

LIGHTMEN PAINTING

FAST PAINT TOUCH-UPS BEFORE REAL ESTATE PHOTOS

48-Hour Photo-Ready Checklist for Portland Realtors

Use this before photo day to decide what gets touched up, what gets repainted and what should be left alone. The goal is photo-ready, not panic-perfect.

THE GOLDEN RULE: Touch up only when it disappears. If it flashes, repaint the wall corner-to-corner.

48-Hour Photo Walkthrough

Zone	Look For	Action
Front entry	Chipped door, peeling trim, dirty jambs	Touch up or repaint entry details before photos
Living areas	Scuffs, patched holes, dark colors, sheen changes	Repaint high-photo walls if touch-up will flash
Hallways	Hand marks, corner dings, baseboard scuffs	Touch up small marks, repaint traffic walls if patchy
Kitchen	Grease marks, dated wall color, cabinet wear	Clean first, then paint buyer-facing surfaces
Bathrooms	Peeling, stains, water marks, dingy trim	Review carefully. Stains may need primer first
Bedrooms	Loud colors, kid damage, wall stickers	Neutralize only if photos or showings suffer

Touch-Up vs Repaint Decision Matrix

A bad touch-up can photograph worse than the original scuff. If the old paint is faded, dirty or a different sheen, do not pretend the wall will magically cooperate.

Condition	Touch-Up?	Better Move
One fresh scuff on newer paint	Usually yes	Feather lightly and check in natural light
Multiple marks on one wall	Usually no	Repaint the wall corner-to-corner
Patched nail holes	Risky	Prime patched spots, then repaint wall if visible
Old paint can, unknown sheen	Risky	Test first. If it flashes, stop touching up
Bathroom stain or peeling	No	Find cause, prime/stain-block, repaint properly
Exterior peeling or exposed wood	No	Review before listing. This can scare buyers
Cabinet chips or worn doors	Usually no	Evaluate cabinet refinishing or leave alone
Trim chips near entry	Often yes	Touch up if clean, repaint if yellowed or beat up

Photo-Day Punch List

- Check all repaired walls in natural light and with overhead lights on.
- Look for shiny or dull patches that will show in photos.
- Repaint full wall sections when touch-ups do not blend.
- Clean dust from baseboards, trim and door edges after painting.
- Confirm paint is dry before staging, photography or open house prep.
- Do not touch up cabinets, exterior peeling or stained ceilings as a quick fix.

Seller Scripts Realtors Can Use

Seller Concern	Clean Script
"Can we just touch that up?"	"Maybe. Let's test first. If it flashes in photos, a wall repaint will look cleaner."
"Do we need to repaint everything?"	"No. Let's focus on the walls buyers and cameras will notice."
"It's only a little peeling outside."	"That may still raise maintenance questions. I'd rather review it before buyers do."
"The cabinets only have a few chips."	"Cabinet touch-ups can look patchy. Let's decide if they help or hurt the listing."

When to Call Lightmen

- Photos are within 7 days and the seller needs a fast read on what matters.
- Touch-ups are flashing or the paint color/sheen is unknown.
- Exterior peeling, bubbling, failed caulk or exposed wood is visible.
- Cabinets, trim or main living walls are dragging down listing presentation.
- The agent needs a clean paint scope instead of seller guesswork.

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