

PRESS RELEASE

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The Color People Offer Tips to Boost A Home's Sale Price with Color

Attractive Exterior Paint Schemes can Increase A Home's Value and Hasten Its Sale

DENVER, CO - March 10, 2004 /Send2Press Newswire/ -- Updating a home's exterior with a fresh and attractive palette of color is one of the single best ways to boost a home's sales price and hasten its sale, according to James Martin, president of the Denver-based architectural color consulting firm The Color People (www.colorpeople.com).

"First impressions are so important when selling a home and effective color use offers an extremely high-impact, low-cost way to enhance a home's curb appeal," says Martin.

Spring is traditionally the time most would-be home sellers put their palaces on the market. This busy selling period pits large numbers of homeowners against each other in a race to sell their homes quickly and profitably. Color, Martin says, is a key way to make a home stand out favorably from the competition and ensure that it sells for its highest value.

But many homeowners find making the right color selections a daunting undertaking. Martin, whose firm works with homeowners across the country, offers these tips to help make the process easier:

- * Dark colors make a house look smaller but more substantial. Light colors make a house look larger but you don't want to make a house on a tight lot look larger -- it will just look squeezed.
- * Light colored windows look larger and make a house feel more open, airy and sunny.
- * Try to add a punch color to your body and trim colors. Use it on the door or shutters or both. A punch color is like the tie on a man's suit: a focal point which brings the whole look together.

For a look at how color can transform a home, visit the photo gallery at <http://www.colorpeople.com>.

About the Color People

The Color People, founded in 1979, is a specialized architectural consulting firm that provides color design services to architects, developers, builders, and homeowners. Its president, James Martin, is also a board member of the national Color Marketing Group.

MEDIA CONTACT:
Mindy Kaufman
of Kaufman Public Relations
for The Color People
+1-303-691-9279
kaufmanpr@comcast.net

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[source of news = Kaufman Public Relations for The Color People]
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