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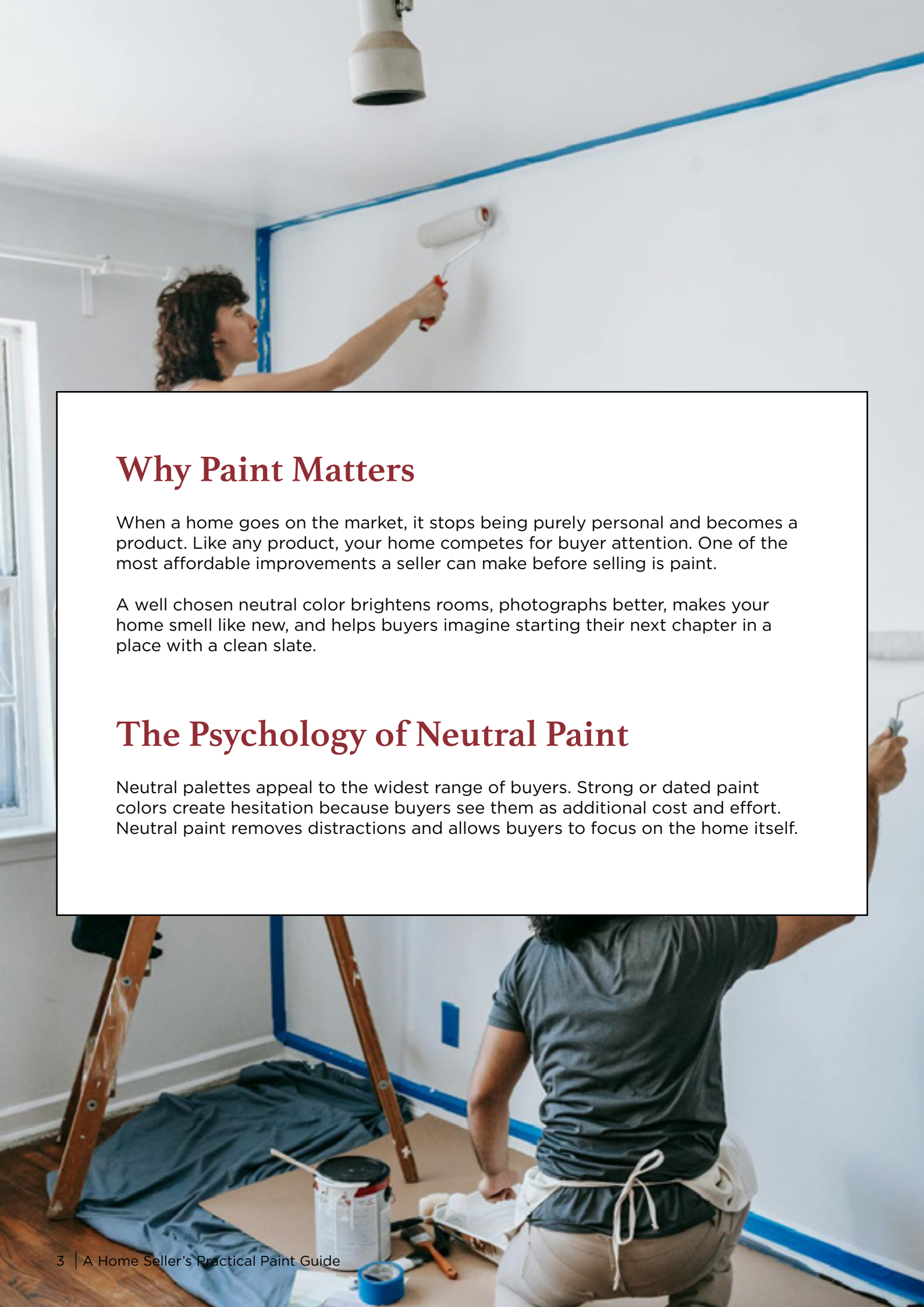
Best Neutral Paint Colors for Selling Your Home

