

# A FRESH COAT OF PAINT

## MAKES A BIG DIFFERENCE

We know how much is on your plate when trying to sell your home and you shouldn't be left with having to do everything to get your home ready.

For over 20 years, Painters Enterprise has been helping homeowners like you, prepare their house for selling so that you can get your home sold, fast, no hassles and for the price you are looking for.

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# What to Paint Before Selling Your Home



## Painting Checklist

Fresh paint is one of the simplest ways to help your home feel cleaner, brighter, and more market-ready.

Before buyers walk through the door, focus on the surfaces they notice first.

## WHY THESE PAINT UPDATES MATTER BEFORE LISTING

A clean, neutral paint refresh can help your home show better, photograph better, and feel more move-in ready.

For most sellers, that means starting with worn walls, overly bold colours, and stained ceilings rather than repainting everything.

### *Clean Up Walls*

Walls take the most visual abuse. Scuffs, patch marks, nail holes, and uneven touch-ups can make a room feel tired. Freshening the walls helps the whole home look cared for in photos and in person.

### *Tone Down Bold Colours*

Strong reds, dark feature walls, and highly personal colours can distract buyers. Softer, buyer-friendly colours make it easier for people to picture themselves living in the space.

### *Remove Ceiling Stains*

Ceiling stains catch the eye quickly and can make buyers wonder about leaks or deferred maintenance. A clean ceiling makes rooms feel brighter, cleaner, and less stressful to assess.

### **PRO TIP:**

*Focus first on main living areas, front entry, hallways, trim, and any room where the colour or wear would stand out in listing photos.*

# Pre-Listing Paint Checklist



## Painting Checklist

### High-Impact Areas

- Main living areas look clean and bright
- Outdated wall colours have been neutralized
- Nail holes, scuffs, and patch marks are repaired
- Front entry feels fresh and welcoming
- Hallways look clean and consistent

### Finish Details

- Finalize creative brief and strategy.
- Secure client approvals on key deliverables.
- Prepare content calendar and assets.
- Test tools and platforms for campaign deployment.

### Timeline + Readiness

- Listing date is confirmed
- Painting is scheduled before photos
- Touch-ups are complete before showings
- You have a quote within 24 hours

