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# Alaska REAL ESTATE BY DAVE WINDSOR

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## COLOR THERAPY FOR YOUR HOME

### Dear Dave:

**I recently read online that it can cost a seller thousands of dollars if their rooms are painted the wrong colors. For example, bathrooms must be blue, no room should be yellow or brown. Is that true in Anchorage or does everyone want gray walls? If I want to sell my house, what colors should I use and what should I stay away from?**

### Answer:

When I am feeling a bit low, I deliberately wear a yellow shirt to work. This always gives a cheerful impression to the people I meet and, actually, even cheers me up a little until the depressed emotions subside.

When politicians have an important speech to deliver, you will often see them wear a blue tie. This is more likely to convince the audience that they are telling the truth.

Red is a power color, and sends urgent messages to the brain. Young women at a party who wear red are more likely to be noticed. By the same token, a red

car will attract police attention more than a blue car.

Colors definitely affect us all, frequencies of light interacting with our own energy fields and impacting out emotions and thoughts. This is why black ice cream does not sell very well.

These principles do come into play when selling your home and, yes, the wrong choices can cost you thousands of dollars, or even the possibility of selling at all.

On the other hand, colors affect us all differently, as does any visual art form, so what turns one person on may turn another off. You may enjoy a book I have on my shelf by Reuben Amber called "Color Therapy". It discusses Chromotherapy and how color can be used to create a positive balance within ourselves and our environment.

Following some study and 30 years of real estate experience in Anchorage, I will opine on your question. Let's first talk exterior colors.

**Exterior:** In Eagle River, the

Homeowners' Association for Eaglewood still requires you to obtain approval for the color you choose to paint your home. This is because some homes, as you may have noticed, are quite hideous in appearance and only suit Halloween, not the remainder of the year.

The exterior should have 2 colors, one for the trim and one main color. The front door is definitely worth a third color as it is the main entry and makes a statement.

There is no fixed rule for the predominant exterior color except that it should not be overly dark, or overly attention drawing. No oranges, reds, purples or black. A pastel, or lighter shade of a particular color may be trimmed with a second, darker version of the main color. Alternatively, a darker shade of a particular color typically goes well with a lighter shade of trim or even a white trim.

**Interior:** First, bathrooms do NOT need to be blue, but I agree that distinctly colored

bedrooms are an obstacle for selling to most buyers.

The colors inside the house are best to be relatively neutral if you want the maximum number of people to warm up to it. A few might like your blue bathroom, and a few may even adore the yellow bedroom, but you are shopping your home and so you need the odds of selling in your favor. Neutral provides the best odds.

So what are those neutral colors? White is too stark. Off-whites and neutral beiges, grays and taupe will work best, with a second color for doors and trim.

Fixed rules do not apply here, because the color of the floor definitely has something to say, and this brings us to carpet and laminate colors.

If your floor-coverings are in good shape then the paint color has to blend. If you are also re-surfacing those floors for the sale, then again "Neutral" is your friend. 'Neutral' allows the next owner to bring their own preferred, personal furnishings into the home without disturbing their own particular color psyche.

In general, white, black, dark color shades, any shades of reds or blues are the wrong part of the rainbow for interior walls, or floor-coverings.

Naturally, there are 'experts' out there with interior decorating skills and, if you want, I can refer you to someone who can, for a fee, give you specific

counsel on your particular home.

However, to be even more specific to your individual question, I personally favor white or close to white ceilings, to increase light, especially in Alaska. I recommend either a basic eggshell, off-white color at minimum for walls but prefer one of two Sherwin-Williams' beige colors, Kilim Beige or Accessible Beige, depending on whether you need to match a yellow undertone or gray leaning sense in the home contents, counter-tops, cabinets etc. (Kilim Beige has yellow in it. Accessible Beige has gray). Alternatively, a light Taupe works well (Satin finish in all cases). A third beige called Sand Dollar also is beautiful and has a pink undertone.

In any event, a semi-gloss or even full gloss white for doors and trim always sharpens the overall effect of any color, unless you have a home where the "woody" colors of cabinets and previously stained doors indicates going with the stained trim but, please, not too dark.

In Florida and Hawaii, cheerful, cool, flowery colors sell. In other States, dark may appeal. Alaskans need warm colors and lots of light coming in through windows or light fixtures.

Color is a vibration and, just like personal relationships, you are trying to have your home vibrate on a frequency that matches the homebuyer. Choose frequencies that match the majority of buyers, or just take longer to sell by doing your own thing.

## COLORS AND THEIR SYMBOLS

**Red** is the symbol of fire, passion, rage, danger, destruction. It sends an urgent message.

**Yellow** is the color of the intellect, of perception rather than of reason.

**Orange** is the color of heat, fire, fever; it symbolizes warmth and prosperity.

**Green** is the color of hope, new life, energy, fertility, growth. Green is a restful color.

**Blue** is the color of intuition and the higher mental faculties. It symbolizes true devotion, sincerity, and calmness.

**Purple** is the color of dignity, majesty, and royalty.

**Black** is the color denoting evil, superstition, and destruction. It sends no light, nor can light penetrate it.

**White** is the color signifying purity and goodness. It both allows the passage of light, and reflects it.

Dave

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