



Homeowners Guide to Exterior Painting

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Is Your Home Ready for an Exterior Painting Do Over?

Your exterior paint adds beauty and boosts your home's curb appeal, and it provides protection against a constant onslaught from the elements. Exactly how long your paint lasts depends on factors like whether the surfaces were properly prepared, and the type and quality of paint used. If you're seeing any of the following signs that your paint is deteriorating, it's time to contact a reputable exterior painting contractor in Atlanta:

Chalking

Constant exposure to wind, rain, humidity and UV radiation from the sun is bound to break down exterior paint over time. If you notice a powdery residue developing on your home's exterior and you can wipe some color off on a rag, it's usually the first warning that the paint's chemical bonds are degrading. Oftentimes, chalking will develop first on the southern side of a home because it gets the full brunt of damaging sunlight.

Cracking or Peeling

The development of tiny, spider-like cracks on your painted surfaces typically follows chalking. Once the paint starts to crack, water seeps underneath the finish and the edges start to curl and pull away from the cladding. If the problem isn't noticed or addressed, the paint will peel off the surface and leave the wood or siding material fully vulnerable to water damage. Although cracking and peeling often occur as paint ages, they can also be a sign of poor surface preparation.

Bubbling or Blistering

Widespread blistering or bubbling of your exterior paint is a sure sign that your home needs repainting, but it's typically not caused by normal aging. Heat blistering can occur if your home was painted when the surface was hot and it dried quickly in direct sunlight. Blistering can also happen when wet wood is painted, and the moisture leaches out and lifts the paint after it dries.

Wood Rot

Hardened, cracked exterior caulking or defects in your exterior paint can let water underneath where it can soak into your home's wood siding, door/window frames and trim boards and cause decay. If some spots feel soft or spongy underneath the paint, the wood is rotten and needs replacement. Once the decay has been dealt with, the exterior needs to be thoroughly and carefully prepped so your home can get a long-lasting coating of new protective paint.

If you're concerned that your home may need repainting, contact us at Pro Roofing & Siding, your expert exterior painting contractor in Atlanta.



How Often Do I Need to Paint a Building?

Painting the exterior of your residence is a chore. The time, effort and money involved means that you will want it to last for quite some time. Therefore, you will need the right tools and equipment to get to those awkward places and proper guidance to make it look its best and last as long as possible. Hiring a professional to do the job for you will take the stress off of you.

The professional will help to sustain your building by examining your home for potential issues which could include paint that is peeling, cracked window panes, loose caulking, and more and then by fixing those problems. By paying for a good paint job done by professionals, you get the best work for your money which will increase the life of your home.

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Check The Exterior For Damage

If you are still undecided on whether or not to paint just yet, you can take a walk around your home and easily find out. Check your siding for peeling paint, caulk that needs fixing, and wood rot. You will need to paint if your house is showing major signs of weather damage.

How Long Does Paint Last?

A good paint job will last you around 5-7 years if weather permits. Do not put off the project because it is time consuming or expensive- this could lead to even further damage to your home and cause major problems. If your home needs it, paint it!

Hire Some Help

Hiring a professional will cost more money upfront but will save you the stress and upkeep costs later on. It is worth the investment! An experienced painter will know the proper procedures and will make your home's exterior paint job last longer while protecting it from the weather and other hazards.

Color Trends

Before selecting a color make sure not to jump at the first color you see. Remember: this is a long-term investment! A color that you chose now because it is on-trend this year will most likely not be the color that everybody is painting next year, or even next season. Color trends come and go, but classics will always be in style! Go with light colors that will not seem outdated before their time. Colors such as green, blue, and brown have longevity and always seem to stay in style.



Why **NOT** to Put off Your Exterior Paint Job

Home maintenance seems never-ending, and it's easy to get overwhelmed by all the demands it puts on your time and finances. Hiring an exterior painting contractor when it's necessary is one maintenance task that you shouldn't put off, though, and here's why:

Badly Deteriorated Paint = More Prep Work

Simply put, it will be less time consuming and expensive to have your home's exterior repainted before it deteriorates badly. If you plan to hire a reputable exterior painting contractor who understands the importance of proper surface preparation, you can expect a higher estimate that covers the extra hours of labor it will take to do the job right.

