

## LIGHTMEN PAINTING

# PAINTING VS. PRICE REDUCTION

### Seller Decision Sheet for Portland Realtors

Use this before recommending a price cut. The goal is to decide whether targeted paint work can remove buyer objections faster and cheaper than discounting the listing.

**THE RULE: Paint first when the problem is perception. Reduce price when the problem is value, comps or condition beyond paint.**

## Paint vs Price Decision Matrix

Seller Situation	Paint First?	Price Move?	Best Realtor Read
Main rooms look scuffed or dated	Yes	Not first	Presentation problem. Fix visible friction before discounting.
Exterior peeling or exposed wood	Review fast	Not first	Buyer fear problem. Diagnose before it becomes negotiation ammo.
Cabinets are solid but visually dated	Maybe	Not first	Price paint scope against likely kitchen objection.
Home is overpriced for comps	No	Yes	Paint will not rescue bad pricing. Numbers beat optimism.
Photos look dark or tired	Yes	Not first	Paint may improve clicks and showings before reducing price.
Inspection issues are beyond paint	No	Maybe	Do not hide real problems with paint. Fix or price honestly.
Seller has 48 hours before launch	Only targeted	Maybe	Avoid panic painting. Use only high-impact, low-risk fixes.

## The 6-Point Seller Paint Score

Score the paint issue before recommending a price reduction. If the seller scores 4 or more, get a paint number before cutting price. If the score is 0-2, paint may not be the lever.

Question	Yes = 1	No = 0
Will the paint issue show in the first 10 listing photos?		
Does the issue make the home feel dirty, dated or poorly maintained?		
Could a buyer use it to justify a lower offer?		
Is the likely paint scope smaller than a typical first price cut?		
Can the work be completed cleanly before photos or showings?		
Would fixing it improve buyer confidence, not just seller feelings?		

### Score Guide

- 0-2 points: Paint is probably not the main pricing problem.
- 3 points: Review scope carefully. A targeted touch-up or room repaint may help.
- 4-5 points: Get a painting estimate before reducing price.
- 6 points: Paint is likely creating visible buyer resistance. Do not discount blindly.

## Seller Scripts Realtors Can Use

Seller Pushback	Clean Realtor Script
"Let's just lower the price."	"We may still need to adjust price, but let's first remove the avoidable objections buyers will use against the listing."
"Paint is too expensive."	"A targeted paint scope may cost less than the first price reduction. Let's compare the real numbers."
"Buyers can repaint."	"They can, but they may mentally discount for the work before they ever write an offer."
"We should repaint everything."	"Not necessarily. Let's paint the areas that affect photos, showings and buyer confidence first."

## Quick Cost Comparison Worksheet

Item	Amount / Notes
Likely first price reduction	\$ _____
Targeted paint estimate	\$ _____
Days before photos / open house	_____
Main buyer objection paint could remove	_____
Recommendation	Paint first / Price first / Review first

## When to Call Lightmen

- Seller is considering a price reduction because the home feels worn or dated.
- Main living areas, trim, cabinets or entry paint are hurting photos or showings.
- Exterior peeling, bubbling, failed caulk or exposed wood could scare buyers.
- Agent needs a fast, practical paint scope before advising the seller.
- Seller needs help separating must-fix paint issues from money-wasters.

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