

*Color Your Way to a Swift and Profitable Home Sale  
with These Top Paint Colors*

**NORTHERN LIGHTS HOME STAGING AND DESIGN**

[www.northernlightsstaging.com](http://www.northernlightsstaging.com)



# How Much Can Paint Color Increase Your Home's Sale Price?

The impact of paint color on a home's sale price has been the topic of numerous studies and analyses, primarily conducted by real estate companies and platforms who have access to vast amounts of sale data. One of the most cited sources on this topic is Zillow, an online real estate marketplace. Zillow released an analysis in their "Zillow Paint Color Analysis" that looked at how certain paint colors in specific home areas impacted the sale price compared to homes with white walls.

Painting walls in fresh light, neutral colors help buyers picture themselves living in the space because they are neutral enough to go with most buyers furnishings and they make the space look larger. Zillow found some colors in specific rooms, particularly light blues, increased the sales price in homes, and a lack of color or certain colors decreased the sales price. Why? Color affects emotion and buyers buy because of emotion!

Neutral colors are generally gray or beige. Picking the right paint is really about making sure the neutral colors and whites work with your fixed finishes. "Greiges" are a mixture of gray and beige that are versatile and will work with a wide variety of floorings, countertops and other finishes. Greiges are great for living and family rooms and exterior colors.

This color data makes sense when you think about the fact that universally, blue is a favorite color worldwide, and that the easiest way for most people to match their existing belongings to a color without having to replaint is if it is a neutral color.

Here are some highlights from Zillow's findings over the years:

**1. Front Doors:**

1.
  - Homes with *black* or *charcoal gray* front doors sold for as much as \$6,271 more than expected.

**1. Living Rooms:**

1.
  - Homes with living rooms painted in *light taupe* saw an increase of approximately \$2,793.

**1. Kitchens:**

1.
  - Kitchens painted in *light blue to soft gray-blue* boosted the sale price by about \$1,809.
  - However, homes with *straw yellow* or *marigold* kitchens reportedly sold for \$820 less than expected.

**1. Bedrooms:**

- 1.

- Homes with *light cerulean to cadet blue* bedrooms saw an increase in sale price by about \$1,856.
- 1. **Bathrooms:**
  - 1.
    - Bathrooms painted in *powder blue to periwinkle* had homes selling for \$5,440 more than expected.
    - On the other hand, homes with *white* bathrooms sold for an average of \$4,035 less than similar homes.
- 1. **Dining Rooms:**
  - 1.
    - *Slate blue to pale gray blue* dining rooms boosted the sale price by roughly \$1,926.
- 1. **Exteriors:**
  - 1.
    - Homes painted in *greige* (gray + beige) on the exterior sold for \$3,496 more than similar homes painted in a medium brown or with tan stucco.
    -

These figures are averages and may vary depending on the local market, the overall condition of the house, and other factors. The numbers are also based on Zillow's data and may not reflect the broader market.

## Which Colors Are Best?

Several studies and real estate analyses have shown that certain paint colors can positively affect a home's sale price. Here are some colors that have been recognized for their potential to boost home value, along with specific brands and color names where applicable.

Colors that become top sellers are often influenced by the annual "color of the year" selections made by major paint companies, as well as broader design and decor trends. I have added some additional choices similar to those recognized to boost home value based on top selling paint colors, color trends and personal experience.

## Front Doors

**Navy Blue or Dark Gray:** Houses with doors painted shades of navy blue to dark gray reportedly sold for a higher price. Here are top selling navy blue and dark gray colors that are popular and could be good choices. *Example: "Hale Navy" from Benjamin Moore.*

The color trends for door colors in 2023 featured a lot of **black and natural wood tones**. Trends for 2024, you will see pops of color as well as traditional black and wood. Personally, I think the front door is a great place to add a pop of color and make your home more memorable to buyers. It is something they can easily change if they like.



Benjamin Moore "Hale  
Navy"



Benjamin Moore "Kendall  
Charcoal"



Sherwin Williams "Naval"



Sherwin Williams "Iron  
Ore"



Sherwin Williams "Caviar"



Behr "Starless Night"





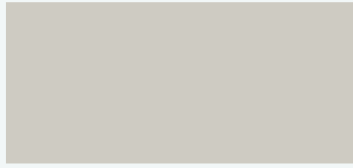
AI generated image of home with front door painted in Benjamin Moore's "Hale Navy" paint color.

