

Colors to Avoid When Selling a Home

Adding color is a hot trend in home design lately, but be careful which color you choose.

There's a reason why home stagers prefer white or neutral colors when preparing a home for the market. Some colors can be distracting and a turn-off to home buyers.



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Rethink a red-painted living room or dining area; red is the most off-putting color, according to a survey of home staging and design professionals conducted by the home remodeling site [Fixr.com](https://www.fixr.com). “Red is an extremely strong color and may not be to

everybody's taste," the study notes.

Fixr's Paint & Color Trends 2024 report flags the following as the most off-putting colors to home buyers:

- Red: 53%
- Lime green: 53%
- Bright yellow: 40%
- Mustard yellow: 19%
- Pink: 10%
- Turquoise: 9%

Instead of splashing interiors in bright hues, home stagers and designers say they like to use color strategically to warm up a space and even make it appear more spacious.

For example, 61% of experts recommend using warm neutrals—like beiges and whites—to help make small spaces appear larger. “Warm neutrals can reflect light and visually recede, and their calmness can make a space feel less overwhelming,” the study notes. White was a favorite among home stagers in making spaces seem more spacious and giving the illusion of higher and wider ceilings.

“When selling a house, paint and color trends need to be used in a softened way,” Birgit Anich of BA Staging & Interiors said in the Fixr study. The latest trends may call for attention-getting colors, but Anich warns that “a trend today is not necessarily the trend that buyers are yet ready to embrace. They need to have certain exposure to a new trend before they fall in love with the new trend. While these trends are great for interior design, they need

to be used in a more moderate way when selling a property.”