



## Staging to Sell - The Power of Color

Perking up your paint for resale is an effective and smart way to draw attention to positive selling aspects of your home and downplay potential negatives. If you currently have paint colors that are not mainstream, it may be a barrier to a sale. Buyers may have a hard time visualizing what the space could look like in a more personally pleasing color. Transforming your home with color can warm a chilly room, add sparkle and energy to a plain space or divert attention from an architectural flaw .

Color can change our perception of space around us while at the same time create mood and ambiance: yellows are warm and uplifting, blues are calming, reds are powerful and energetic while calming tones of brown such as buff, taupe and sand create a neutral environment. Determine what you would like to show off in a home or want to divert attention from. The goal of painting for the purpose of resale is to create a buyer friendly, neutral environment that is appealing and allows the buyer to imagine their personal belongings in that exact space. Buyers only know what they see, not what could be !

When choosing what colors to paint with, a subtle color palette is key. Repaint dark and dramatic walls in lighter less offensive colors. Select colors that compliment the trim, flooring and furnishings in the home. Pick a color that is an accent color in a counter top, back splash or any other permanent feature in the home. If you currently have a color that is outdated completely, opt for a lighter more current shade in the same color family - avocado green can be nicely replaced with today's sage greens; heavy chocolate browns can be nicely replaced with today's creamy taupes and lattes..

Painting for resale is one of the best and most cost efficient staging strategies a homeowner can implement in a short amount of time to make their home stand out among the competition !

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