## Living Rooms

***Light Beige, Pale Taupe, or Oatmeal:*** Neutral colors in the living room can be appealing. Example: "Accessible Beige" or "Repose Gray" from Sherwin-Williams. I have used Accessible Beige many times for home staging and found it to be a great color that works with a variety of fixed finishes and flooring.



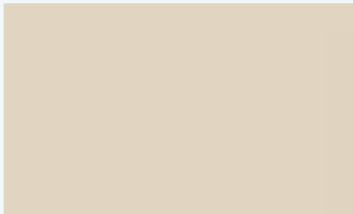
Sherwin Williams  
"Accessible Beige"



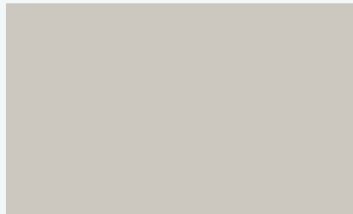
Sherwin Williams  
"Repose Gray"



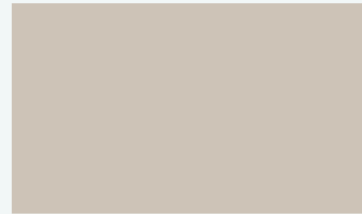
Benjamin Moore "Revere  
Pewter"



Benjamin Moore "Muslin"



Sherwin Williams  
"Alpaca"



Behr "Wheat Bread"



I used Sherwin Williams "Accessible Beige" in the living room as part of a home staging project.

## Kitchens

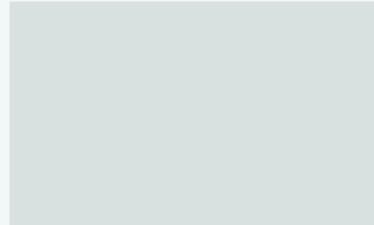
**Light Blue to Soft Gray-Blue:** These colors in kitchens reportedly increase home value. Example: “Smoke” or “Pale Oak” from Benjamin Moore.



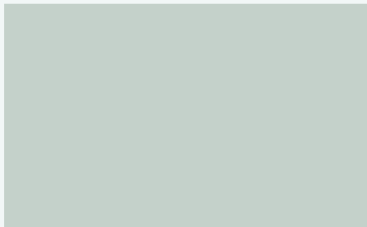
Benjamin Moore "Smoke"



Behr Light "French Gray"



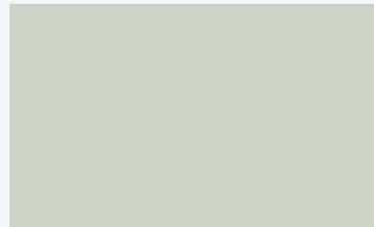
Benjamin Moore Iceberg



Benjamin Moore  
Woodlawn Blue



Sherwin Williams Rain



Sherwin Williams Sea  
Salt

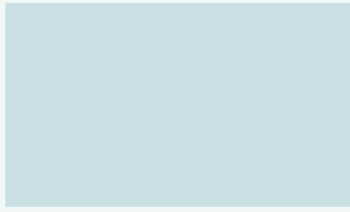




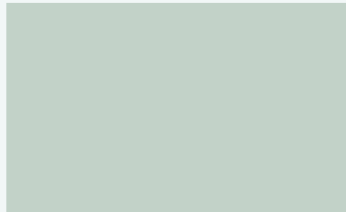
AI generated image of a kitchen that uses Benjamin Moore's "Smoke" paint color.