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How to Choose the Right Paint Before You List
A Home Seller's Practical Paint Guide

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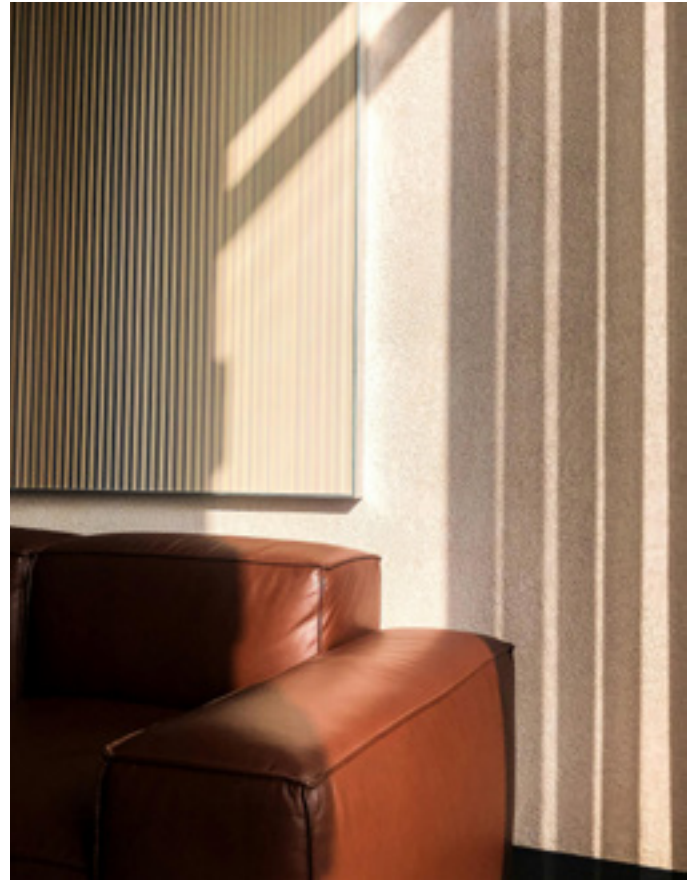
Why Paint Matters

When a home goes on the market, it stops being purely personal and becomes a product. Like any product, your home competes for buyer attention. One of the most affordable improvements a seller can make before selling is paint.

A well chosen neutral color brightens rooms, photographs better, makes your home smell like new, and helps buyers imagine starting their next chapter in a place with a clean slate.

The Psychology of Neutral Paint

Neutral palettes appeal to the widest range of buyers. Strong or dated paint colors create hesitation because buyers see them as additional cost and effort. Neutral paint removes distractions and allows buyers to focus on the home itself.



Testing Your Color at Home

Instead of painting samples directly on the wall, ask your paint store if they can provide you with a “12x12 swatch” of your preferred paint colors. Move them around the room to evaluate lighting changes throughout the day, before committing your time and money to the wrong paint color. You can also order peel-and-stick samples from [samplize.com](https://www.samplize.com) with the exact colors you’re looking for.

