Home Improvement Tips

HOME IMPROVEMENT PROJECTS: CHOOSE WISELY
Study Shows Projects Such as Painting Provide High Return on Investment

(NAPSA)—Last year, Americans spent $99 billion on home additions and alterations, up ten percent from the previous peak in 1996 and up more than 62 percent since 1991. This statistic suggests that with the sharp rise of home prices, the related surge in household wealth, and record-low interest rates, more homeowners are investing in improving their homes than ever before.

Hanley-Wood, LLC, publisher of building industry trade publication *Remodeling*, conducts an annual cost vs. value study for common home improvements. The Fall 2001 report finds that a homeowner can expect to recoup 74 percent of the average $8,336 cost of having the exterior of their home painted.

"Homeowners have to prioritize when it comes to improvement projects—you can't afford to do everything at once," said Jim Cory, senior editor at Hanley-Wood. "We have found consistently year after year that painting provides the best return on the homeowner's investment."

It can also greatly change the look and feel of a house. Experts at Behr, the largest provider of premium paints to the North American do-it-yourself market, suggest that you decide on a main house color first, and then choose accent colors to enhance architectural features such as doors and window moldings. Make certain you select the right product for your individual needs.

Behr recommends doing your homework; select from Behr Premium Plus exterior paint and primer products or specialty exterior paints such as Behr Plus 10 Masonry Stucco Brick Paint, Roof Paint and Solid Color House & Fence Stain. Behr's Technical Services Center, staffed by paint professionals, is open seven days a week for project-related questions. Call 1-800-854-0133, ext. 2.

BEHR 'THE BEHR CALCULATOR'

DETERMINE YOUR PROJECT ROI:
Labor + Primer + Paint + Supplies = Total $ Cost of Project
Total $ Cost of Project x .74 = Your ROI
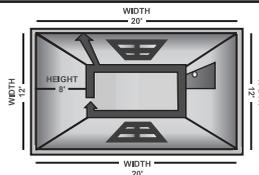
DETERMINE HOW MUCH PAINT YOU NEED:

EXTERIOR PAINTING PROJECTS

Area Above Roof Line/ Pitched Roofs or Gables
Example:
Total Height x 1/2 Total Width
8 x (30 + 30 + 20) / 2 = 320 sq.ft.
Divide Total Square Feet by 400
320 ÷ 400 = 1 gallon

Area Below Roof Siding Areas
Example:
Width + Depth = Total
60 + 60 + 30 + 30 = 180

Multiply Total by the Height
180 x 12 = 2160 sq. ft.

Divide Total Square Feet by 400
2160 ÷ 400 = 5.4 gallon

FACT: One gallon of paint covers approximately 400 sq. ft.

INTERIOR PAINTING PROJECTS

Example:
Perimeter 20 ft. + 20 ft. + 12 ft. + 12 ft. = 64 ft.
64 ft. (Width) x 8 ft. (Height) = 512 sq. ft.
Divide Total Square Feet by 400
512 ÷ 400 = 1.5 gallon

Keep in mind that this formula is designed for one-coat applications, double your numbers accordingly
BEHR Paint Calculator, courtesy of BEHR Paints

Homeowners planning a painting project can determine their own Return On Investment by using this simple calculator.