## Bedrooms

***Light Cerulean to Cadet Blue:*** These are reported to increase selling prices when used in bedrooms. *Example: "Breath of Fresh Air" from Benjamin Moore.*



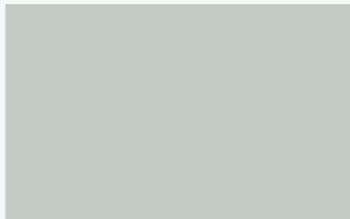
Benjamin Moore Breathe  
of Fresh Air



Benjamin Moore  
Palladian Blue



Benjamin Moore  
Wedgewood Gray



Sherwin Williams  
Rainwashed



Sherwin Williams Sleepy  
Blue



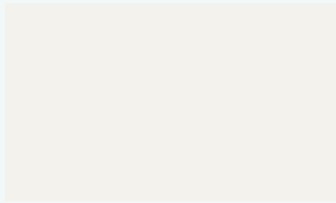
Sherwin Williams  
"Meditative"



AI generated bedroom in Bohemian style that uses Benjamin Moore's Wedgewood Gray paint color.

## Bathrooms

***Powder Blue to Periwinkle:*** Homes with bathrooms this color reportedly fetched a higher selling price. Example: “Bit of Sugar” from Behr or “Atmospheric” from Sherwin-Williams.



Behr "Bit of Sugar"



Sherwin Williams  
"Atmospheric"



Benjamin Moore "Quiet  
Moments"



Benjamin Moore  
"Woodlawn Blue"



Sherwin Williams  
"Watery"



Sherwin Williams "Silver  
Mist"

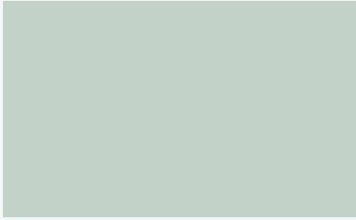




An AI generated image of a global style bathroom that uses Sherwin Williams "Atmospheric" paint color.

## Dining Rooms

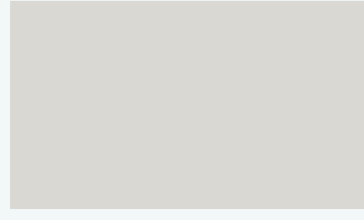
**Slate Blue to Pale Gray Blue:** They can reportedly increase the sale price. *Example: "Palladian Blue" from Benjamin Moore.*



Benjamin Moore  
"Palladian Blue"



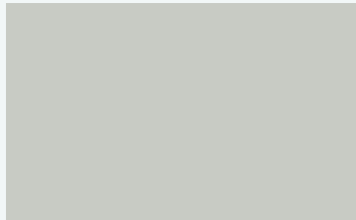
Benjamin Moore  
"Yorktowne Green"



Behr "Seagull Gray"



Benjamin Moore "Smoke"



Sherwin-Williams "Silver  
Strand"



Sherwin-Williams "Slate  
Tile"



A global style dining room using Sherwin-Williams "Slate Tile" paint color. Edesign and Heart of India energy art by Northern Lights home Staging and Design.





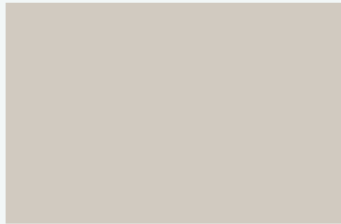
AI generated image of a global style dining room using Sherwin-Williams "Slate Tile paint color.

## Exterior Colors

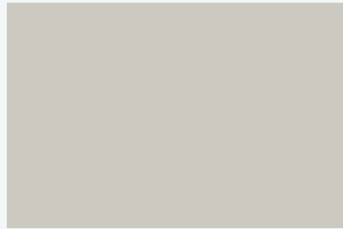
**Greige (Mix of Gray and Beige):** Homes painted this color often sell for more. Example: "Perfect Greige" from Sherwin-Williams.



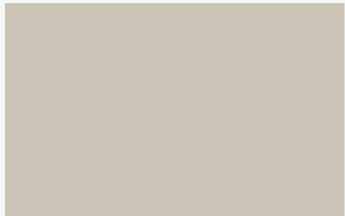
Sherwin Willians "Perfect Greige"



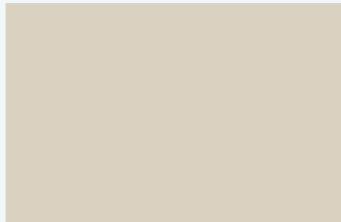
Sherwin Willians  
"Agreeable Gray"



Sherwin Willians "Repose Gray"



Benjamin Moore: "Revere Pewter"



Benjamin Moore:  
"Edgecomb Gray"



Behr "Greige"



Exterior paint, Sherwin Williams "Repose Gray". Picture generated on Sherwin Williams Color Snap.