Greater Likelihood of Exterior Damage

A high-quality paint job seals and shields the exterior elements of your home against the destructive effects of the weather. If you put off repainting and let the finish deteriorate, you're risking wood rot, structural decay and water leaks that will destroy your home from the outside in. By letting it go too long, you'll pay more for an exterior paint job, and have the extra expense of replacing rotten studs, wall sheathing, cladding or other components.

Increased Risk of Insect Infestations

If there's peeling paint, blisters, cracks and bare areas on the outside of your home where water can seep into the structural members and wall cavities, it creates the ideal conditions for an insect infestation. Repainting to seal the exterior cladding and trim can prevent wood decay and lower the risk that termites or carpenter ants invade and cause costly damage to your home.


Potential Air Quality Problems

If your paint is in poor condition and moisture soaks into your home's exterior components, it can allow mold to flourish within the structure and this can adversely affect your indoor air quality. This is especially concerning if anyone in your household suffers from allergies, asthma or other respiratory issues. Plus, solving a mold problem typically requires costly remediation.

Decrease in Property Value

A home that's in desperate need of exterior painting will have less curb appeal than well-cared for neighboring properties, and this reduces its perceived value. If you're planning to sell in the near future, that dilapidated appearance can also discourage buyers or reduce the amount they're willing to offer for your property. Instead of putting off painting your Atlanta home's exterior, contact us today at Pro Roofing & Siding for a free, detailed estimate.

How an Exterior Paint Job Boosts Your Home's Curb Appeal



The exterior of your home is continuously exposed to the weather, so it's inevitable that its finishes will start to show the effects of age and wear over time. Faded, cracked or peeling paint on the cladding and trim can detract from your home's appearance, though, and make the entire property look neglected. A quality exterior paint job can restore and elevate your home's curb appeal, and it offers some other less obvious but worthwhile benefits like:

Cost-Effectiveness

There are lots of big-budget improvements you can tackle around your home's exterior, like installing new siding, redesigning the landscaping, replacing the roof or upgrading the windows. In comparison, the instant appeal a new paint job provides compared to its reasonable cost gives you a higher return-on-investment than most other home improvement projects.

Increased Home Value

If you're planning to put your home on the market, freshening up the exterior with a high-quality paint job can make the property immediately more attractive and valuable to potential buyers. According to a 2017 paint color analysis study by leading real estate marketplace Zillow, the color of your exterior can directly affect its sale price, so you'll want to research the latest color trends to add the greatest possible value and help your home sell faster.

Protection from Damage

A paint job does much more than make your home look pretty; it provides all the exterior surfaces with a layer of vital protection against the elements. To maximize the protective benefits of repainting your home, it's wise to hire professional Atlanta painters who have the right tools and techniques to properly prepare the surfaces, and can give you expert advice about selecting the right paint and how to solve problems like blistering or mold/mildew growth.

Greater Pride and Enjoyment

Here in Atlanta, home ownership should be an opportunity to relax and entertain on your porch, deck or patio or tend to other beautifying elements like your gardens and landscaping. While it's fairly easy to put chipped and peeling exterior paint out of your mind this time of year when you're spending more time indoors, you'll find outdoor living more enjoyable throughout the coming spring, summer and fall if your home's exterior has a new coat of paint in an eye-pleasing color palette.

