

## *Top Quality Paint* AS AN UPGRADE FOR NEW RESIDENTIAL CONSTRUCTION

The Paint Quality Institute reports that: *New Home Purchasers Want a Quality Paint Job on Their New Home ... And Are Willing to Pay for It*

### Benefits

- Can go much longer before repaint is needed
- Broad range of color choices
- Interior surfaces stand up to cleaning
- Higher resale value when you move

### Requirements

- Discuss Options with the builder, seller or painting contractor
- Specify Top Quality 100% Acrylic Latex Paint
  - priming is required for previously unpainted surfaces
  - apply under proper weather conditions
  - apply at proper spread rate
  - use two coats for best performance
- Specify Flat, Satin or Semigloss Finish for each type of surface, depending on desired appearance
- Employ a Quality-oriented Professional Painter