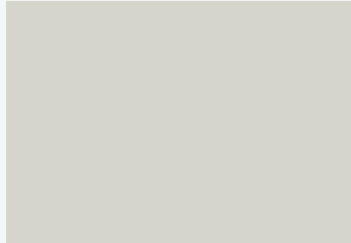


## Home Office

**Light Gray:** This can boost the selling price. Example: "Gray Screen" from Sherwin-Williams.



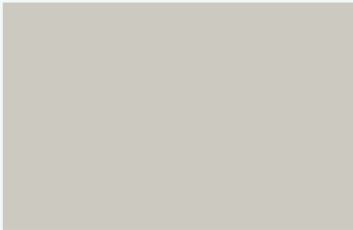
Sherwin Williams "Gray  
Screen"



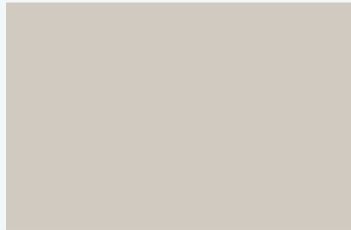
Benjamin Moore: "Gray  
Owl"



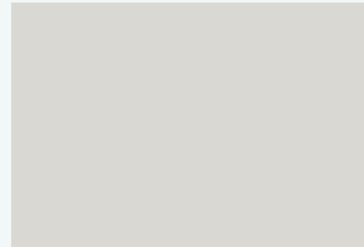
Benjamin Moore: "Classic  
Gray"



Sherwin-Williams:  
"Repose Gray"



Sherwin-Williams:  
"Agreeable Gray"



Behr: "Seagull Gray"



Office using Sherwin Williams "Gray Screen" paint color. Edesign and Butterfly Medicine energy art by Northern Lights Home Staging and Design.

## Putting it All Together

You might be wondering if you can simply choose your favorite colors from the recommended list and expect a higher selling price. The answer is not quite that straightforward. These recommendations serve as guidelines, but your entire color palette must work cohesively, starting from the exterior of your home and flowing seamlessly to the interior. Both exterior and interior colors should align with and complement fixed finishes that you don't plan to change much, such as your roofing material, stonework, interior countertops, fireplaces, and flooring. It's like solving a puzzle where each piece must fit together to create the whole picture.

When executed correctly, your color choices can be extraordinary, enhancing the overall appeal of your home. However, if the colors clash or feel disjointed, even if you can't pinpoint the issue, potential buyers may sense that something isn't quite right. The most effective strategy is to enlist the expertise of a certified color strategist who can curate a harmonious color palette based on your fixed finishes. By following these guidelines and working with a professional, you can increase your chances of selling your home faster and at a higher price.

Now that you understand more about color, why not let me help you [get your colors right with a science based color consultation](#)? Let's get you the most possible on your home sale.

## *Color Consulting*

I AM A CERTIFIED COLOR STRATEGIST AND USE BOTH THE ART AND SCIENCE OF COLOR! I MEASURE YOUR COLORS TO PROVIDE EXPERT INTERIOR AND EXTERIOR COLOR PALETTES, SELECT FINISHES FOR KITCHEN AND BATH REMODELS, FABRICS AND MORE. GREAT FOR INTERIOR DESIGN AND FOR SELLING YOUR HOME. ONLINE AND LOCAL SERVICES



**Northern Lights Home Staging and Design**

**Get Your Free Report**

*Ten Ways To Not Screw Up Picking Your Paint Colors*

NORTHERN LIGHTS HOME STAGING AND DESIGN  
[www.northernlightsstaging.com](http://www.northernlightsstaging.com)



**Northern Lights Home Staging and Design**

**[info@northernlightsstaging.com](mailto:info@northernlightsstaging.com)**

**907-362-0065**

**[www.northernlightsstaging.com](http://www.northernlightsstaging.com)**