Whole-House Flow

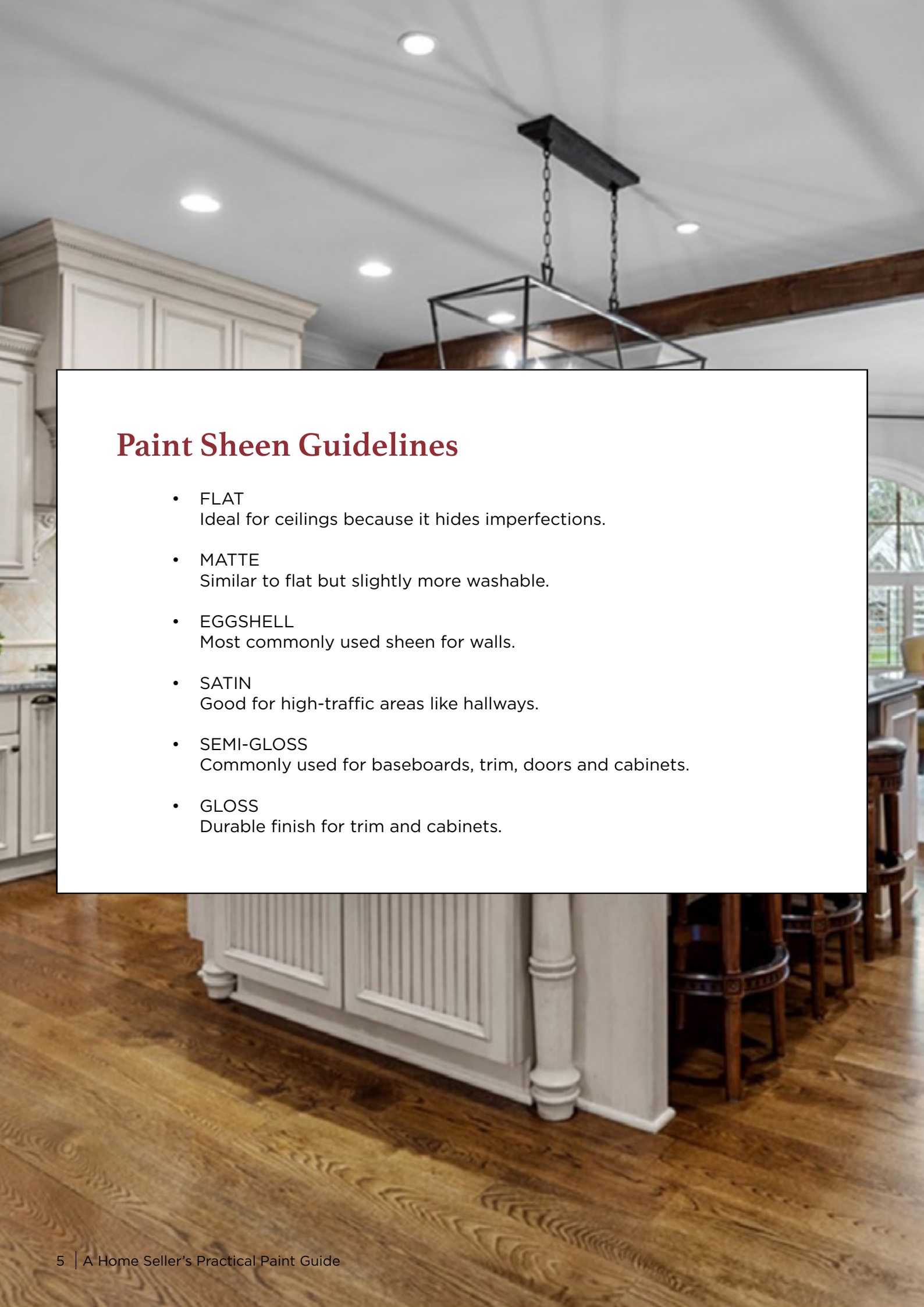
Using one primary neutral throughout the house creates visual continuity. If that is not possible, prioritize the main first floor public areas such as the entry hall, hallways, living areas, kitchen, dining room, and the primary bedroom suite.

Painting Your Trim Will Complete the Look

A fresh coat of white semi gloss paint on baseboards, doors, and trim can dramatically update a home. If your walls are freshly painted but the trim is not, the older trim will likely stand out.

