

# Freedom Painting Professionals Unveils New Digital Presence, Showcasing Faith-Based, Family-Owned Legacy in East Valley

*Freedom Painting Professionals launches new website showcasing faith-based values, military heritage & 35 years of expertise serving Arizona's East Valley.*

GILBERT, AZ, UNITED STATES,  
December 11, 2024 /

EINPresswire.com/ -- Freedom Painting Professionals, a faith-driven, family-owned painting contractor serving Arizona's East Valley since 1988, has

announced a major milestone in its business journey: a comprehensive rebrand and the launch of a fully redesigned website, [freedompaintingprofessionals.com](https://freedompaintingprofessionals.com). This new chapter blends a fresh, modern identity with the company's long-standing commitment to faith, family, and quality craftsmanship.

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This rebrand and new website showcase who we are at our core: a business dedicated to service, excellence, and integrity”

*Richie Long*

The rebrand is more than just a new look. It reflects the company's evolution while staying rooted in the values that have defined its success for over three decades. Richie Long, the company's founder, explained, “The name ‘Freedom’ is deeply personal for us. It honors military service members and first responders and represents our commitment to giving customers the freedom to create

the spaces they've always dreamed of. This rebrand and new website showcase who we are at our core: a business dedicated to service, excellence, and integrity.”

Freedom Painting Professionals was founded by Richie Long, whose family has a proud heritage of military service. This background instilled values of discipline, precision, and dedication to service, which are now reflected in every aspect of the business. Over the years, the company has earned a stellar reputation in the East Valley, offering high-quality residential and commercial painting services while maintaining a strong connection to the local community.



**FREEDOM PAINTING  
PROFESSIONALS**

Freedom Painting New Logo

### A New Look, Same Core Values

The rebrand introduces a refreshed logo inspired by patriotic values and a streamlined messaging approach that emphasizes the company's faith-based foundation and focus on exceptional craftsmanship. This updated identity aligns with the company's commitment to meeting the modern needs of its customers without losing sight of the family values that have guided it since 1988.

### A Modernized Digital Presence

The launch of the new website is a cornerstone of the rebrand. Designed with customer convenience in mind, the site offers an intuitive, user-friendly interface that makes it easier than ever for East Valley residents to connect with Freedom Painting Professionals. The website features a comprehensive overview of the company's services, including:

- Interior painting using eco-friendly, high-quality materials
- Exterior painting solutions tailored to withstand Arizona's unique climate
- Cabinet painting and refinishing services for kitchens and bathrooms
- Commercial painting options for businesses and large-scale projects
- Seasonal Christmas light installation services
- Enhanced Customer Experience

The website introduces a range of new features designed to streamline the customer journey and provide valuable information. These include:

- A simplified system for requesting free estimates
- Transparent pricing details, so customers know what to expect
- Educational resources, such as painting tips and maintenance guides
- Detailed galleries showcasing completed projects, from interior makeovers to exterior transformations



Exterior Painting in Gilbert



Cabinet Painting in Gilbert

Service area coverage highlighting communities served, including Gilbert, Mesa, Chandler, Scottsdale, and Tempe

One standout feature of the rebrand is the innovative Speed Guarantee program. This industry-first offering provides customers with \$250 back for each day a project extends beyond the promised timeline, showcasing the company's commitment to efficiency and respect for customers' time.

### Commitment to Community and Military Values

Freedom Painting Professionals has always prioritized giving back to its community. As part of its rebrand, the company continues to offer special discounts to military members, veterans, and first responders. "Our military family background has taught us the importance of service and dedication," said Long. "Those values are the foundation of our business, from how we treat our team to how we serve our customers."

The company's community involvement extends beyond its painting services. Freedom Painting Professionals actively participates in local initiatives and partners with organizations that align with its mission of supporting the East Valley.

### Over 35 Years of Excellence

Licensed, bonded, and insured (ROC #321493), Freedom Painting Professionals has built a legacy of quality and professionalism. With over 35 years of experience, the company prides itself on using premium materials, employing skilled and trained professionals, and implementing rigorous quality control measures. These standards ensure every project is completed to the highest level of craftsmanship.



Interior Painting in Gilbert



Freedom Painting Family



## Looking Ahead

The rebrand and website launch represent a significant step forward for Freedom Painting Professionals. While embracing modern technology and innovation, the company remains deeply committed to its core values. "We may have a new look, but our mission hasn't changed," said Long. "We're still the same family-owned business that believes in exceptional quality, personal service, and giving back to our community."

With these updates, Freedom Painting Professionals is poised to strengthen its position as the most trusted painting contractor in Arizona's East Valley, offering an unmatched combination of expertise, values, and customer-focused service.

## About Freedom Painting Professionals

Founded in 1988 by Richie Long, Freedom Painting Professionals is a faith-driven, family-owned painting contractor based in Arizona's East Valley. Specializing in residential and commercial painting, the company is known for its dedication to quality, military-inspired values, and exceptional customer service. Licensed, bonded, and insured under ROC #321493, Freedom Painting Professionals offers a wide range of services, including interior and exterior painting, cabinet refinishing, and more. For additional information, visit [freedompaintingprofessionals.com](https://freedompaintingprofessionals.com) or call (602) 833-4390.

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