



AUDRA'S TOP 10 STAGING PAINT COLORS

And When to Use Them!



Welcome!

Whether you are an old, color pro or just needing some basic color guidance, I'm glad you're here!

I believe you have to SEE color in context, so I'm giving you my top 10 paint colors for staging and I'm showing you each color in action in homes. I am using some of my favorite designer's work on Houzz (I give credit to each designer, so feel free to search them out on Houzz and give them some love).

Finally, if you're insane about color like me 😊, consider taking my 3-day, online color course and becoming a Certified Color Expert... ***I promise you will learn a TON and see color differently.***

A Little Bit About Me...



AS SEEN ON



The Boston Globe

The Miami Herald

WALL STREET SELECT

Audra Slinkey is the creator of the Certified Color Expert program, as well as the principle trainer. Audra is a Fortune 500 corporate trainer, international speaker, published, best-selling author on Internet marketing, staging, color and design. She has personally mentored over 5000 interior design and staging small businesses through the Home Staging Resource Certification Training!

amazon Best Selling Author



Quick Disclaimer...

I always say, “there’s no such thing as a *‘tried and true’* paint color because so many factors come into play when we pick paint color for a space like light, fixtures, furnishings, style, architecture and mood.

Having said that, the following colors and room photos give you a visual of the kind of paint colors that can look great in certain situations for staging.

Always test a paint color before committing since homes and color is complicated!

This is why a great stager, color consultant and designer are worth their weight in gold!

10 Best SW Paint Colors for Staging

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Audra's "Top 10" Sherwin Williams Paint Colors



Why Color Matters

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“Since color is the ‘rhythm’ in a home, it needs to be consistent to carry the tune.”*

*Audra Slinkey



10 Best Paint Colors for Staging

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I always say it's best to pick the "right white" first when building a paint scheme for clients. The safest white to choose for any home is an off-white and I would recommend only choosing it for the trim, doors, ceilings and possibly cabinets. I like the Benjamin Moore White Dove off-white which is pictured in the following photos. I also like Sherwin Williams Extra White for a more pure, bright white as well.

White on walls only works in specific situations, so only use for trim, etc. unless you know the rules about choosing white on walls!

***Benjamin Moore White Dove CC-17 and
Sherwin Williams Extra White 7006***





The next few pages are White Dove OC-17 in action inside homes designed by one of my favorite designers, Martha O'Hara on Houzz (I recommend searching for her on Houzz to see her GORGEOUS interiors!). As you can see it works with a butter yellow paint wall color...



It also works well here with a neutral gray and marble countertops. It's the safest, white for all neutrals and has great coverage. There are other good off-white choices but White Dove is a great go-to white as a start to your color scheme!



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See how well it works in a blue bedroom for trim, doors and ceiling? So serene!

10 Best Paint Colors for Staging

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Now that you have your white chosen, let's look at some solid "neutrals" from the gray, beige and "greige" families as our next color scheme color. The rest of these color are from Sherwin Williams but you can match them to any paint company.

Let's start with the truest of grays...

*Repose Gray SW 7015 and
Mindful Gray SW 7016*





One of the truest of grays, these two paint colors are mainstay for designers everywhere and a good color to stage with since they are truly a gray neutral. These gray neutrals go best with finishes and furnishings that are NOT earthy but are more contemporary, mid-century or transitional in nature. The next few photos are these two fantastic grays in action in the home....This room is Repose Gray which is the lighter of the two.

Work by Robyn Webb – Design to Sell



Here is Repose Gray again which you can see helps to modernize a more traditional entryway and looks good against white mil work and marble floors. Love the blend of gold and beige furnishings to add warmth and contrast in this space...I'm seeing this blended neutral pattern as an interesting trend in staging and design.

Tiffany Farha Design



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Paired in a white kitchen with brighter pops of color as your third color in a scheme, gray does well.



isARK Studio



Homes by Tradition

10 Best Paint Colors for Staging

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We've looked at gray neutrals which look great with homes that have white, black, gray, marble finishes and furnishings with white trim. A huge trend I'm seeing more often which is moving away from the grays in terms of staging neutral and picking more of a sandy beige color as our back drop. Kilim Beige pairs equally well with warm and cool colors, so it's very versatile! Works great in rooms with less sun or in rooms with dark furniture and leather upholstery...think earth tone spaces.

Kilim Beige SW 6106





Stone Acorn Builders



Arthur Rutenberg Homes



Arthur Rutenberg Homes



Amerisips



Beracah Homes



As you can see Kilim Beige is a very consistent paint color that features the items in the forefront and doesn't mind being a "fade to background" color.



Oakwood Homes

10 Best Paint Colors for Staging

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Wool Skein is a more sophisticated greige with a bit of green undertone but adds warmth and light to a space. This beige is not as “consistent” as others and really depends on the light in a space but you can see from the following rooms...it really sets itself apart from the average paint color....

Wool Skein SW 6148





Stone Acorn Builders



Tobi Fairley Interior Design



Natalie Howe Design



Carolina Design Associates



Tobi Fairley Interior Design

10 Best Paint Colors for Staging

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Cheerful, sunny with a tinge of yellow these colors add a tons of light and warmth. They work well in darker home and look a lot like a straw color with a golden feel. Ivoire is more golden in nature, so go with Believable Buff for a more neutral beige feel if you prefer to stay away from a gray neutral and really want to lighten and warm up a space!

*Believable Buff SW 6120 and
Ivoire SW 6127*





How happy is this paint color? I can't help but love a sunny color and while these can be tricky...in the right space, they are GOLDEN! Here again is one of my favorite designers work...

Tobi Fairley



Renewal Design-Build



Mandeville Canyon Design



Tobi Fairley Interior Design



Masterpiece Design Group

10 Best Paint Colors for Staging

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Is it time to get a little more bold and go with a color of some kind? Sea Salt is a very popular Sherwin Williams color because it feels like the coast and takes us back to sandy feet, salty breezes and summer. The pale green undertone of this color keep it grounded. I love this in a bedroom or coastal home with lots of light as you can see in the following photos...

Sea Salt SW 6204





Sarah Greenman



Echelon Custom Homes



Echelon Custom Homes



Troy Spurlin Interiors



EDGEhomes

10 Best Paint Colors for Staging

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Okay, I could not stop at ten when there is so many great colors on the Sherwin Williams deck! Don't even get me started on Benjamin Moore! I will leave you with two warmer grays/greiges and some fantastic photos to boot... By the way, Agreeable Gray is the MOST searched for SW paint color on Pinterest, so it's sure to please!

*Agreeable Gray SW 7029 and
Anew Gray SW 7030*





Whitten Architects



Creative Group Interiors



The Inside Story Design



Ridgeline Construction Group

Become a Certified Color Expert

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- ❖ Detail Your Color Consult & Pricing
- ❖ How to Use Your Paint Deck and Large Samples we provide you
- ❖ Training Your Eye and Using Your Tools
- ❖ Getting a Complete Color Read
- ❖ Connecting Your Vendor Partners in Color & Design
- ❖ Easily Upselling Your Design Work
- ❖ Marketing Your Color & Design - step-by-step with included forms, FB ads, sales funnel, email follow-up and example power point presentations

<http://www.CertifiedColorExpert.com>





*A Huge Thank You and
Hope you Enjoyed This!*

I will be following up with more emails
about color tips, so if you won't want
them...simply unsubscribe

