



**PAINTING  
CONTRACTORS  
ASSOCIATION**

# AUSTIN HOUSER

Base Coat Marketing



## PCA EXPO 2025 SPEAKER

Topic: Killing Seasonality in your Painting  
Business

HUSBAND. FATHER. BUSINESS OWNER. AS A DIGITAL MARKETER AND DATA SCIENTIST WITH OVER A DECADE OF LEAD GENERATION EXPERIENCE MANAGING A RESULTS-DRIVEN MARKETING AGENCY FOR PROFESSIONAL PAINTING COMPANIES, AUSTIN ENJOYS BREAKING DOWN BARRIERS TO HELP ENTREPRENEURS HAVE MORE FUN IN THEIR BUSINESS.