



Selling your house?

How good painters can help get you the best price.

It's time to sell your house, you've decided on a great realtor to list and sell your property, now it's time to get the house ready to put on the market. You need it to look it's best to get your best price. Where do you start?

By this point, having lived in your home for awhile, you've probably already done most of your remodeling. If not, investing in a construction project that new owners might not appreciate is not cost effective. For that reason a remodeling contractor is not who you want to turn to. (Unless major construction faults need to be corrected.)

Painters on the other hand, do small repair jobs and painting touch-ups everyday. A good honest painting contractor can tell you what they can do and what they can't. They'll let you know if you need another contractor.



What to Do First

Do an **inspection** of your property inside and out, preferably with your realtor and a painting contractor you can trust. There are **two objectives** here: **Cosmetic (making your home more attractive)** and **to ease the home inspection process**. Once an inspectors report comes back, repairs will most likely cost you at closing anyway, so fixing them now might be easier and save you money.

EXTERIOR

Painting the entire house may be out of the question, but touch-ups or repainting entire sides of the property, especially southern facing walls might make sense. **Painters can repair, patch or replace** small areas of wood trim or siding which have peeling paint, dry-rot or even “local” termites. It’s cheaper for a painter to replace, prime and paint than to have the termite company replace wood and not paint, which is what they usually do.



Painters can make long overdue repairs and add caulking to cracks and gaps in stucco walls. You might also want to **power wash** the house to get rid of dirt, spider webs, leaves, etc. Good painters can do a lot of handyman services, like fixing doors or windows, repairing fences, add molding or general clean-up. Most have all the tools necessary on-site.

Special touches: It’s always nice to add a splash or accent color somewhere. Maybe repaint or restain the front door, a fence out front or **refinish your redwood deck**. All these will impress most new owners.



Once your painters have taken care of the outside work, then you can look at your **landscaping**. Your realtor will tell you that new flowers in the flower bed or in pots on the front step will always help impress a new owner. Most owners or even realtors are capable of planting or buying flowers. If your property can justify the cost, bring in the landscaper to add the killer finishing touches to the outside.



INTERIOR

Again, walk through with your realtor and the painting contractor. Make a list of all repairs that matter. Plumbing, electrical problems or improvements that are necessary may be out of your painter's scope. If not, they may be capable and willing to repair a leak or replace a light fixture. Being honest with each other is important here.

Painting

COLOR. Most realtors would agree, simple off-white colors, like Swiss Coffee, Cottage White with white trim work great. They let new owners imagine their own furniture and other accessories in your house.

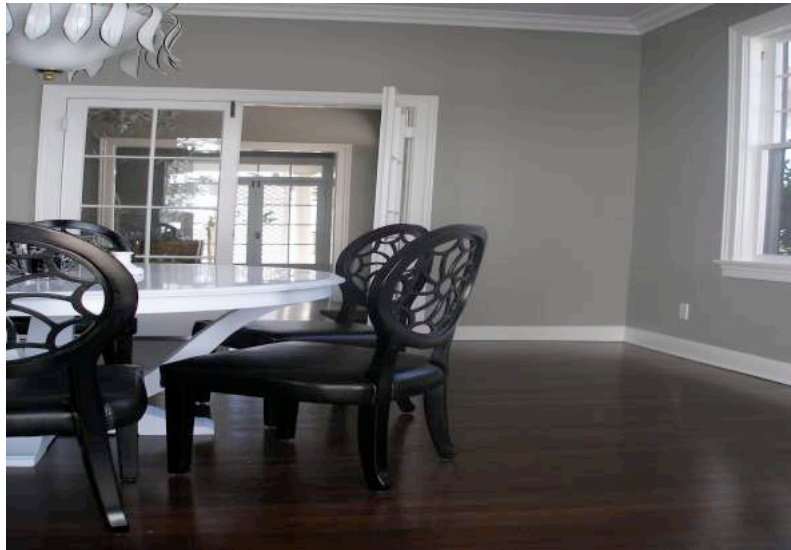
If you have unique, artistic tastes, then you may have some other colors going on inside, that someone just can't think past. You may want to consider painting the entire place, especially the main living areas. Walls and baseboards for sure, trim and ceiling if necessary. Bathrooms or some smaller bedrooms you may be able to leave 'passionate purple', if that is your thing.

REPAIRS. Look at your walls and ceilings for cracks, holes, scuff marks, and general cleanliness. Cracks in the ceiling and walls, should be patched or caulked. Any other damage that is noticeable to the inspector will show up on his report and can prolong the closing process.

Another service that a good painter will be happy to provide is recaulking in and around showers, bath tubs and sinks. Nothing is more of a turn off than old, dark and moldy caulking in the shower.

TOUCH-UPS. If your walls have flat paint on them and you have the paint, then only touch-ups may be necessary. It could be less than a day's work.

If you have **repairs to the walls** and they have low-sheen, eggshell, or semi-gloss paint, the repair and touch-ups will show up. Good painters can match wall textures, but sheen differences will show up (even if it's from the same can of paint). Sometimes painting an entire wall from corner to corner is better.



Peeling paint, usually on trim, should be taken care of. However, touch-ups to older oil-based trim paint usually will not match. Oil-based paints fade over time and it is especially noticeable on white trim. Even if you have the old paint, newly applied areas won't match. This is a problem. You may have to repaint an entire door and its trim. There are new "hybrid" oil-based paints from companies like Sherwin-Williams that look and perform just like oils. Some sanding and/or primer may be necessary first.

Baseboards should look nice and clean as well. Depending on your flooring, furniture and floorplan, repainting or touching-up the base boards will stand out. Certainly, if your painting the walls, repaint your baseboards.

Finally

Once your painters have left, give the new paint a few days before doing any final clean up of the house if necessary. After that it's onto staging the house with furniture if it's currently empty and getting it on the market.

Good luck and may the market be with you. Call us if we can help.

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