

**SHERWIN-WILLIAMS
PROFESSIONAL COLOR SERVICES FOR BUILDERS**





COLOR SELLS. Homebuilders can use color to differentiate themselves and provide more value to homebuyers. At Sherwin-Williams, we're here to help. We offer a palette of over 1500 interior and exterior hues. And we offer color and design experts

who can suggest strategic color choices that will maximize curb appeal without complicating color offerings. What's more, with our strict manufacturing controls, we can insure that the color you choose will be consistent from house to house, neighborhood to neighborhood.



Whether you need a color program that takes you seamlessly from coast to coast, or one that streamlines your color choices to simplify processes and minimize errors, we can give you the support you need to maximize quality, consistency and profits. We can even give you the ability to offer customized palettes within a single development.

At Sherwin-Williams, we know color.



HOMESCAPES. We can create a customized palette of tastefully coordinating siding, trim and accent color scheme options delivered in a customized

binder for use with your homebuyers.

COLOR DISPLAYS. We offer compact tabletop Sherwin-Williams color displays customized with your logo and featuring a small selection of colors. It's a great way attract homebuyers, whether you are offering added value or upgrade color options.

COLOR TRAINING. Our color experts want to make you color experts. We can conduct personalized training for your salespeople so they understand the techniques and advantages of selling color.

COLOR VISUALIZER. Homebuyers can explore the world of color right at their computers. Just direct them to sherwin-williams.com where they can see the hues they want in preselected room scenes.



COLOR TO GO®. Our Color To Go samples come in small Twist-n-Pour containers that cover approximately 75 sq. ft. This allows your homebuyers to experience the color in the actual environment and instills confidence in any custom color selection.

REGIONAL PALETTES. We can provide professionally coordinated palettes to let you capitalize on the most popular trends in specific parts of the country.



SHER-COLOR™ ADVANCED COMPUTERIZED COLOR MATCHING. Our exclusive color matching system ensures the fastest, most accurate matches. So you can count on uniform color even if you're using custom shades. Formulas are stored for up to 6 years for easy retrieval.

NATIONAL SERVICE. LOCAL RESPONSIVENESS. With 3300 stores and 1800 service reps nationwide, Sherwin-Williams can deliver a level of personal service you simply can't get from other paint suppliers. To learn how we can help you, contact your Sherwin-Williams representative or call 1-800-524-5979 to have a rep contact you.

