

Wellington Decorators - Competitor Analysis Report

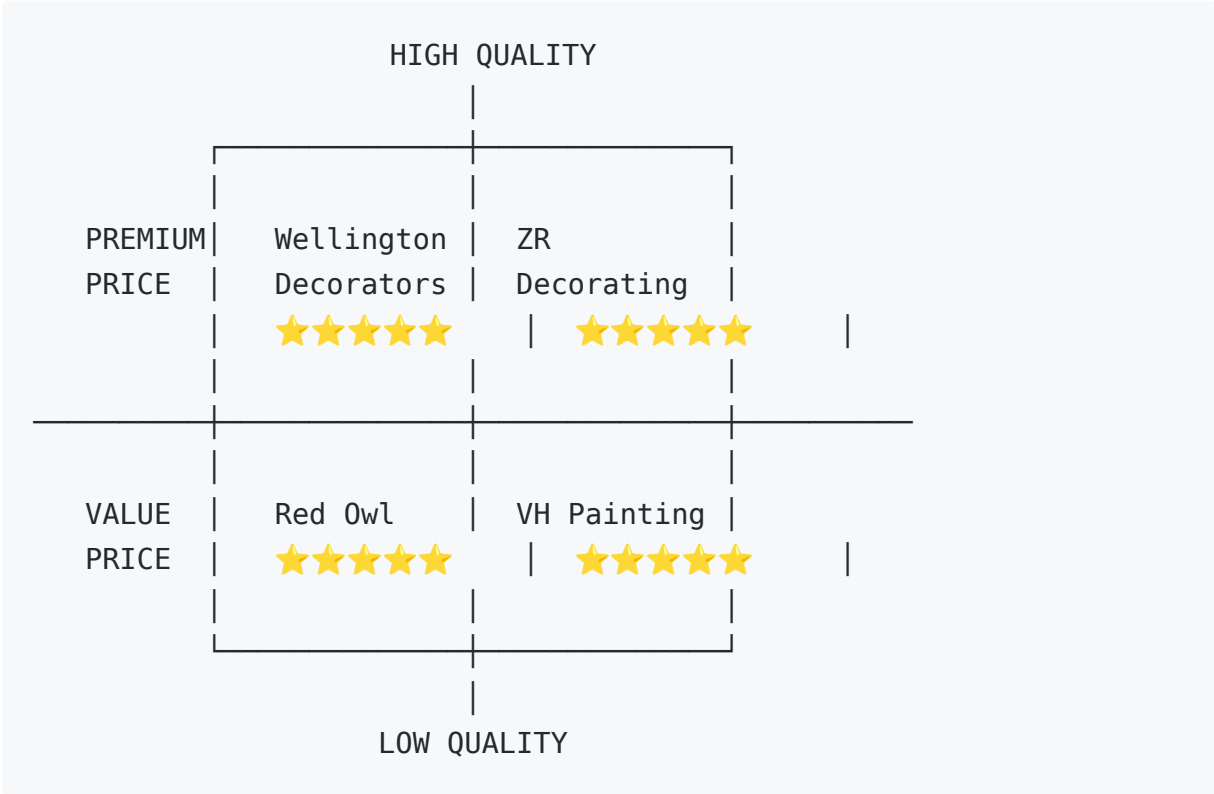
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Executive Summary

Wellington Decorators operates in a competitive market with 6-8 significant competitors. The key finding is that **Wellington Decorators has the strongest credential combination** (Master Painters + 5-Year Guarantee + Eco Decorator), but competitors are close behind and aggressively marketing. This report provides actionable intelligence for differentiation and competitive positioning.

