and our long-term craftsmen painters provide quality workmanship. This results in a long-lasting paint job that we back with a 7-year warranty, the longest in the industry (2 years on metal).

Founded in 1993 by Roland Thoms

Over 80,000 residential and commercial properties painted.

We specialize in HOA, apartment, and commercial painting.

We have long-term painters with years of experience.

Peace-of-mind painting at a competitive price.

Our services:

- Exterior & Interior Painting
- Wood Rot Replacement
- Color Consultation
- Digital Color Rendering
- Pressure Washing

“After painting both of our shopping centers, our tenants took the time to call or come by to thank us for hiring a company whose employees were so sensitive to the needs of their business and their customers”.

Roberta Rivet

R. T. Nahas Company

“With 180 homeowners Live Oak HOA, issues were bound to arise when their homes were painted. I was impressed how Varsity Painting resolved any concerns immediately and reported back to me. Job well done.”

Robyn Hetland

Homeowners Business Management 180 units. Digital Color

Varsity Painting raises over \$100,000 annually for the Children’s Tumor Foundation for Neurofibromatosis research. Total raised is over \$2,000,000 and counting.

Our reason: varsitypainting.com/Camille



Our Team



Roland Thoms
President



Brian Teal
Vice President



Mandi Newton
VP of Marketing & Business
Development



Chad Bruckner
VP of Production



Julie Noftzger
Project Coordinator / Customer
Service



Sean Ward
Senior Estimator



Morgan Foster
Payroll & Human Resources



Carter Thoms
Residential Sales



Greg Morgan
Director of Client Success,
Certified Color Consultant



Larry Mellberg
Director of Marketing
& Business Development



Maria De La Rosa
Controller



Jose Bolanos
Safety & Recruiting



Katie Noftzger
Marketing Assistant



Marco Sanchez Bucio
Sales & Estimating



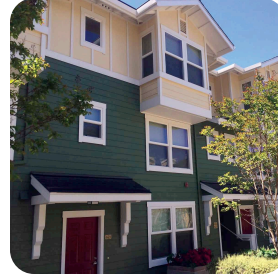
Our Projects



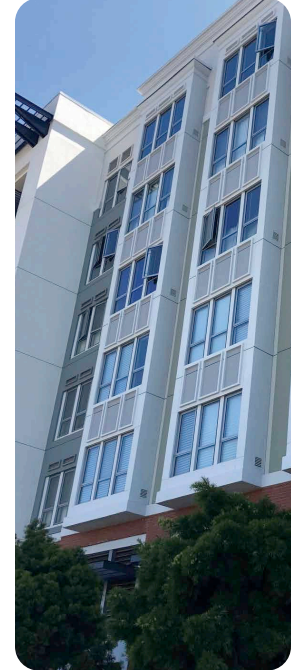
Tannery Artist Lofts
Apartment Community



Hamilton Landing
Commercial Building



Oak Court Apartments
Apartment Community



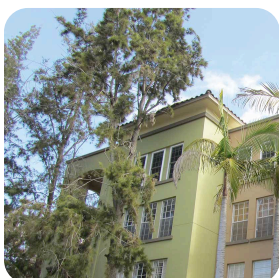
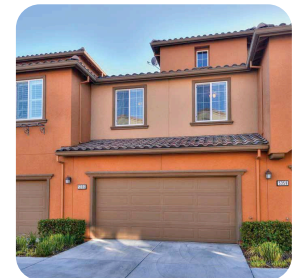
Broadway Grand
Homeowner Association



Santana Row
Commercial Building, Homeowner Association, Retail Center



Fioli
Homeowner Association



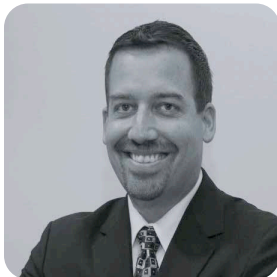
Uptown
Homeowner Association

Testimonials



“After 25 years in the industry of working with challenging boards and underperforming contractors, it was refreshing to work with a company like Varsity Painting who approached each component of the project with professionalism and abundant communication. They made one of my hard-to-please boards a Varsity believer.”

Sharon Massingham
Founder of Massingham and Associates



“We’ve worked with Varsity Painting’s group many times over the past decade and they’ve proven again and again to be amongst the very best in the business. Their team is capable, friendly, knowledgeable, courteous and, perhaps most importantly, very good at what they do. Their management team is focused, responsive and eager to please. With large paint jobs, regardless of contractor selection, there is inevitably some kind of problem – after all, in a condo community with 200 owners there are 200 different ideas of what a “good job” is. With Varsity, if any issue does arise, one call will fix the problem. This is absolutely invaluable – and is the proverbial cherry on top differentiating Varsity from the rest. Do yourself and your community a big favor and consider working with Varsity on your next paint project!”

Jason Marquez
CJM Association Services, Inc.



