

La Costa Glen Senior Living Community

MSG Painting | Brenna and Mike Garcia, Owners



With a focus on high-end retirement facilities and property management customers, the only thing Brenna and Mike Garcia can be sure of each day is that it will be full of surprises.

Based in Escondido, CA, the couple launched MSG Painting in 2010 and have never looked back.

Brenna notes, “One of our greatest strengths is how nimble we are. Our planning is very fluid because we simply do not know when the phone rings if someone is going to say they need five units painted by week’s end or if they want the exterior of several buildings done in a few weeks/months. Our customers demand a lot, and we do everything necessary to deliver.”



According to Brenna, an important part of their success and their customers’ happiness is having a paint vendor who delivers on many fronts.

For MSG Painting, that company is Dunn-Edwards.

Recalling an exterior repaint project that began in February 2020, Brenna says, “Dunn-Edwards was there for us at every step of the way.”

The La Costa Glen senior living community project included the exterior of around 50 one-story villas (1,000–1,400 sq. ft.), 3 residential buildings with 80–120 units, a laundry facility and 2 resident activity and dining areas. The Garcias’ rep was there for the initial walk-through, assisted with switching over the paint specs and matching colors, provided

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drawdowns and, ultimately, put together the perfect package, which received sign-off in the first pass.

As the project progressed, the Garcias knew they could count on their rep to consistently deliver the required 2,000+ gallons when and where it was needed.

“The amount of time they save me is so valuable,” says Brenna. “We used more than 10 colors on this project and, at times, it was like they were reading my mind. They would call and ask, ‘Are you going

to need more color ‘A’ tomorrow?’ and, of course, the answer was ‘YES!’ I even called one morning because we needed a new spray rig and had zero time to get it. They delivered it an hour later.”

The Garcias’ appreciation for Dunn-Edwards’ service is only matched by their faith in the product. “You know how we know our crews love the product? They *never* complain about it. No matter how it is getting applied—brushed, rolled or sprayed, they are happy. The coverage is predictable, and the performance is top-notch. From start to finish, Dunn-Edwards makes it easy to shine in a challenging market segment.”



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