



Homegrown business serves Coppell

By Tasha Hayton, Staff Writer

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From painting one house to starting a painting company from home, Right Choice Painting is an example of running a family business in Coppell.

Coppell has approximately 1,200 businesses, including in-home businesses, said Sharon Logan, community information officer for the city of Coppell.

All businesses in Coppell are required to register the "doing business as" name with the county, Logan said.

In Coppell, residents are able to start a business and run it from their homes as long as only members of the immediate family are employed, according to a new business guide in the city of Coppell.

Right Choice started as a favor to a neighbor, said Jan Wagner, from Right Choice Painting. Wagner's husband, Jeff Adkinson, decided to paint the house himself, she said.

Several people stopped by the project and Adkinson ended up with six jobs on the same street, he said.

He never intended for it to be a business, but since people started calling for his services, Adkinson registered the business. Now, after 18 months in business, the company uses three crews of about 20 painters to service the Coppell and Valley Ranch area, he said.

Adkinson originally worked for a large construction company but got tired of traveling six days a week, so he took the opportunity to work closer to home, or rather, from home, he said.

In Coppell, where "everybody knows somebody else," it's important for the company to maintain good relationships with its customers since "word of mouth" is one of the main ways the company gets new business, Adkinson said.

"We never leave a job until a customer is satisfied," he said.

Coppell is community where people stay and want to improve their homes for the long term, Wagner said. Because the business focuses on providing service to people in Coppell, Wagner and Adkinson have worked to build a good reputation in the area, she said.

"What's most important to us is our reputation," Wagner said.

Originally, Adkinson ran the business alone, but after he started receiving too many calls to his cell phone, he and Wagner set up an office at home, they said.

Wagner worked in sales before working with her husband, and she takes calls from their business line at home and does all the advertising for the company, she said.

In keeping with the family business, Wagner's daughter also helps with administrative work from the home, she said.

Although the business is growing and the word of mouth is spreading, Adkinson said, he isn't sure where he wants the company to go.

Working as he does now, he could not double business, because he wants to keep it a smaller family business focusing primarily on the Coppell and Valley Ranch area, he said.

But it is becoming increasingly difficult for the company to stay small since the signs and trucks can be seen throughout the town, Adkinson said. In the past year, he has driven about 25,000 miles and has hardly left Coppell, he said.

"People see my red truck everywhere," he said.

As a smaller business, Adkinson said, he can better control the quality of work, because he is able to go to every job site, and his customers know him.

His customer service attitude is what makes him stand out, Wagner said.

"He's good at what he does," she said.

To better serve the area, the company has distribution rights for Rhinoshield, a paint coating with a 25 year warranty, in Coppell, Valley Ranch and Tarrant County, Adkinson said.

In addition to being a registered business in Coppell, Right Choice Painting is also a member of the Better Business Bureau, Adkinson said.

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