How to Choose the Best Exterior Paint for Your Home

Having the exterior of your Atlanta-area home repainted can give it a fresh, updated look, provide better protection against the elements, and boost your property's value. If the wrong type of paint is used or the job isn't done right though, you can end up with a peeling, blistering mess that detracts from your home's curb appeal. To avoid future headaches, you need to hire experienced exterior painters, choose the best paint and keep these considerations in mind:

Type of Paint

Years ago, oil-based paints (now called alkyd) were the standard for exterior painting. The latex paints available today are more durable, adhere better and offer superior color retention and resistance to chalking and cracking. Ultimately, your painting professional is the best source of advice on whether latex is the right choice for your home, or if an alkyd product is needed because the exterior already has multiple coats of oil paint, or the existing paint is badly chalked.

Paint Quality

Paint is like any other product on the market: you get what you pay for in terms of quality. Cheap paints are made with lower-grade materials, so they don't adhere as well, and are less flexible than more expensive products. If you want an attractive, long-lasting exterior finish that protects your home for years, opt for the highest quality paint you can afford.

Climate Considerations

The high humidity here in Atlanta can cause unsightly mildewing of a home's exterior finish, especially if the structure sits in the shade most of the day. If the exterior gets a lot of direct sunlight, some paints will quickly start to chalk and fade. In such circumstances, you'll want to invest in a paint that's specifically formulated to resist mildew or fading.

Proper Preparation

Good surface preparation is the key to a beautiful exterior paint job that lasts. First, your home's exterior should be power-washed to remove accumulated dirt and grime, and then allowed to dry for 24 to 48 hours. Any areas of loose, flaking or peeling paint should be scraped and/or sanded, decayed wood siding or trim replaced and cracked/missing caulk reapplied. Any spots where bare wood is exposed must be primed with a high-quality exterior primer, too, before the first coat of new paint is applied.

If you're looking for expert Atlanta exterior painters who back up their services with a written warranty, contact us today at Pro Roofing & Siding.

Why We Choose Sherwin Williams



New Residential Sanctuary Palette

In our everchanging world, we've experienced a pause that has forced us to utilize our homes as a place for everything – from virtual school and home office zones to workout spaces and meditation nooks, home has become our safe haven. Soft and warm neutrals bring a sense of calm, light and serenity to both exteriors and interior spaces. In the Sanctuary palette look to use these neutrals as exterior house or interior wall colors Pearl Gray SW 0052, Modern Gray SW 7642, or Pure White SW 7005. Also look to incorporate a bit of nature with colors such as Canyon Clay SW 6054, Oakmoss SW 6180, or Urbane Bronze SW 7048 into your home's palette.



Color Shown

SW 6180
Oakmoss

SW 7005
Pure White

SW 0045
Antiquarian Brown

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New Residential Encounter Palette

Like a treasured heirloom, the Encounter palette reflects on experiences, locally and globally, past and present, to curate a warm and earthy collection of colors that tells our own tale of self-discovery. Warmer neutrals and browns continue to become more popular as they inspire a more reassuring sense of security. Look to pair colors such as, Java SW 6090 with Natural Tan SW 7567 or Alabaster SW 7008 together for an organic aesthetic. Deep blues and greens also continue their importance within our interior spaces or as a grounding front door color, such as Naval SW 6244, Rosemary SW 6187, or Blustery Sky SW 9140.



Color Shown

SW 6172
Hardware

SW 9140
Bluster Sky

SW 7008
Alabaster

SW 6244
Naval

Like a treasured heirloom, the Encounter palette reflects on experiences, locally and globally, past and present, to curate a warm and earthy collection of colors that tells our own tale of self-discovery.

New Residential Tapestry Palette

Creative expression, a top influence for the Tapestry palette, is all about personality and authenticity. Energetic brights remain a strong color direction for interiors, with a focus on classic black like Tricorn Black SW 6258, and white, Greek Villa SW 7551 as timeless yet bold look for exteriors or interiors. Experiment with balanced color contrast by adding a pop of excitement to a front door, such as Alexandrite SW 0060 or Cape Verde SW 6482 or even as an unexpected dose of color in a bedroom or playroom, such as Embellished Blue SW 6749 or Aleutian SW 6241. Bright and bold colors are as authentic as our beliefs as we move through this period of change.



