



# don't overlook the paint

A thorough paint job on your home's exterior may be one of the fastest, easiest and least expensive "major" renovations you should consider.

The visual impact of just a few coats of paint may even result in an increase in the value of your home. Whether you are inclined to take on such a project yourself or hire a professional, it's worthwhile knowing a few details that might have an effect on your job's cost and overall outcome.

## choose the paint type as carefully as the color

Most people spend a lot of time choosing the right paint colors for their home, but they rarely spend the same effort choosing the right type of paint. There are several key components that contribute to the quality of house paint, including pigments (which affect color and sheen), and binders which affect a paint's adhesion and durability. When paint is drying, the liquid component evaporates, leaving the pigments and binders behind as the actual coat of paint. Logically, higher quality paint will have more pigments and binders by volume, resulting in a thicker application, richer looking color, and a more durable coating. (Clearly you shouldn't thin your house paint, unless specified by the manufacturer.)

There are two types of house paint: water-based "latex" (which cleans up with soap and water) and oil-based "alkyd" (which cleans up with mineral spirits). It is widely acknowledged that modern high-quality latex paints have improved to such a degree that they outperform alkyd paint on most factors, including application, appearance and durability. For example, 100% acrylic latex paint is generally less likely to blister, flake, peel or chalk. In addition, latex dries more quickly, and maintains more elasticity and breathing ability. Nonetheless, oil based paints may be preferred under specific circumstances, where reliable adhesion is required, or when high-hiding properties are a concern.

## think of the results

Don't compromise the quality and life span of your paint job by using the wrong paint, just because it's cheaper. High quality paint means high value: it goes

on faster and easier, and requires less brushing, less retouching, and possibly fewer coats to achieve an attractive, uniform appearance. Also, less spattering results in less waste and faster, easier cleanup (especially with latex). When top quality paint is applied to a properly prepared surface, the actual cost of paint on a per year basis may well be lower than a cheaper exterior paint because of the paint's life span. However, since every paint type has its own unique characteristics, it's wise to ask a qualified paint dealer to recommend the right paint for the job at hand.

Regardless of the type of paint, read the label carefully before you buy. Check the manufacturer's warranty and look for the features and properties that will achieve the intended results. Below are a few desirable paint characteristics that may add confidence to your decision:

### features

#### High Adhesion

#### Chalk Resistance

#### Mildew Resistance

#### Color Retention

#### Alkali Resistance

#### Dirt Resistance

### benefits

- Resists blistering, peeling, etc.
- Delays aging from exposure
- Suppresses bacterial growth
- Maintains original appearance longer
- Prevents deterioration on fresh masonry
- Sheds airborne dust and dirt

## your home deserves the attention

Most homeowners know that they need to care for their investment through regular upgrades and maintenance. Yet, some don't realize that a fresh paint job can actually enhance the perceived value of a house. A new coat of top quality paint protects the home's exterior against the elements. Plus, when you show your interest in the appearance of your home, you communicate your intention to protect the home's integrity. That is the kind of pride that gets noticed by visitors and prospective buyers. It's also the kind of pride that can easily catch on throughout an entire neighborhood, and help maximize everyone's property values.