



# HOW PAINTING YOUR HOME BOOSTS ITS VALUE

When getting a home ready for sale, most homeowners think about “big ticket” projects, such as remodeling a kitchen or a bathroom. There’s another value-returning project that costs far less: **interior and exterior painting.**

**107%**

Average ROI from interior home painting prior to home listing.

On average, this means a

**\$2,000+**

increase in value

**55%**

Average ROI from exterior home painting prior to listing.

On average, this means a

**\$2,100+**

increase in value

**66%**

In a 2019 survey from the National Association of Realtors, a majority of realtors recommended painting the interior and exterior of the home prior to listing.

## INTERIOR: EVERY 7-8 YEARS

Most home interior paint can go about 7-8 years before fading or showing signs of wear. However, this range may be far lower if you have children or pets.

## EXTERIOR: EVERY 5-6 YEARS

Generally, a home’s exterior needs to be repainted every 5-7 years. This can vary depending on climate, the material of the home, and the paint quality.



## What to consider before painting the interior of your home

Your interior paint choices set the tone for your home

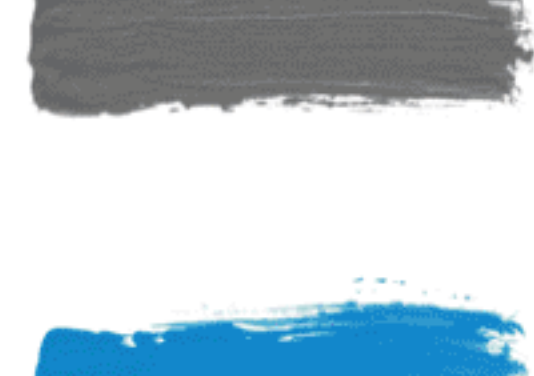
### MOOD & TONE

### BEST USED IN



As a true neutral, white and off-white are always in-style and bring energy, simplicity, and a clean appearance to your home.

Kitchens, Living Rooms, Bedrooms, Bathrooms



Much like white, gray is a neutral color that matches just about everything. It is cooler and more calming than bright whites, however.

Living Rooms, Bedrooms, Bathrooms



One of the most popular paint colors, blues are versatile. Light blues can be deeply calming, while more vivid, deeper blues work well in kitchens.

Kitchens, Living Rooms, Bedrooms, Bathrooms



Green has a positive association with the contented balance of the natural world. Depending on the shade, green can be invigorating or calming.

Bedrooms, Living Rooms, Accent Walls



The traditional color of royalty, purple walls actually help to relieve stress and invoke calm. A light shade of purple—such as lavender—is a great choice for a bedroom.

Bedrooms, Accent Walls



Reds (as well as oranges and yellows) all put people on alert and infuse energy into a space. They are used to their best effect in kitchens. There is research that shows that red can spark an appetite, as well!

Kitchens, Accent Walls

## The right shade for every room of your home

Not every room in your home serves the same purpose. Take the feel and mood of each space into consideration when making your color choices.



### KITCHEN

Your kitchen should be a vibrant space. Consider brighter, warmer paint hues that infuse your kitchen with energy. Or, match a neutral paint to your cabinets. The potential combinations are endless!



