

The Color Of Money

*Color can be a powerful tool for attracting buyers

to a home. Painting walls fresh, natural looking colors, particularly shades of gray, not only make a home feel larger, but are also neutral enough to help future buyers envision themselves living in the space* - Svenja Gudell, Chief Economist, Zillow

Choosing trendy tones can also help sell your property faster -- and at a higher price. Below are some of the most popular colors with buyers today, accompanied by Benjamin Moore paint selections for each room type, recommended by noted Chicago designer Linda Trilla Di Donato.

For the Kitchen

Pale Grays & Blues



Classic Gray Bunny Gray Ice Cube Silver



For the Bedroom

Pale Blues



Breath of Fresh Air



For the Bathroom

Pale Blues and Grays



Ice Cube Silver

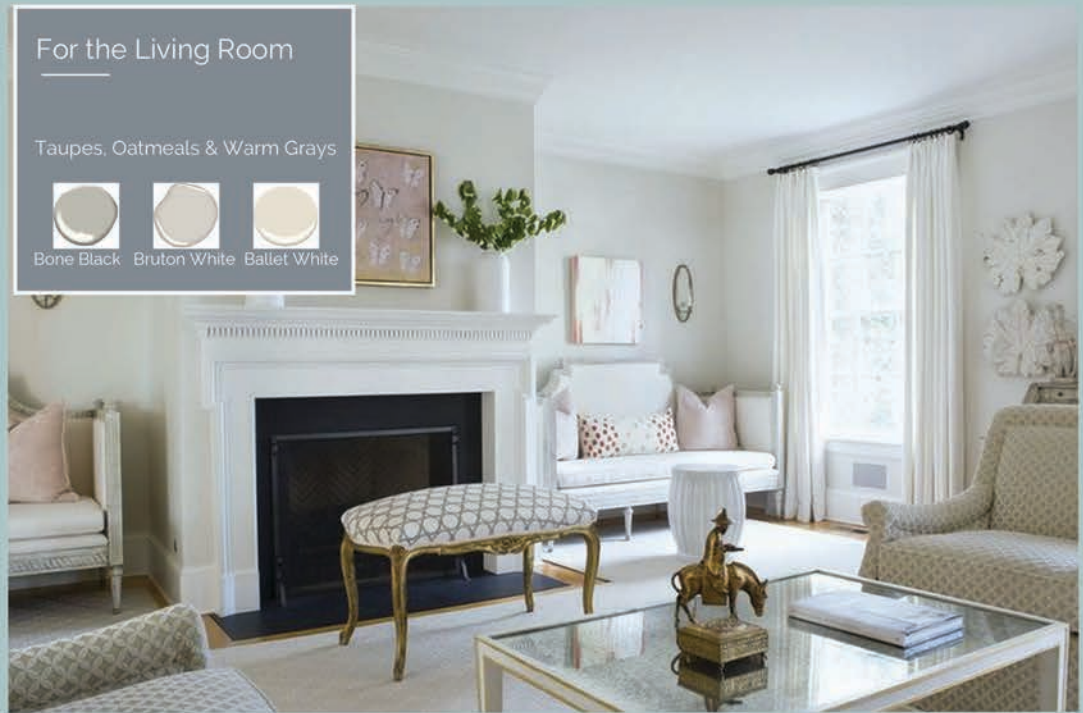


For the Living Room

Taupes, Oatmeals & Warm Grays



Bone Black Bruton White Ballet White



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