Competitive Landscape Overview

Market Position Matrix



Detailed Competitor Profiles

1. ZR Decorating Services ⚠️ PRIMARY THREAT

Attribute	Details
Website	zrdecorating.co.nz
Location	Hataitai, Wellington
Google Rating	5.0 (40+ reviews)
Experience	15+ years
Contact	021 912 377

Certifications & Awards: - ✅ Master Painters NZ member - ✅ 5-Year Workmanship Warranty - ✅ SiteWise Gold (Health & Safety) - 🏆 Multiple Master Painters Awards: - Interior Under \$25K - Exterior Contemporary - Residential New Interior over \$25K

Services: - Interior & exterior residential painting - New housing painting - Staining & touch-ups - Commercial painting

Key Messaging: - "Award-winning service at affordable prices" - "Good preparation is key and we stick to our timeframes!" - "Clean, Professional, Polite Painters"

Strengths: - Multiple industry awards (strong social proof) - SiteWise Gold certification (H&S focus) - Emphasizes timeliness and reliability - Strong brand: "Award-winning"

Weaknesses: - No Eco Decorator certification visible - No free color consultation mentioned - Website less modern than Wellington Decorators

Competitive Threat Level: 🔴 HIGH - Direct competitor with similar credentials - Award-winning status is strong differentiator - Same 5-year guarantee

2. VH Painting Services ⚠️ SIGNIFICANT THREAT

Attribute	Details
Website	vhpainting.co.nz
Location	Kilbirnie, Wellington
Google Rating	4.9 (60+ reviews)

Attribute	Details
Experience	15+ years
Contact	021 294 5988

Certifications: - ⚠️ 3-Year Warranty only (vs Wellington Decorators' 5-year) - No Master Painters certification visible

Services: - Interior & exterior painting - Re-cladding and roof repair - Paint stripping, plastering - Decking and fencing - **Project management** (coordinates other trades)

Key Messaging: - "We specialise in repair, preparation and painting" - "We can manage all aspects of the job" - Full-service project management

Unique Selling Point: - **One-stop-shop:** Manages builders, electricians, other trades - Handles rotten boards, framing issues - "Don't worry about chasing multiple tradies"

Strengths: - Highest review count (60+) - strong trust signal - Full project management (unique value prop) - Handles repairs, not just painting - Heritage home specialist

Weaknesses: - Only 3-year warranty (vs 5-year) - No Master Painters certification visible - Website is very basic

Competitive Threat Level: 🟡 **MEDIUM-HIGH** - Strong reviews but weaker warranty - Different positioning (full project management)

3. Red Owl Painters 🟡 MODERATE THREAT

Attribute	Details
Website	redowl.co.nz
Location	Karori/Ngaio/Whitby
Google Rating	4.8-5.0 (10-20+ reviews)
Team Size	Small team
Contact	Via website

Positioning: - Small, dedicated team - Fixed-price quotes - Focus on quality preparation - Long-term durability focus


Services: - Exterior house painting - Interior house painting - Roof painting - Project management (including scaffolding)

Key Messaging: - “We are a small team of professional painters” - “Fixed price quote prior to commencement” - “Long-term wear and durability” - “Quality finish...each and every time”

Service Areas: - Karori, Ngaio, Khandallah, Aotea, Whitby




Strengths: - Strong positioning as “small team, high quality” - Fixed-price quotes (reduces customer anxiety) - Excellent reviews focusing on “attention to detail” - Good website with clear service pages

Weaknesses: - Smaller team = capacity limitations - Limited service areas (not Lower/Upper Hutt) - No certifications prominently displayed - Fewer reviews than competitors

Competitive Threat Level:  **MEDIUM** - Different positioning (boutique vs. established) - Limited geographic overlap

4. Paradise Painting Services **MODERATE THREAT**

Attribute	Details
Website	paradisepaintingservices.co.nz
Location	Seatoun, Wellington
Google Rating	4.9 (30+ reviews)
Experience	20+ years
Contact	021 393 772, 0800 DECOR8


Certifications: -  Dulux Accredited Master Painter -  Master Painters Association -  SiteSafe member

Services: - Interior & exterior painting - Roof painting - Commercial painting (offices, retail, industrial) - Paint stripping - Plastering & decorating