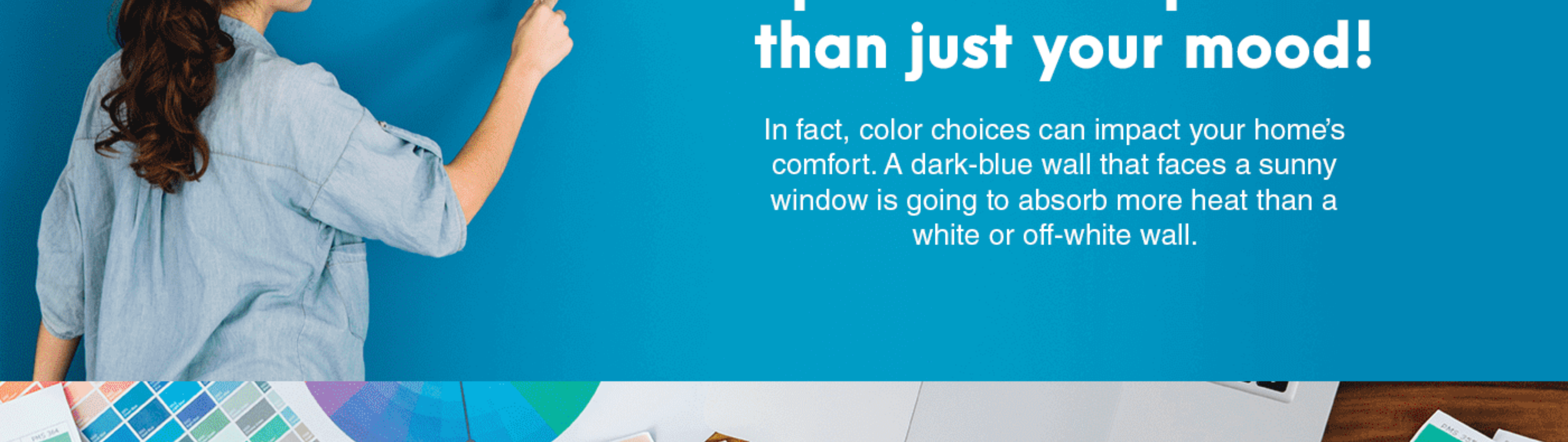
### BEDROOMS

Cool and comfortable hues—such as blues, greys, and purples—fit the bedroom best and will help you unwind and relax after a long day.



### LIVING ROOM

Paint your living room to set the mood of the space. Neutral grays or whites can match any décor options, while something with more pop—like a seafoam green—can make the room more lively.



## Your paint can impact more than just your mood!

In fact, color choices can impact your home’s comfort. A dark-blue wall that faces a sunny window is going to absorb more heat than a white or off-white wall.



## What should you consider before painting the exterior of your home?

Do-it-yourself, or hire a professional?

### DIY

**\$500 – \$1,500**

The average cost of all the materials needed to complete a DIY exterior painting job.

### PRO

**\$1,000 – \$4,500**

The average cost of having a professional paint the exterior of your home.

#### PROS

**Savings:** You only have to pay for the cost of the paint and materials.

**Resources:** There are step-by-step guides and videos that walk homeowners through every part of the painting process.

**Control:** You have complete control over the project, including when it starts and ends.

#### PROS

**Deadlines:** The project will be finished quickly and on-time.

**Outcome:** The prep work, repair, and painting will be handled the right way, with no mistakes or blemishes.

**Guarantees:** Reputable exterior painters back their work with an extended warranty that transfers with the sale of the home.

#### CONS

**Quality:** The quality of DIY painting might not match that of a professional.

**Time:** Your time may be more limited than that of a professional, thus making it difficult to complete the project on-time.

**Special Needs:** For some exteriors like stucco, the prep work and repair needs may require the tools or experience of a professional.

#### CONS

**Cost:** The cost of professional exterior painting will exceed that of a DIY project.

**Warranty Differences:** Not all painting warranties are the same—make sure that the company you choose stands by their work.

