

# Exterior Decorating

## Homes: Buying And Selling

### Creating The Home Of Your Dreams

(NAPSA)—The single largest investment most people ever make is their home. Realtors say, however, the actual value of your house rests largely on the first impression of a total stranger pulling up to your door.

So how do you get “curb appeal”? Fortunately, what may be the best solution is also the most affordable: paint. For secrets behind the most compelling exterior paint jobs, check out Benjamin Moore & Co.’s new book *Exterior Style* (\$22.95, Bullfinch Press).

Seasoned experts on color, style, technique and problem-solving offer savvy advice on 128 pages, filled with inspiration and education, including more than 100 illustrations of wonderfully painted houses—before, during, and after their transformation.

The book can help you learn how to put the power of color to work; how to use the color wheel; how color changes with light, scale and context; how to think about the color building blocks, including body color, trim color and punch color; the relationship between color and architecture and how to read five critical color cues: the architecture, the givens, the landscaping, the interior décor and neighboring houses. Next comes guidance for finding the perfect palette and selecting exactly the right colors for your house. The same house is pictured, painted several different ways.

A section on special projects shows intriguing ways to use paint and offers complete “recipes” for painting a wide assortment of outdoor style elements: porches, garden furniture, stone planters, pergolas and fences.



**A bright and beautiful house exterior gives you more than an outside chance of getting a good price for your property.**

The section called “doing it right” demystifies preparation and technique. Peeling, chalking, alligatoring, blistering, sagging, and wrinkling are common problems that need solving before any new painting.

When you’re ready to paint, the book provides solid instructions for choosing exactly the right finish and a clear explanation of the differences between primers, sealers, paints, and stains. Step-by-step guides for preparing different surfaces are easy to follow. The equipment you need is outlined precisely. There is even advice about hiring professionals and disposing of unused paint.

*Exterior Style* dramatically demonstrates how the right combination of colors can change your house and perhaps even change your life.

It’s available in bookstores, at Benjamin Moore retail stores and online at [www.benjaminmoore.com](http://www.benjaminmoore.com).