

ORANGE IS THE COLOUR FOR FALL – BUT FOR YOUR WALL?

By Susan Crema-Martin

Fall usually makes us think of pumpkins and colourful leaves. We embrace these beautiful bright oranges, reds and yellows as they accent everything around us. This month's article is about using colour in the right places and as a professional stager, we are taught to use colour to create flow from one room to another. Walls, ceilings and floors account for the largest area in a property and leave the biggest impression; therefore we prefer to use a more neutral tone to create a background for the space. Colour is best used in the furniture selection and then in accent colours.

Before



After



HomeGain 2011 Home Improvement National Survey (www.homegains.com) ranked interior painting as one of the top 10 DIY home improvements for sellers. HomeGain also stated that painting your interior walls will provide over 100% return on investment (ROI). The top two DIY Home Improvements were cleaning/de-cluttering and lightening/brightening. Once a client has cleaned, de-cluttered and packed away most of the items that we recommend, the walls and trim show their true identity. Paint is one of the easiest and cost-effective ways to freshen up and sell the space. Were you aware that approximately 40% of all paint purchases are made as a result of an original colour mistake?

As a professional stager I do prefer to keep to warm neutral tones, but in saying that I do not mean plain off-whites. I like choosing colours that highlight the main architectural feature of a property; use wall colours to highlight wooden floors; lovely tiles or warm carpets. A fresh coat of paint makes a big difference in appealing to buyers and updating the look of a property.

Before



After



Before photo (left) – the peach tiles dominate the colour in this space.

After photo (right) – accessorizing with complimentary colours changes the wall colour and makes this room very appealing.

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If you have a question for Susan, send your questions to: info@thebulletinmagazine.com*