Paint Brands: - Dulux, Resene, Colorex

Strengths: - 20+ years experience (longest in market) - Dulux Accredited (different from Resene Eco) - Strong commercial focus - Multiple contact options (0800 number)

Weaknesses: - No 5-year guarantee visible - No Eco certification - Less emphasis on residential

Competitive Threat Level:  **MEDIUM** - More commercial focused - Different paint brand allegiance (Dulux primary)

5. Graham's Painters ● LOW-MODERATE THREAT

Attribute	Details
Website	grahampainters.nz
Location	Lower Hutt / Wellington
Team Size	~20 people
Focus	Hutt Valley primarily

Services: - Interior & exterior painting - Roof painting - House washing & water blasting - Wallpapering - Cedar weatherboards specialist

Key Messaging: - "We paint exteriors all year round" - Large team capacity

Strengths: - Large team (capacity for big jobs) - Year-round exterior painting claim - Cedar weatherboard specialty - Hutt Valley focus

Weaknesses: - No visible certifications - Basic website - Less Wellington City presence

Competitive Threat Level: ● LOW-MODERATE - Primarily Hutt Valley focused - Less overlap with Wellington City

6. Complete Homes Painting ● MODERATE THREAT

Attribute	Details
Location	Churton Park
Google Rating	5.0 (30+ reviews)
Contact	022 457 6674

Certifications: - Resene Eco-Decorator

Services: - Interior & exterior painting - Spray painting - Plastering & wallpapering - House washing

Strengths: - Perfect 5.0 rating - Same Resene Eco-Decorator as Wellington Decorators - Spray painting capability - Large job capacity

Weaknesses: - No Master Painters certification visible - No 5-year guarantee visible

Competitive Threat Level: ● MEDIUM - Shares Eco-Decorator positioning - Strong ratings

Competitive Comparison Matrix

Factor	Wellington Decorators	ZR Decorating	VH Painting	Red Owl	Paradise	Graham's
Google Rating	5.0 ★	5.0 ★	4.9 ★	5.0 ★	4.9 ★	N/A
Review Count	~40-50	40+	60+ ✓	10-20	30+	Low
Master Painters	✓	✓	✗	✗	✓	✗
5-Year Guarantee	✓	✓	✗ (3yr)	✗	✗	✗
Eco Certified	✓	✗	✗	✗	✗	✗
Free Colour Consult	✓ (\$250)	✗	✗	✗	✓	✗
Years Experience	17+	15+	15+	N/A	20+ ✓	N/A
H&S Certified	✗	✓ SiteWise Gold	✗	✗	✓ SiteSafe	✗
Awards	✗	✓ Multiple	✗	✗	✗	✗
Commercial Focus	✓	✓	✓	✗	✓	✗
Project Mgmt	✗	✗	✓	✓	✗	✗

Competitive Gaps & Opportunities

Where Wellington Decorators WINS ✓

1. Triple Credential Advantage

- ONLY company with Master Painters + 5-Year + Eco Decorator
 - ZR has 2/3, no one else has all 3
2. **Free Colour Consultation (\$250 value)**
 - Clear value-add that competitors don't offer
 3. **Strong Blog/Content**
 - Active blog with SEO-optimized content
 - Most competitors have minimal content
 4. **Modern Website**
 - Professional, modern design
 - Clear service pages and CTAs

Where Wellington Decorators **LOSES** ❌

1. **No Industry Awards**
 - ZR has multiple Master Painters awards
 - Should pursue award submissions
 2. **No Health & Safety Certification**
 - ZR has SiteWise Gold
 - Paradise has SiteSafe
 - Consider pursuing SiteWise certification
 3. **Lower Review Count**
 - VH Painting has 60+ reviews
 - Need aggressive review generation
 4. **No Project Management Positioning**
 - VH offers "one-stop-shop" with trade coordination
 - Could be a service extension opportunity
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Competitive Intelligence: Their Keywords

Based on competitor websites, these keywords are being targeted:

Keyword	Competitors Targeting
painters wellington	All
house painters wellington	All
interior painters wellington	ZR, Red Owl, Graham's
exterior house painting wellington	All
roof painting wellington	Red Owl, Graham's, Paradise

Keyword	Competitors Targeting
master painters wellington	ZR, Paradise
commercial painters wellington	ZR, VH, Paradise
painters lower hutt	VH, Graham's
painters hutt valley	Graham's (dominant)
cedar weatherboards wellington	Graham's (specialty)

Keyword Gaps (Opportunities for Wellington Decorators): - eco friendly painting wellington (no one targeting strongly) - sustainable painting wellington - 5 year guarantee painters wellington - resene eco decorator wellington - heritage house painting wellington

Competitive Content Analysis

Competitor	Blog/Content	Social Media	Video
Wellington Decorators	✔ Active blog (20+ posts)	✔ FB, IG, LinkedIn	✘ Limited
ZR Decorating	✘ No blog visible	✘ Limited	✘ None
VH Painting	✘ No blog	✘ Limited	✘ None
Red Owl	✘ Service pages only	✘ Limited	✘ None
Paradise	✔ Has blog	? Unknown	✘ None
Graham's	✘ No blog	✘ Limited	✘ None

Content Advantage: Wellington Decorators has the strongest content marketing. Should double down on this.

Recommended Competitive Strategies

1. Messaging Differentiation

Lead with Triple Credential: > "Wellington's ONLY painting company with all three: Registered Master Painters + 5-Year Guarantee + Resene Eco Decorator certification"

Counter ZR's Awards: > Submit for 2026 Master Painters Awards in multiple categories

2. Review Generation Priority

Target: 100 reviews within 6 months - Current: ~40-50 - VH has 60+ (need to surpass) - Implement systematic post-job review requests

3. Content Moat

Double down on content marketing: - Competitors have virtually no content - Create pillar pages for each suburb - Build comprehensive guides (cost calculator, color guides) - Video content (no competitor has this)

4. Certification Gap Closure

Pursue SiteWise certification: - ZR has SiteWise Gold - Important for commercial clients - Adds to credential stack

5. Service Expansion Consideration

VH's "Project Management" Positioning: - Consider offering trade coordination - Or explicitly counter-position: "We focus purely on painting excellence"

Competitor Monitoring Plan

Monthly Tasks:

- Check competitor Google ratings & review counts
- Screenshot competitor home pages for changes
- Review competitor Google Ads (use SEMrush/SpyFu)
- Monitor competitor social media activity

Quarterly Tasks:

- Full website audit of top 3 competitors
- Keyword ranking comparison
- New service offerings check
- Pricing intelligence (request quotes)

Tools for Monitoring:

- Google Alerts for competitor brand names
 - SEMrush/Ahrefs for keyword tracking
 - SimilarWeb for traffic estimates
 - Social Blade for social metrics
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Competitive Battle Cards (Sales Enablement)

vs. ZR Decorating

When customer mentions ZR: > “ZR is a good company with awards. Here’s what makes us different: > - We offer the same 5-year guarantee AND Resene Eco Decorator certification (they don’t have this) > - We include a FREE colour consultation worth \$250 > - Our founder Khai personally oversees every project”

Key differentiator: Eco certification + free colour consultation

vs. VH Painting

When customer mentions VH: > “VH is known for project management. Here’s what makes us different: > - We offer a 5-year workmanship guarantee vs their 3-year > - We’re Registered Master Painters with certified quality standards > - We focus purely on painting excellence with premium Resene & Dulux paints”

Key differentiator: 5-year vs 3-year guarantee + certifications

vs. Red Owl

When customer mentions Red Owl: > “Red Owl is a great small team. Here’s what makes us different: > - We’re Registered Master Painters with industry certification > - We offer a 5-year workmanship guarantee > - We cover all of Wellington including Lower & Upper Hutt”

Key differentiator: Certifications + wider service area
