Wade Paint Co. Highlights Exterior Painting Process Built for Charleston's Coastal Climate

June 29, 2026

CHARLESTON, SC - June 29, 2026 -
Wade Paint Co., a Charleston-based residential painting company, today announced an expanded focus on exterior painting services engineered for the Lowcountry's salt air, humidity, and heat. The company has built its exterior process around the coastal conditions that cause most paint jobs in the region to fail prematurely.

Founded in 2019 by owner Elliott Hall, Wade Paint Co. has earned more than 85 five-star reviews from Charleston-area homeowners and was named a Charleston's Best finalist in both 2022 and 2023. The company is licensed, bonded, and insured, and serves Charleston, Mount Pleasant, Daniel Island, West Ashley, Sullivan's Island, Isle of Palms, James Island, Johns Island, North Charleston, and Folly Beach.

The company's exterior process centers on extensive surface preparation before any paint is applied. That work includes wood rot repair, board replacement where needed, sanding, moisture remediation, and substrate-specific priming. According to the company, prep work ? not the paint itself ? is the largest factor in how long an exterior finish lasts in coastal Charleston, where salt spray, humidity swings, and direct sun can break down a poorly prepared surface within a few seasons.

Wade Paint Co. uses premium acrylic latex coatings from Sherwin-Williams and Benjamin Moore for siding, trim, and fascia, selected for ultraviolet light and rain resistance. For stucco and masonry, the company applies elastomeric coatings, which are flexible films that bridge small cracks and resist moisture intrusion. Application is timed around Charleston weather windows so that paint cures properly without interference from humidity or temperature swings, and materials are matched to each exposure ? marsh-facing elevations are treated differently than inland-facing walls.

Every project follows a three-step sequence: a consultation and planning phase that includes a free color consultation accounting for sun orientation and shade patterns, the prep and application phase, and a final walkthrough with the homeowner. Hall personally oversees the prep and application work on each project and remains available to the homeowner after completion. The company's workmanship warranty covers peeling, blistering, or chipping caused by defective workmanship for two years from the date of completion, subject to standard exclusions for horizontal surfaces, manufacturer defects, and substrate moisture conditions.

"After years of working on Charleston homes, you stop being surprised by what salt air does to a paint job that wasn't prepped right. You also stop doing it that way," said Elliott Hall, owner of Wade Paint Co. "Most of the exterior work we get called in to redo failed because someone painted over the problem instead of fixing it. The prep is the job. The paint is just the finish."

The company specializes in exterior repaints, siding painting on wood, vinyl, and Hardie board, trim and fascia work, stucco painting, and historic home exteriors in downtown Charleston. For more information about the company's exterior painting work, homeowners can view recent projects on the company's Google Business Profile.

About Wade Paint Co.

Wade Paint Co. is a residential painting company based in Charleston, South Carolina, founded in 2019 by owner Elliott Hall. The company provides interior and exterior painting, cabinet refinishing, deck and fence staining, pressure washing, and historic home painting services across the greater Charleston area. Wade Paint Co. uses Sherwin-Williams and Benjamin Moore premium products and is licensed, bonded, and insured. The company was named a Charleston's Best finalist in 2022 and 2023. More information is available at www.wadepaintco.com or by calling (843) 474-5353.

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For more information about Wade Paint Co., contact the company here:Wade Paint Co.Elliott Hall(843) 474-5353contact@wadepaintco.com10 Wesley Dr, Charleston, SC 29407

Wade Paint Co.

Wade Paint Co. is a Charleston, SC painting contractor specializing in interior and exterior painting, cabinet refinishing, and coastal climate prep. Founded in 2019, owner-operated by Elliott Hall. Licensed, bonded, and insured.

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