

LOCAL HOMEOWNER'S GUIDE TO EXTERIOR PAINTING

SW 7008
Alabaster
*Apr. 2022 Color of the
Month*

SW 7015
Repose Gray

SW 9173
Shiitake



THE BENEFITS OF EXTERIOR PAINTING

Health, Value and
more..

EXPERT COLOR PICKS

See the specific
colors they love.

HOW TO HIRE THE RIGHT PAINTING COMPANY

Discover the three steps
we recommend.





OF EXTERIOR PAINTING

THE BENEFITS



1

Increase Your Health

Let's start with physical health. **Sealing off holes in your home exterior will keep mold-breeding moisture from getting into the home air.** This'll ensure you have cleaner air which is especially helpful for those of you who struggle with allergies. Second, having a fresh look of your home exterior can and will improve your mental health. Imagine every time you pull up to your house the look and feel of your home increases your mood. It may even give you more confidence knowing that your home is well-maintained and just beautiful to look at.



3

Increased Home Value

It's no secret more buyers want something that is new and fresh vs dated and in need of repair. This is why **an exterior painting project immediately increases the value of your home.** And the more on trend the colors and the higher the quality of the paint, the more value you could amass.



2

Enhanced Curb Appeal

A fresh paint job can transform the appearance of your home, making it stand out in your neighborhood. It'll look newer, fresher and may even inspire your neighbors to improve the look of their homes. Your house may even be the talk of the neighborhood (or you know the Nextdoor channel) for months to come. Not saying anyone wants to be envied, but hey – the compliments are nice ;).



4

Home Protection Against the Elements

Proper exterior paint preparation will seal any holes or gaps you have in your existing exterior material which will immediately improve the condition of your home exterior.

Then once the exterior paint is applied, it acts as a shield protecting your home from moisture, insects, and dust. It can also further prevent wood rot and reduce wear from UV exposure.

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HOW TO HIRE THE RIGHT PAINTER



01

Write down what matters most to you.

We'll help you get the list started: communication, warranty, timeline, price, experience, materials, color guidance, etc.. Then prioritize these for YOU.

02

Ask friends & look online for a reputable painter

Ask friends and family and google 'exterior painters' to see who is out there in your local market. **We suggest looking for a company with a solid track record – who has at least 30 reviews and has a 4.9 rating or better on google.**

03

Ensure to get a free estimate

Get a free estimate with 1-2 painting firms you really feel good about. Make sure you get color guidance, firm price that won't change, timeline, communication plan, workmanship guarantee & warranty, final walkthrough review and confirmation that they have insurance.

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HOW TO CHOOSE EXTERIOR COLORS



There are so many colors to pick from which can paralyze even the most-effective decision makers. This is why we encourage you to go with a painting firm who offers color guidance. **Each of our clients enjoy a dedicated color consultant to ensure you have help discerning what colors look great, what colors others love in your area and what colors coordinate well.**

Before we dive into what exterior colors are popular, we have a VERY important recommendation for you: **choose the color that YOU love.** The color that represents your style, tastes and lifestyle. It is after all, your home.

In 2024, the trending exterior colors are mostly earthy tones, vibrant blues and classic neutrals. We will give you many examples below and on the next page.

Let's Start with the Sherwin Williams Expert Picks:



More Colors On the Next Page!

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SW 7006
Extra White
Expert Pick

SW 7005
Pure White
Expert Pick

SW 6385
Dover White

SW 7008
Alabaster
Apr. 2022 Color of the Month

SW 7558
Medici Ivory

SW 6147
Panda White

SW 6154
Nacre

SW 7560
Impressive Ivory

SW 7042
Shoji White
Aug. 2022 Color of the Month

SW 7014
Eider White
Aug. 2021 Color of the Month

SW 6126
Navajo White

SW 7516
Kestrel White

SW 7721
Crescent Cream

SW 7537
Irish Cream

SW 7647
Crushed Ice

SW 7541
Grecian Ivory

SW 7029
Agreeable Gray
Expert Pick

SW 7662
Evening Shadow

SW 7064
Passive
Expert Pick

SW 7050
Useful Gray

SW 7015
Repose Gray
Expert Pick

SW 6625
Certain Peach

SW 7036
Accessible Beige
Expert Pick

SW 7043
Worldly Gray
Expert Pick

SW 6106
Kilim Beige
Expert Pick

SW 6254
Lazy Gray

SW 7641
Colonnade Gray
Expert Pick

SW 0055
Light French Gray
Expert Pick

H

SW 9173
Shiitake
Expert Pick

SW 7524
Dhurrie Beige

SW 7512
Pavilion Beige

SW 7016
Mindful Gray
Expert Pick

SW 7030
Anew Gray

SW 7044
Amazing Gray

SW 6198
Sensible Hue
Expert Pick

SW 7694
Dromedary Camel

SW 7543
Avenue Tan

SW 7720
Deer Valley

SW 7650
Ellie Gray

SW 7017
Dorian Gray

SW 7052
Gray Area

SW 7024
Functional Gray
Expert Pick

SW 7640
Fawn Brindle
Expert Pick

SW 7544
Fenland

SW 7731
San Antonio Sage

SW 6823
Brave Purple

SW 7508
Tavern Taupe

SW 6340
Baked Clay
Expert Pick

SW 6138
Artifact

SW 6151
Quiver Tan

SW 6124
Cardboard

SW 7039
Virtual Taupe

SW 6235
Foggy Day
Expert Pick

SW 7619
Labradorite

SW 7019
Gauntlet Gray
Expert Pick

SW 9059
Silken Peacock

SW 2843
Roycroft Brass

SW 6152
Superior Bronze

SW 7523
Burnished Brandy

SW 7515
Homestead Brown

SW 6433
Inverness

SW 7545
Pier

SW 7591
Red Barn

H

FOR EXTERIOR PAINTING

PAINTING PROCESS

Once a painting company can start your project, prep and paint can be completed in a few days and usually under a week unless the home is very large.

STEP 2

Preparation. Thorough prep is key and ensures proper application and paint durability. Prep includes taping/masking, power washing, scraping and priming the surfaces.

STEP 4

Final walkthrough so you can look at the finished product with a member of the team. At Ultra Painting, we want to ensure our clients are super happy with their project before we leave your home.

STEP 1

Free-In Home Estimate so you will get a clear report on the condition of your home exterior and a free estimate so you know what it'll cost to prep and paint your home.

STEP 3

Painting with high-quality durable material ensuring a smooth and beautiful finish.

[SCHEDULE FREE ESTIMATE](#)

CALL/TEXT (608) 575-6456





KENZIE SANOY, OWNER

So there you have it! We hope this guide will help you have a successful exterior painting project.

If you're looking to schedule a free estimate, we would love the opportunity to meet you and serve you. You can call/text us at the number below!

SCHEDULE FREE ESTIMATE

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