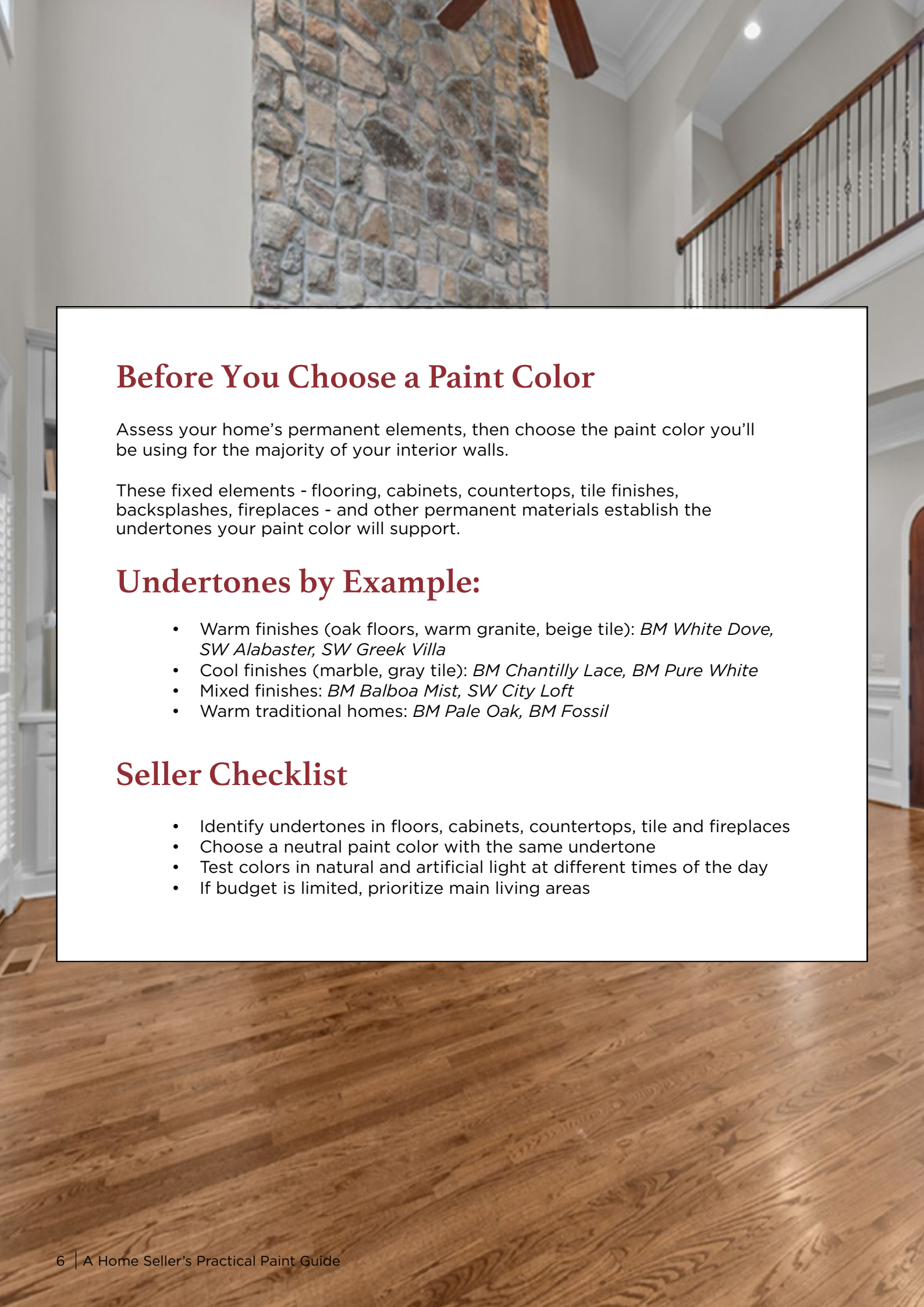
Lighting Considerations

Natural, overhead, and accent lighting all influence how paint appears. Evaluate paint samples inside the room where they will be used and observe the color at different times of the day.



Paint Sheen Guidelines

- **FLAT**
Ideal for ceilings because it hides imperfections.
- **MATTE**
Similar to flat but slightly more washable.
- **EGGSHELL**
Most commonly used sheen for walls.
- **SATIN**
Good for high-traffic areas like hallways.
- **SEMI-GLOSS**
Commonly used for baseboards, trim, doors and cabinets.
- **GLOSS**
Durable finish for trim and cabinets.



