

# MARK DEFRANCESCO

MDF Painting



## PCA EXPO 2025 SPEAKER

Topic: The 21-Minute Sales Rule: What you **MUST**  
DO after you give the price!

MARK DEFRANCESCO HAS BEEN IN THE PAINTING BUSINESS SINCE 1995 AND HAS BEEN A PROFESSIONAL BUSINESS CONSULTANT TO THE PAINTING INDUSTRY SINCE 2008. FOR NEARLY 30 YEARS, MARK HAS BEEN A LEADING RESIDENTIAL PAINTING CONTRACTOR AND A FEATURE SPEAKER FOR VARIOUS PCA (PAINTING CONTRACTORS OF AMERICA) AND APPC (ACADEMY FOR PROFESSIONAL PAINTING CONTRACTORS) SEMINARS AND WORKSHOPS NATIONWIDE. HE IS THE AUTHOR OF TWO BOOKS SPECIFIC TO THE PAINTING INDUSTRY AND HAS BOTH BACHELOR'S AND MASTER'S DEGREES FROM BOSTON COLLEGE. AS A RESIDENTIAL PAINTING CONTRACTOR, MARK HAS SERVED OVER 10,000 PAST CUSTOMERS IN CONNECTICUT. MARK LOVES SPENDING TIME WITH HIS WIFE, 3 DAUGHTERS AND THE REST OF HIS CLOSE-KNIT ITALIAN FAMILY! HE ENJOYS TRAVELING, GOING TO LIVE SPORTING EVENTS AND TRYING NEW RESTAURANTS.