

# Upscale Living

## Boosting Your Home's Value

(NAPSA)—Whether you think the real estate boom has hit a ceiling or that there's still plenty of time before the bubble bursts, there are ways to boost your home's worth.

In fact, real estate agents consistently say something as simple as a fresh coat of paint can bring higher selling prices. Even if you don't plan on moving soon, some new paint can still make a big difference in the way your home looks and feels.

Just remember to choose your paint wisely. Homebuyers generally like to see spaces that are clean and bright, so consider using a light or neutral-colored latex paint.

Plus, real estate agents say that just like any other improvement, the quality of the paint you use may influence your return on investment. If you can tell a potential buyer the family room is painted with a paint that contains built-in Scotchgard™ Protector, for example, he or she may be impressed by the fact that the walls can resist stains and scuffs. Ace Hardware sells an interior latex paint called Ace Sensations with Scotchgard Protector.

The paint is mildew resistant, has what's known as a "high rate of washability" and comes in a variety of colors. Given that one in five homeowners with children say they repaint as often as once per year to keep walls looking fresh, the stain-resistant paint may be a good investment.



**Something as simple as a fresh coat of paint, especially if it's stain-resistant, may help increase a home's selling price.**

A second way to boost your home's value may be to take a walk outside. Take a look at your house and yard from the street, using an objective eye. The impression you get is what real estate agents describe as "curb appeal."

That initial impression can help determine the final selling price of a home.

If your yard is a little run-down, take steps to clean it up. Plant shrubs to spruce up the appearance. Give the windows a quick washing and pick up any debris in your yard. Give the grass a quick mowing. Chances are, the more manicured your yard appears, the more "green" your house will fetch.

For more information, visit [www.3m.com/scotchgard](http://www.3m.com/scotchgard).