



*Bella Vista*  
**PAINTING & DRYWALL**

**PAINTING  
TOGETHER**



“Let’s start a painting company,” Luis said. “Let’s not,” Ashley laughed. A painter since 2008, Luis was finally ready to embark on a new adventure. If he could get his wife on board with this plan his detailed workmanship paired with her dogged determination would make them unstoppable. “We can do it,” he encouraged as more and more small painting companies sprang up around them. Ashley had been born into the trades. Her father, a union drywaller, had instilled in both of his daughters a healthy respect for hard work at an early age. Hands that as a child had made mud pies out of drywall mud were now ready to get dirty again in an entirely different way. “We’re doing it,” she said, paying for licenses and equipment. For better or worse they both knew there was no backing down now.

Bella Vista Painting is a family business in every way. Owners Ashley and Luis Ortiz have carefully constructed their company to be a sustainable source of income and stability for themselves, their children, and their immediate family. Raised to respect hard work these two understand what it is to struggle and even better, to overcome adversity. “Luis grew up in Honduras the way my grandma grew up on the reservation,” says Ashley sharing her Turtle Mountain Chippewa heritage, “dirt floor. Literally no floor in the house.” As a child in Honduras Luis and his siblings lived without electricity and running water. “He had to work for everything in his life,” she says of her husband’s tenacity. “When I finally visited his home I realized how blessed I’ve been here in America, I appreciate it even more.” Born and raised in the Pacific Northwest Ashley has had her own burdens to bear, moving out at the young age of sixteen to face life on her own. A bold and powerful woman, she has since learned to conquer challenges by facing them fearlessly with Luis by her side, together an unstoppable force. Now in the position to help others Ashley and Luis have filled positions on their team with well-suited family members. Their team of skilled painters is comprised of Luis’s sister Sayra, brothers Argenis and Irvin, Eduardo who is Irvin’s brother-in-law, cousin Henry, childhood friend Angel, and Daniel who is as good as family. In the office works Ashley’s sister Nicole, and Operations Manager Kellyn. “We’re always together,” Ashley says with a laugh, “actually, we have three vans on the same street.” The owners of several beautiful investment properties Luis and Ashley decided to rent their home to family members who live together and moved six doors down to another of their properties. “It works out great,” she says, “and we do great things.” From floating the Klakamas river to beach visits, festive gatherings to intense soccer matches, nobody gets tired of each other and everyone is included. “That’s Hispanic culture,” Ashley explains. “In Hispanic culture

you live together. You grow up *together*. It’s our company culture: *family*,” she laughs, “just literally: *family*.”

Community has always been important to Luis and Ashley and the two have worked hard to build up a strong community around their business. When Bella Vista Painting began in February of 2018 their lives were busy with three children, a mortgage, and full-time jobs of their own, yet their dream was very much alive. The goal of creating consistent, sustainable work for themselves and their family, building a legacy, was becoming a reality before their very eyes. Starting from scratch was overwhelming and the work was hard and sometimes lonely, so when Ashley joined a local Mom Owned Business group it was one of the best choices she could have made.

Networking led the couple to new clients and lifelong friends, like-minded people who were working towards similar goals, even in the same industry. Rather than automatically viewing other painters as “the competition” Ashley chose to build strong connections, even encouraging others as they developed their own paint company. “Community over competition,” says Ashley, sharing the Bella Vista mindset. “Some people are paranoid that competition will cut in on them,” she shares, revealing that her first instinct towards a competitor had been similar until she changed her way of thinking. Now great friends, the two woman-owned companies have actively worked together to service their market more effectively. “I love having someone to refer customers to if necessary,” she shares. “Sometimes clients feel like they keep running into roadblocks on their project. If I refer the client to a contractor and it turns out great for them, then the client is happy, they love the contractor, and they love us for sending them. It works out for all of us.”

Networking is one of Ashley’s greatest strengths. Building real, genuine connections has led to positive growth in the couple’s personal and professional lives, and has created new and lasting friendships. Early on at the Mom Owned Business group Ashley made a connection with a real estate agent named Kate who would one day become her mentor. Both women were working on building their businesses and Kate who had also recently begun flipping houses was in need of a reliable painter; Bella Vista Painting was the perfect fit. As the two partnered on projects Ashley learned the ropes of flipping houses well, a facet along with investment properties which she and Luis were using to develop their financial independence. Working with Kate’s company, another local builder, and joining another networking group led to an increase in new clients and a diversified business strategy. Thanks to Bella Vista’s scheduling flexibility and ability to hit deadlines the painting company has become the clear choice



for listing prep in Vancouver and the Portland metro. “Deadlines are a big thing,” Ashley explains. “People ask what our schedule is, but I ask them ‘what’s your deadline?’” With many listed homes being already vacant Ashley and Luis find themselves able to fit the listings into their schedule around other projects and during times occupied homes are less likely to be available such as late evenings, weekends, and overnight. Whatever the requirement, the team at Bella Vista Painting always does their best to adjust to serve their clients’ needs.

