

USING THE RAINBOW TO SELL YOUR HOME

The most inexpensive upgrade you can make to your home when selling is “paint”. It provides color, light and the impression of clean. Unfortunately, most people have no idea what color is appropriate for their homes architecture and the emotional feeling each room represents.

Tan, beige, creams, all the hues of orange seem to be the safe colors of choice and they are a far better palette to use than reds.

But, with a little knowledge of color psychology you can dare to go beyond boring and still use colors that appeal to the majority of buyers.



There are 2 main categories of the primary colors. Warm and Cool.

Learning what emotional response is received from each color can help you determine the right color for the right room.

RED – (Warm) Increased blood pressure, instills feelings of intimacy and passion, increases appetite. Good for formal dining rooms.

ORANGE – (Warm) Like RED, orange tends to warm a room but is more friendly and welcoming. Good for living rooms and family rooms.

YELLOW – (Warm) Welcoming, bright and sunny. Great for dark halls, kitchens and breakfast rooms.

BLUE - (Cool) Calming, tranquil, works as an appetite suppressant. Perfect for bedrooms and bathrooms.

GREEN – (Cool) Relaxing, ideal for bedrooms and living rooms, mid-tones can be used in kitchens and dining rooms.

VIOLET – (Cool) Creative, grandeur, regal and spirituality. This is a tricky color. Many adults dislike purple but are fond of the warmer color of rose, which works well in many rooms such as, library's and bedrooms. Purples are most successfully used in kid's bedrooms and play areas.

This brief explanation of the use of color is just a tip of the information available regarding color. When you're ready to paint be sure to take into consideration the room itself. What is it used for? Is it bright or dark? How does the lighting change during the day?

Choose several different color selections from your local paint store and bring the samples home with you. Tape them on the wall you intend to paint and live with the colors for a day or two to determine which color is best suited based on light, the function of the room and the overall feeling it represents. Once you've narrowed your choice down to three pick the color in the middle of the sample.

By using this technique you are selecting the not too dark and not too light palette which is always a safe choice to enhance an emotional feeling.

Lastly, always use quality low luster paint, such as egg shell for easy cleaning and subtle shine.
Flat paints are very hard to wash and appear dull and lifeless and should only be used for ceilings.