Before You Choose a Paint Color

Assess your home's permanent elements, then choose the paint color you'll be using for the majority of your interior walls.

These fixed elements - flooring, cabinets, countertops, tile finishes, backsplashes, fireplaces - and other permanent materials establish the undertones your paint color will support.

Undertones by Example:

- Warm finishes (oak floors, warm granite, beige tile): *BM White Dove, SW Alabaster, SW Greek Villa*
- Cool finishes (marble, gray tile): *BM Chantilly Lace, BM Pure White*
- Mixed finishes: *BM Balboa Mist, SW City Loft*
- Warm traditional homes: *BM Pale Oak, BM Fossil*

Seller Checklist

- Identify undertones in floors, cabinets, countertops, tile and fireplaces
- Choose a neutral paint color with the same undertone
- Test colors in natural and artificial light at different times of the day
- If budget is limited, prioritize main living areas

Recommended Neutral Paint Colors*

The following paint colors work well with many flooring, cabinetry, and countertop finishes and are widely used when preparing homes for sale.

Ceilings

- Sherwin-Williams Ceiling Bright White - LRV 82
- Benjamin Moore Waterborne Ceiling Paint - hides imperfections
- Sherwin-Williams ProMar 400 - hides imperfections

Trim

- Sherwin-Williams Pure White (SW 7005) - LRV 84 - balanced white, ideal for trim
- Benjamin Moore Pure White (BM) - LRV 79 - clean, slightly cool white

Walls Choose Based on Undertone

- Benjamin Moore Decorator's White (OC-149) - LRV 84 - clean, cool white (best with gray, marble, or cooler finishes)
- Sherwin-Williams Creamy (SW 7012) - LRV 81 - soft, warm white with yellow undertones (best with oak, beige, or warmer interiors)
- Benjamin Moore White Dove - LRV 83 - soft, versatile warm white (safest choice for most homes)
- Sherwin-Williams Alabaster - LRV 82 - slightly richer, creamy warm white
- Sherwin-Williams Greek Villa - LRV 84 - brighter warm white with subtle yellow undertones
- Benjamin Moore Simply White - LRV 90 - bright warm white with pale yellow undertones

Walls Alternative Neutrals - When White Is Not the Best Fit

- Sherwin-Williams Shoji White - LRV 74 - beige with green undertone
- Benjamin Moore Muslin - LRV 66 - beige with pink undertone
- Benjamin Moore Balboa Mist - LRV 67 - warm greige
- Sherwin-Williams City Loft - LRV 70 - soft greige
- Benjamin Moore Pale Oak - LRV 69 - warm taupe
- Benjamin Moore Fossil - LRV 72 - taupe with green undertone
- Sherwin-Williams Panda White - LRV 76 - greige warm neutral
- Sherwin-Williams Egret White - LRV 72 - warm taupe

*LRV (*Light Reflectance Value*)

Light Reflectance Value (LRV) indicates how much light a paint color reflects. The scale runs from 0 -100.

Lower LRV (0-50): absorbs more light, appears darker

Higher LRV (60-90+): reflects more light, appears brighter

For most homes preparing for sale, paint colors in the 65-85 LRV range tend to photograph best and help spaces feel brighter and more open.



Before

After

Paint Colors That Can Hurt Your Home Sale

- Very dark colors
- Too bright of a white everywhere
- Highly saturated reds, oranges, or yellows
- Trending colors that date quickly
- Too many color schemes
- Cool gray paint in homes with warm finishes

A Quick Note from Jane

Preparing a home for sale does not require renovating everything. Often the goal is simply removing distractions so buyers can focus on the home itself. A well chosen neutral paint color is one of the simplest and most cost effective ways to accomplish that.

If you need help selecting the right color, I'm happy to connect you with a trusted expert.

Thinking about selling?

Let's create a strategy that protects your equity,
simplifies your process, and gets your home sold with confidence.

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