In 2020 when the world changed union drywallers were left at a standstill as commercial work evaporated into thin air. The residential sector skyrocketed and Bella Vista Painting really took off. Luis decided it was time to leave the union and focus solely on growing the company. A year later Ashley did the same. With the couple fully committed the results were immediate. Gone were the days of fitting jobs into their busy schedules, painting late into the night after a full day of work. “Things really took off when I left my job,” says Ashley, “I have to wonder how much I had held us back by still working.” As the business flourished the need for more employees became apparent. Eventually one of Luis’s brothers came from Honduras to help, soon followed by another brother. With two full-time employees Luis found himself well-positioned to complete even more jobs. Nicole, Ashley’s sister, was hired to answer the phone which rang nonstop and her incredibly personable, excellent customer service became a core element of the company. Clients experienced Nicole’s friendly, clear communication and it gave them peace of mind that their home improvements project was in good hands. The addition of Kellyn to the Bella Vista team was like a puzzle piece falling into place. “She is a godsend,” Ashley says, describing the proficient Operations Manager. From prequalification to job walks and estimation, Kellyn’s detailed-oriented processes laid groundwork smooth and successful projects. With her capable team at the helm Ashley found herself able to spend more time focusing on the bigger picture, and she knew in her heart that Bella Vista Painting was only getting started.

In the Vancouver and Portland markets the variety of housing is broad and Bella Vista Painting is constantly in demand for interior and exterior painting, drywall, cabinet finishing, and sometimes more complicated work. RRP (Renovation, Repair and Painting) certified in the state of Washington and LBPR (Lead-Based Paint Renovation) certified in Oregon, the Bella Vista team educates homeowners with historic homes painted in old, lead paint and provides them healthy, beautiful solutions. Good preparation and skilled execution nearly always result in a well-completed project and a happy client.

“Recently we were called out to a home that had only been painted three years ago,” shares Ashley of an older home that had been inadequately prepared by another painting company. “It was obvious that no prep work had done, within three months bubbling and peeling began to appear. The homeowner thought her siding had an issue!” Operations Manager Kellyn explained to the client that in fact there was nothing wrong with the siding and that Bella Vista Painting would be able to fix it. The team removed the failing coatings down to beautiful bare wood, then applied a high-quality system of primer and paint which would bond well and last long. In the end the customer was happy with the work performed by Bella Vista Painting. “It can be hard for homeowners to find quality painters,” explains Ashley, “that’s why we do quality all the time.” Bella Vista Painting is currently in the process of becoming certified in Oregon and Washington as woman and minority owned. The company will be opening a new branch of their business to broaden their potential market even more. While the move will mean more business, to Ashley and the crew the certification means they will be able to fulfill jobs with special requirements, make the workspace more comfortable for customers with specific needs, and above all recognize the strength and versatility gained by having women working in and leading the company.

During the past six years the Ortiz family has found a good rhythm at work and in life. The business is running smoothly with regular team meetings, a business coach, and great tools for communication with both employees and clients, and in the middle of it all Luis and Ashley just welcomed their fourth child into the world. The couple has been planning the future of the now well-structured company, building up from the solid foundation they’ve laid. Always learning, always growing, Ashley and Luis continue to push towards their goals and when they reach them, make new ones. “Luis and I work well together because I’m a huge risk taker,” she says with a laugh. “I’m like ‘let’s go, let’s go, it’s gonna work,’” she snaps her fingers. Balanced and methodical, Luis provides the relationship with prudence and strategy; driven and fearless, Ashley brings her energy and vision: they’re the epitome of a power couple, and the beating heart of everything they do is *family*.





*Courtesy of Kate Fulford, Think Real Estate.  
Photography by Stacks Photo Co. Walls:  
Simply White OC-117.*







**Bella Vista**  
PAINTING & DRYWALL

 **Benjamin Moore®**

*Courtesy of Kate Fulford, Think Real Estate.  
Photography by Stacks Photo Co. Walls:  
Simply White OC-117, Kitchen Cabinets: Black  
2132-10, Built-in Cabinets: Calico Blue 707*



# Color Blocking with Ashley!



It's not uncommon for homes being sold to be painted white on white on white, a blank canvas for new owners. "Let somebody else start fresh," says Ashley Ortiz of Bella Vista Painting, "but if you're painting for your home for yourself to live in, try Color Blocking." Using bold colors in unique shapes and places to accentuate architectural features can provide the impression of strong color without committing an entire space to a dark or overwhelming hue. "I had a client once whose son wanted orange, actual orange, in his entire room. She was able to talk him into an accent wall, then I suggested color blocking with just an orange triangle in the corner." The result was dynamic, creating a feeling of dimension and was a tasteful application of the electrifying color.

