

COLOR MATTERS



FOR MORE INFO:
www.ilovehappyclients.com

A HOME IS A LARGE ASSET - DON'T LET COLOR COST YOU A SALE

1. Color has symbolism and will date a home
2. Colors trigger emotions
3. Color will make a room look bigger or smaller
4. Details matter: Paint drips or scuffs don't show well
5. It's not just about the walls. Don't overlook the hardware

Fun colors are for living, neutral colors are for selling

People will judge a home within **90 sec**, most of assessment is based on color



Curb appeal is very important. Give your front door a makeover

COLORS THAT SELL

Benjamin Moore: Metropolitan AF-690



KILIM BEIGE (SW 6106)

ACCESSIBLE BEIGE (SW 7036)

LIGHT FRENCH GRAY (SW 0055)

AGREEABLE GRAY (SW 7029)

LOOKING GLASS (BERH)

WHITE DOVE (SW)

PAINT COLOR

LARGE ROOM



SMALL ROOM

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60% - 30% - 10% Rule

60% of a room should have one dominant color. This color should be neutral.

30% should be the secondary color. This will typically be furniture, window treatments, flooring, etc.

10% of the rooms color should include pops of color: accent pillows, art, accessories, etc.



REAL LIFE EXAMPLE:

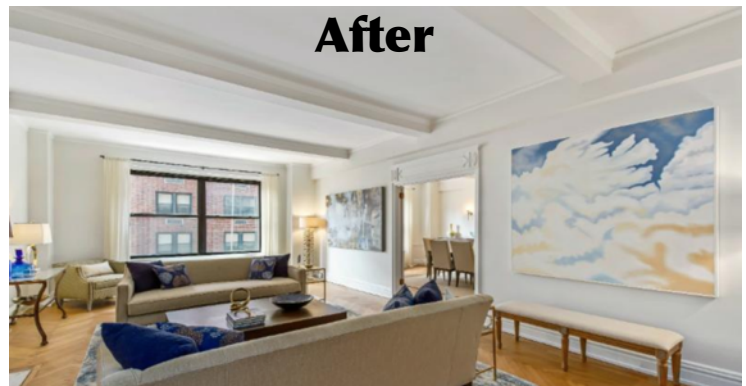
This home sat on the market for months. The dark colors made the rooms look smaller and dated the home.



Once the home was painted a more neutral color, a contract was received in 2 weeks!



Before



After

Neutral tones without pops of color can also not show well. Staging your home is critical.

Sources: <https://www.kiplinger.com> <https://www.homestagingresources.com/color-and-staging-trends-2019/> <https://www.housebeautiful.com/room-decorating/colors/g558/front-door-color/>