

# Painting Statistics

Don't reduce the price.. Increase the appeal!  
Painting can instantly transform a listing and add value.

## WHY PAINT?

**Painting** a home's interior could **raise the sale price** of a home by **1-3%**.



63% of real estate agents recommend **PAINTING** the interior walls of a home prior to selling.

*HouseLogic by REALTORS®*



**Re-Painting** a home's exterior could deliver an ROI of over 150%.



98% of top agents agreed that neutral color schemes are the most popular with buyers.

*HouseLogic by REALTORS®*



66% of real estate professionals agree to increase curb appeal, apply new paint to a home's exterior.

*National Association of Realtors®*



## IMPORTANCE OF PAINTING



99% of millennials search for homes online.



85% of home buyers say photos are the most important factor in deciding to go view a home.



Buyers will overlook a homes flaws if they know they won't have to repaint immediately when considering to purchase a home.

99% of the time a seller can't go wrong by choosing one neutral paint color. 

## KEY ROOMS TO PAINT

Painting the same consistent color throughout a home will make it appear larger!



Living Room



Kitchen



Primary Bedroom



Dining Room



Did you know a black front door can snag you up to \$6K more in resale value?