Color Blocking has become a regular component of the homes Bella Vista Painting paints for local real estate agent Kate Fulford of Think Real Estate. “Think Real Estate is a boutique agency and the agents there are so great,” shares Ashley. “A lot of listings get painted white but these homes are styled, usually Mid-Century Modern, and always with a pop of color. A pop of fun. I’m like, ‘YES!’” she laughs, “I absolutely love it.”

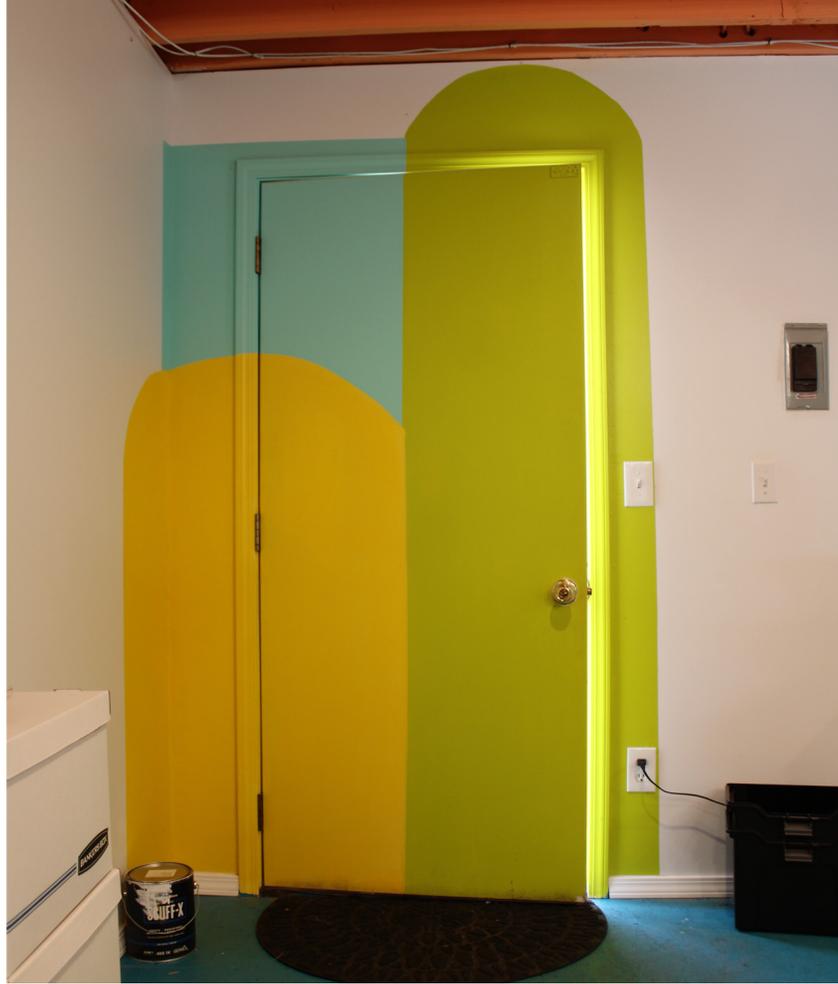
First, find a bright, neutral color for all throughout the home. Second, choose the colors you want to accent with whether big or bold, or subtly soft. “Next, bring in more color with décor and artwork, whatever you’re going to hang on the wall,” says Ashley. “Color Blocking adds a little burst of personality.” Archways to angular corners, even a large yellow orb placed tastefully behind a bathroom mirror, “People love it,” she says. Painting your home? Here are Ashley’s best tips.

#### GET PAINT SAMPLES.

Whether it’s interior or exterior, put your paint sample on every single wall. Look at it during different times of day. If you’re planning to change your light bulbs, do that first. Paint your samples 12” x 12” and if doing multiple samples, don’t do them all next to each other, space them out in different sections. Sit on your colors for a few days at least because your color will change every day. Oh, and don’t get paint advice from box stores!

#### DO WHAT YOU LIKE!

If you plan to sell your house soon go for a “blank canvas” look, but if you plan on being there for a while choose your colors—it’s your house!



*This little guy approves of Color Blocking!*



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