

Tips for Choosing Exterior Paint Colors

A fresh exterior paint job can increase a home's value by about **2–5%** and often provides a **51–55% return on investment**. When selecting colors, there are two main approaches:

- **Contrasting colors:** Light vs. dark, warm vs. cool, or vibrant vs. muted tones for a bold look.
- **Complementary colors:** Hues opposite on the color wheel for a balanced, cohesive feel.

Consider Fixed Elements

Look at features that won't change, such as **brick or stone, roof color, trim, driveway, and landscaping**. Choose paint colors that work with these elements.

Also consider your home's size: dark colors can overwhelm large homes, while very light colors may make smaller homes feel less grounded.

Look at the Surroundings

Take cues from **neighboring homes and natural landscaping**. Aim for harmony rather than matching exactly, especially in neighborhoods where homes are close together. Earthy tones often blend well with natural surroundings and seasonal colors.

Identify What You Like

Drive around for inspiration and note what you like and don't like. Consider whether you prefer: high contrast or tone-on-tone, contrasting trim, highlighting or minimizing certain features.

Once you narrow your choices, consider shades **one or two tones darker**, which often work well on exteriors.

Try Before You Buy

Test your colors before committing. Paint **large sample areas (about 2 ft x 2 ft)** on different sides of your home and view them throughout the day. Observe how they look with your home's materials and lighting before deciding.

One Last Tip

Many paint stores offer **color consultants** to help with selections. If your chosen colors are not on the Architectural Pre-Approved list, you will need to submit an **Architectural Request** for approval.