



## PalClub *Connections*

Oct 2, 2025 Issue 1

**Hello and Welcome!** If you're reading this, it's because our paths have crossed. Perhaps we've known each other for years, or maybe we recently met at an event or maybe even at your door, where I had the privilege of introducing myself and the PalClub mission. However we got here, I'm genuinely grateful you've allowed us into your inbox. If you decide this isn't for you, simply scroll down and unsubscribe at the bottom. I hope you won't though! We are building a high-value asset here and pledge to do everything in our power to deliver more and more value with every edition. Thanks!

My name is **Paul Johnson**, and I'm the founder of Pal Club, a dba of Bardane, Inc, a company I started in 2004. This newsletter, **PalClub**

**Connections**, is our new semi-monthly publication dedicated to you—the property owners of Central Florida. Our goal is simple: to cut through all of the noise present in today's marketplace and provide you with straightforward, valuable information and introductions to the best local professionals in the building industry, as well as to provide useful information on topics ranging from sustainable building services products, to building trends affecting us here in Central Florida.

In a world full of marketing hype and questionable tactics, Pal Club is built to run on a foundation of two non-negotiable principles: **transparency** and **honesty**. We are a faith-based organization with no denominational backing. We and all professionals who join us are committing to this simple, Universal Code: Love God, and love one another as ourselves.

We've all heard the horror stories...the contractor who vanishes after a deposit. The company that shows up with a crew that isn't insured. The frustrating bids that seem to include charges for everything except common sense. In this increasingly trustless society, we will do our part to change that. Every "**PalClub Pro**" you'll ever meet will have been rigorously vetted before becoming

### Some of the Trades We Are or Will Soon Be Representing:

**Painting** - Residential and commercial, both interior and exterior

**Roofing** - From inspections and repairs, to coatings and treatments, to full replacements.

**Stucco and Siding** - Repairs, replacements, upgrades

**Flooring** - Tile, carpet, wood products, coatings and more.

**Patios & Driveways** - Repairs, replacements, Slip-resistant weather proof coatings and paints

**Deep Cleaning Projects** - Intensive cleaning services, either as preparatory work for painting or as stand-alone projects for post construction, post tenant or hard to handle situations.

**Electrical** - From emergency service and repairs, to low-voltage specialties

**Air Conditioning and Heating** - From seasonal maintenance, to emergencies, to system replacements.

part of our team. We validate:

- Full insurance and licensing
- Solid business practices and reputations
- Meaningful workmanship warranties
- Verified customer satisfaction ratings

But our commitment goes deeper than paperwork. We believe in fostering genuine, long-term relationships within the communities we will serve. That's why we will focus on connecting you with pros who are local to your specific area—eliminating the excessive travel costs and scheduling nightmares that come with contractors driving from counties away. We keep it local, because community matters.

**Plumbing** - Repairs, remodels, retrofits and more

**Kitchen and Bath** - From countertop upgrades, to cabinet re-facings, to full remodels



## The Face of Pal Club: Our Account Representatives

You'll never see a Pal Club ad on the side of a bus or hear a jingle on the radio. Our primary marketing strategy is the oldest and most honest one there is: a respectful conversation.

That's why the most important people in our company are our

Pal Club Account Representatives. They are our boots on the ground, the friendly faces you'll see in your neighborhood. Their job isn't to deliver a high-pressure sales pitch. It's to introduce themselves, explain who we are and what we stand for, then learn what, if anything, you may need. If there's an opportunity for us to help, they will then work to get you connected with the vetted Pro who can serve you.

They are your direct line to us and our growing network of vetted professionals. They embody our mission every day, ensuring that the promise of quality and integrity we make is delivered person-to-person, right at your door.

## What to Expect in Future Issues

*In addition to our website ([www.PalClub.pro](http://www.PalClub.pro)), PalClub Connections* will be your guide to the latest news, delivered to your inbox. In each semi-monthly issue, you can look forward to:

1. **Featured Pro articles:** Deep dives into one or more of our outstanding local contractors. Learn their story, their philosophy, and see examples of their work.
2. **Product Spotlight:** We'll break down a building or sustainability-related product we truly believe in, helping you evaluate whether it's a smart choice for your property.
3. **Central Florida Focus:** We'll tackle the topics that matter to you right now—from local building code updates and weather preparedness tips, to market trends that impact your bottom line.
4. **Opportunity Line:** Unemployment and underemployment are primary drivers of social ills. We believe that we can have a positive effect on connecting people who want to work, with contractors and others who want to hire industrious employees. For this reason we will begin posting opportunities as well as candidate bios routinely, perhaps as separate weekly publications. Our goal here is to do our part toward strengthening the economic and social fabric of our community.

**Bottom Line:** Our aim is to be informative, interesting, useful and maybe even a little fun to read.

## A Heartfelt Thank You

Our first operational territory is right here in Central Florida, and we're building our network of pros submarket by submarket—from Lake and West Orange Counties over to Seminole and Volusia, down through East Orange and Brevard, and into South Orange and Osceola.

We are committed to being a positive, trustworthy force in this community. If you ever have a question, a project need, or just some feedback on this newsletter, please don't hesitate to reach out.

Thank you for your trust and welcome to the club!  
Sincerely,

**Paul Johnson**, Founding Pal  
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**407-399-5081**

PS: Know someone who might like to read *PalClub Connections*? Ask them to drop me a note at [Paul@PalClub.pro](mailto:Paul@PalClub.pro) and we'll take care of the rest. Thanks again!



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