“After a nervous call to Varsity about a large and complicated job, I quickly felt at ease speaking with Roland Thoms, the owner. Varsity had my back and came through exceeding expectations. The workmanship was impressive, the coordination was seamless and the pricing was right! I highly recommend Varsity for any commercial building job. Varsity will always be my first painting go-to.”

Tancia Jackson
General Manager, TMG Partners



“I have worked with Varsity Painting for over 10 years. It has always been a very smooth and easy process. Roland and his team are amazing. From completely understanding the scope of work, to suggestions on paint colors and schemes, to scheduling and project follow up and completion. It is a very easy process. I have worked with Varsity Painting on both residential and commercial projects. I have been very satisfied with the finished products for both. Varsity Painting is a great partner and I look forward to our continued relationship.”

Manny Moreno
President, PJMB Commercial

“I’ve been working with Brian, Mandi and the Varsity Painting team for over 15 years. They are one of the SF Bay Area’s premiere painting firms and I would recommend them for any painting job, no matter how small or big. I’ve used their services for a variety of jobs, from a few hundred dollars to over \$100,000. They have always been professional, responsive to our needs, return for callbacks or warranty work without hesitation. The crew is polite, professional, in uniform, on time, clean and we’ve never had any issues or problems with their work. I highly recommend Varsity Painting for any interior or exterior painting work.”

Steven McDonald
VP of HIP Housing Affordable Ventures, Inc.



“Just a note that THIS is why I always and only want to use Varsity. Every project inevitably has some crazy silly problem that could have been escalated to extremely negative result(s). Over the years Brian, and the entire Varsity crew, have always resolved every issue to the ultimate and joyful satisfaction for the homeowners, Board, and (let’s face it it’s all about me!) the manager. Brian’s immediate response filled with concern, and not defensive posturing, will not be forgotten for a long, long time.”

Elizabeth Loveton
CMCA, Senior Portfolio Manager

At Varsity Painting, we will guide you through the color selection process to achieve color certainty.

1 Meet our color consultant

Here we will discuss: color preferences, color placement and architectural features and highlights.

2 Digital Renderings

A building in your community will be digitally painted with 3 -5 different color schemes.

3 Fine tune your color selection

Discuss with the color consultant what you like and don't like until you narrow it down to 1 or 2 schemes.

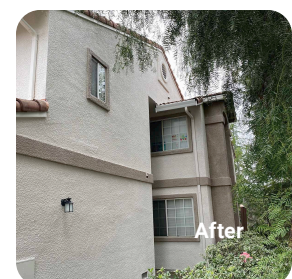
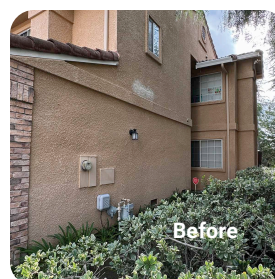
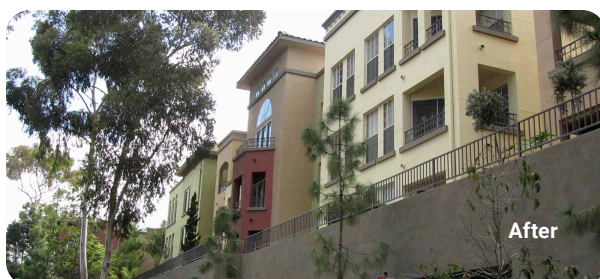
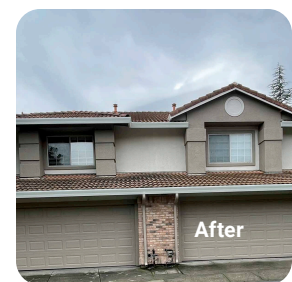
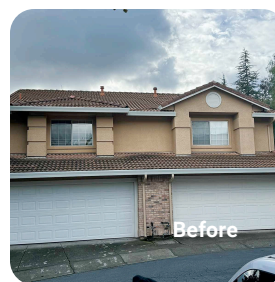
4 Color Patches

Varsity will do large test patches showcasing the chosen colors as they are painted directly on a building in your community.

5 Pick your colors and away we go

“Varsity is at the top of my bid list...”

Shelley Ortez CCAM, CMCA
Senior Association Manager,
Associa Northern California



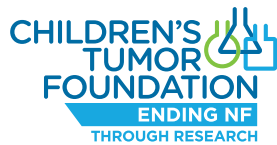
Varsity is more than just a painting contractor



With your support over the years, we have raised over \$2 million dollars for the Children's Tumor Foundation ctf.org

In 2023, the Thoms Family (Roland Thoms, owner of Varsity Painting) were awarded the Humanitarian award for their tireless fight to find a cure or therapy for Neurofibromatosis.

At Varsity, we are proud to support CTF and other local Bay area charities.



2023 CTF Humanitarian award winners



2017 CACM Vision Award winner for "Corporate Social Responsibility"

Join us at the 19th annual Halloween Bash, hosted by Varsity Painting and the Thoms family.

Each year, this benefit raises over \$100,000. It's a celebration of life that started after Camille's first surgery at the age of 7.