## What are your color options?

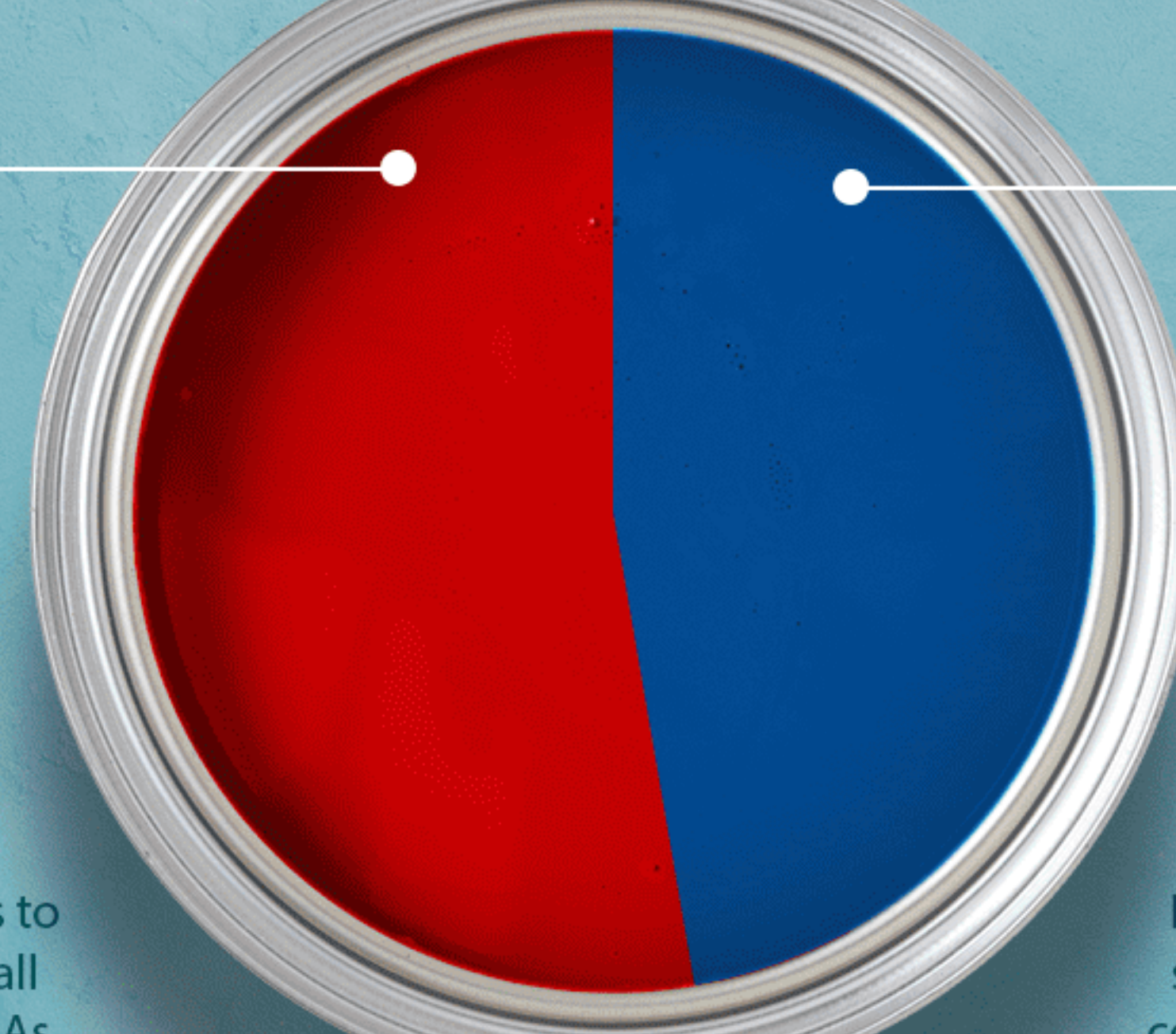
A majority of Americans have a home that is subject to the rules and regulations of a homeowners association (HOA).

**53%**

of American homeowners have an HOA governing their neighborhood.

### How does being in an HOA impact your color options?

The primary purpose of an HOA is to maintain the property values of all the homes in the neighborhood. As such, most of them limit the exterior color options in the community.



**47%**

of American homeowners do not have an HOA in their neighborhood.

### What if there is no HOA governing your property?

Even without an HOA, it still makes sense to keep your home’s exterior color in line with the neighborhood’s overall look and feel.

## The quality of the paint makes a big difference

What factors cause paint to fade faster?

High-quality paint, properly applied, should last between **5-7 years** before it starts to fade or peel.

**Painting quality:** Thorough prep work and painting will result in a longer-lasting, better-looking exterior.

**Underlying material:** The paints formulated for stucco homes are different from those used on homes with wood siding.

**Environment:** Homes in the desert Southwest are subjected to higher amounts of UV damage, which can cause faster fading.



## Putting the finishing touches on your home

Beyond just the exterior of your home, consider having the following painted prior to listing your home:



Fences



Block Walls



Garage Doors



Doors



Sheds



Decorative Features

