

# Colors that Sell



## *The Do's and Dont's of using wall color to enhance the saleability of your home.*

### White

**Do's:** Nearly 40 percent of surveyed home buyers preferred white for the exterior house color. White can make your house look larger, soaks up the light in a shady yard, and has a classic, clean feel to it. Paint the trim with a color that makes the entire house pop, or consider creamier shades of white for a toned-down effect.

**Dont's:** White interior walls feel cold and detract from the buyer's impression—opt for warm colors that create a softer look.

### Beige

**Do's:** Beige may be 'boring,' but along with tan and brown, it is the second most favored exterior color behind white. Beige will take on some attributes of the trim color, especially greens, for a more unique look. On interior walls, it reflects light with a warm glow, and has broad appeal.

**Dont's:** Muted colors may not work on the exterior of homes with interesting architectural details, where bolder and unique hues lend more visual interest.

### Blue

**Do's:** Some rooms of a house are reserved for reflection, quiet contemplation, and rest. Every home has a bedroom, study, or child's room where the decor should create a soothing environment. Use light blues to create calm, and even cool down a room with high sun exposure.

**Dont's:** Dark blues may be regal, but difficult to paint over, and perhaps too ominous for some buyers.

### Gray

**Do's:** Gray shades have gained in popularity over the last few years as go-to choices for decorators wanting to add a chic, urban sophistication to rooms. Add accessories that add a small punch of bright color for optimum impact.

**Dont's:** Gray can come across as imposing and cold. The key to using gray effectively when selling your home is to pair the right shade with your home's overall feel.

### Earth Tones

**Do's:** Earth tones, including shades of brown, green, blue, orange, complement rooms with a lot of wood, stone, metal or glass. Because they're flat and muted, they're soothing and relaxing and work well with most colors and tones.



### Red & Orange

**Do's:** If you're going to use oranges and reds, make sure the hues are soft and appealing. Oranges and reds work especially well in the kitchen, which is the feel-good room of the house. These colors make people think about food and are festive and vibrant.

**Dont's:** Overdone or too bright, buyers will not be able to easily overlook bright and flamboyant color choices. Keep it soft, tastefully done, and contained.



**BERKSHIRE  
HATHAWAY** | Northwest  
HomeServices Real Estate