19TH ANNUAL HALLOWEEN BASH
THEME: ROYALTY
FEATURING: 
10192024
A BENEFIT FOR THE CHILDREN'S TUMOR FOUNDATION





Protect your painting investment with Varsity Elite

elite Product:

Sherwin Williams Duration Outstanding durability and exceptional color retention

elite Warranty:

10-year workmanship warranty backed by Varsity Painting

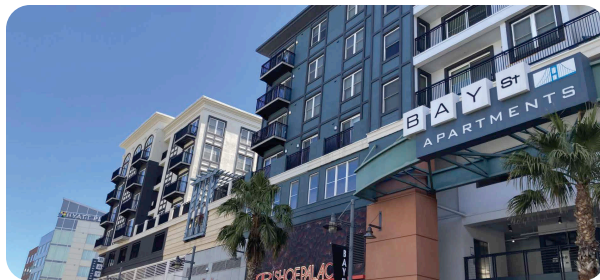
10-year paint product warranty back by Sherwin Williams

elite Team:

Crew chief working on the project is a 10-year + veteran of the company

"I personally oversee every 'Varsity Elite' project and do an end-of-project walkthrough to ensure it meets my exacting standards. We look forward to protecting your investment for the next 10 years."

Roland Thoms
President
Varsity Painting



My Community Makeover Preparing for your next painting project



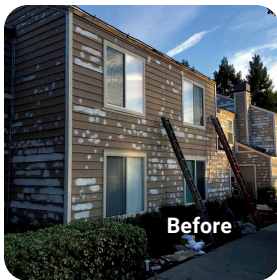
Beautify and protect your most important investment

Let's get the ball rolling on your next painting project!

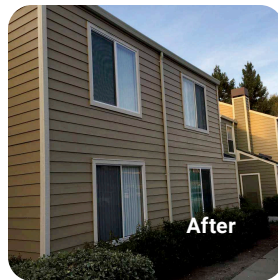
Varsity is a B licenced contractor

Your one-stop-shop for your community makeover

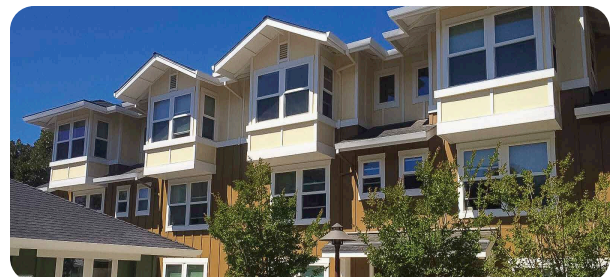
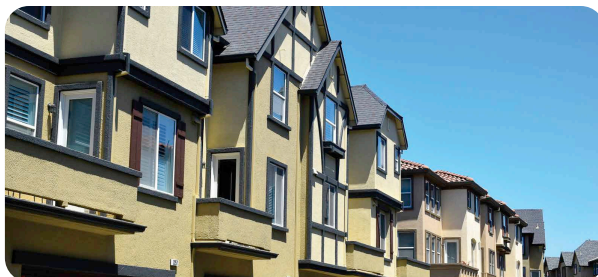
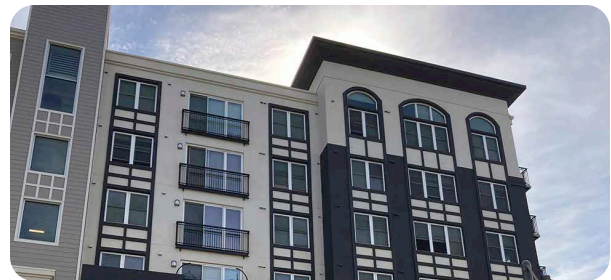
1. Pre-painting substrate (wood, stucco, metal) repair inspection
2. Painting specification by Paint manufacturer
3. The guideline for you to solicit painting proposals
4. Color consultation
5. Meeting with our in-house color consultant
6. Digital color renderings of 3-4 color combinations
7. Varsity Painting proposal
8. Peace-of-mind painting....at the right price



Before



After





Commercial Painting at the right price

Exterior & Interior Painting

Common Areas Painting

Vacant Unit Touch Ups

Fire Lanes Painting

Curb Painting

Bollards

Lamp Pole Refresh

Pre-painting Repairs (wood, stucco, metal, drywall)

Color Consultation & Renderings

Shopping Centers

Distribution Centers

Warehouses

Industrial

Parking Garages

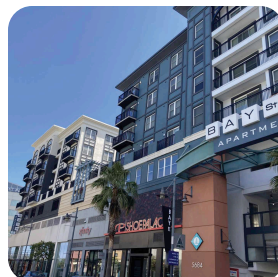
Hotels

Office Parks

Healthcare Facilities

“Varsity Painting truly values their clients, and we couldn’t be happier with this partnership. I highly recommend utilizing them for your next paint job!”

Amber Levine
Paramount Property Co.





*“There’s no shortcut to success.
It takes a great team. We offer
peace-of-mind painting, and we
will stand behind our work until
it’s time to paint again”*

Roland Thoms
President,

Varsity Painting

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