

# HINTS FOR HOMEOWNERS

## Use Color To Revamp The Look Of Your Home

(NAPSA)—Choosing a new look for your home can be a liberating, rejuvenating change that will pay off in the future. By choosing the right color, you can express yourself, freshen up an old look and increase the value of your home. According to a recent Cost vs. Value Report conducted by Hanley Wood, LLC, an exterior makeover—such as installing fiber cement siding—can be a great investment, returning more than 83 percent of the project cost upon resale.

Here are several tips to help you increase the value of your home while boosting curb appeal:

- **Go Green.** Color choice can affect the energy efficiency of your home. Darker colors absorb the sun and therefore warm the home, while lighter colors reflect the sun's rays, keeping the home cooler. This is an important consideration depending on the amount of sunlight your home is exposed to on an average day.

- **Get Back to Nature.** Look to your natural surroundings for inspiration. For example, in a wooded area, vivid greens and browns can help blend the style of a home with its environment. In an urban setting, bright, eye-catching colors can help to offset the sometimes drab hues associated with city living.

- **Go Back in History.** If your home is from a certain historical period, play off that history. Find old pictures of your house or neighborhood to use a historically accurate color scheme. Try to select shades that were used at the time your home was built. This will add character and a certain amount of authenticity to your own little historical treasure.

- **Visualize the Finished Product.** The ColorView free



**You can have a new home at the old address with paint and perhaps some shingles.**

online tool at [www.certainteed.com](http://www.certainteed.com) lets homeowners picture their home complete with new color. You can even mix and match colors of roofing, siding, trim, rail and deck to choose the perfect style and look.

- **Make a Lasting Impression.** The darker the hue, the more likely it is to fade over time, especially with homes exposed to direct sunlight. CertainTeed's Monogram vinyl siding offers consistent quality and variety with over 40 colors and wood-tone blends.

- **Look Up.** The roof accounts for roughly 40 percent of the exterior appearance of the home, so it's important to consider roofing shingles. CertainTeed's Presidential Shake Shingles deliver the charm and character of hand-split wood shakes with the durability and strength that preside over wood in virtually every surrounding. From aged bark and charcoal black to weathered wood and chestnut, the shingles are available in a wide array of dynamic color options and textures to match your home's unique style.