Color Shown

SW 7551
Greek Villa

SW 6258
Tricorn Black

SW 6482
Cape Verde

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Color Shown

SW 6764
Swimming

SW 7647
Crushed Ice

SW 7076
Cyberspace

The Continuum palette is full of forward-thinking colors, and incorporates fresh sources of inspiration, including inky hues and celestial darks such as SW 7076 Cyberspace.

How Exterior Paint Updates Help Sell Your Home

Many things can affect the sale of your home. Whether it's the season, the curb appeal of surrounding homes, or even the schools in the neighborhood, these factors can greatly influence your home's sale. Smart home sellers take all of these into consideration when planning to sell. However, one factor that's often overlooked is the exterior paint of your home. You can easily make your home more appealing and easier to sell with a fresh paint job, so long as you keep a few things in mind when choosing the color and contractor.

Avoid Current Trends

Unless you're absolutely sure you'll sell your home before the next big trend comes along, don't paint your house in current "hot" or "trendy" colors. Home fashion trends are unpredictable and short-lived, so what's hot today could be as stale as last week's biscuits by the time your home actually sells.

Instead, stick with classic colors that are a complement to the surrounding neighborhood. Stay away from anything too bright, dark or bold, as colors that make a statement could actually detract from your home's appeal. Light, neutral colors with contrasting trim allow potential buyers to project their own personality onto the home. This helps your home appeal to the widest base of possible buyers.

Trim Should Complement, not Overpower

Painting your home with a more neutral color gives you several options when it comes to choosing a trim color. Don't go overboard with bright, vibrant colors. These can come across as tacky or garish, especially to more staid buyers. Instead, choose a trim that accents your home and makes it look welcoming. Beige exterior paint would be a good background for a darker brown trim, for example. In short, stay conventional and not too flashy for the best chances of selling your home.

Choose a Reputable Contractor

In the Atlanta area, we know you have many choices when it comes to choosing a contractor. Exterior painters, like every other contractor, have varying degrees of competence. When hiring exterior painters, it's always important to ensure you're dealing with someone who has the experience to paint your home properly, as well as a good reputation in your community. At Pro Roofing, we make sure we're doing your project right, the first time. We double-check everything with you and we're proud of our commitment to the Atlanta area. Contact us today for your exterior painting estimate!

Is Your Home Ready for an Exterior Painting Do Over?



Exterior painters are just like any other home improvement contractors: there are reputable ones who provide reliable, skilled services, and others who are out to make a quick buck and aren't terribly concerned about workmanship quality or customer satisfaction. To ensure that you hire a fully-qualified pro who'll do a superb job and stand behind their work, there are qualities you should expect and others to watch out for when you're choosing a painter:

Insurance Coverage

A painter worth hiring should be more than willing to give you copies of up-to-date liability and workers' compensation insurance certificates if you ask. If a "pro" tells you they don't have insurance, cross them off your list of potential hires. Without that coverage, you can be held financially responsible if the worst happens, like a fire caused by the improper use of a paint gun, or a fall that leaves a painting crew member injured or disabled.

Exterior Painting Expertise

Experience matters if you want a paint job that lasts, so make sure the painting pro you hire knows the correct preparation and application techniques, use the right tools and equipment, and can give you knowledgeable advice about the best products to protect your home's specific exterior materials. Generally speaking, you should avoid any contractor who tells you they have only a few months of experience with exterior painting, or they've only done interior painting previously. Don't forget to verify a painter's claims by confirming exactly how long they've been in business, talking to previous customers and checking online reviews.

Detailed Estimate and Agreement

When you contact a professional painter, they should schedule a time to come by to measure and inspect your home's exterior, discuss your needs and budget, and answer your questions. A pro will also give you an organized estimate that details the prep work required, the exact type of paint to be used, and a breakdown of materials and labor. Insist on your contractor providing a signed contract that lists all of the above, plus the project's start/end dates and the workmanship warranty they provide. It's wise to avoid any painter who gives you a ballpark estimate either over the phone or in person or a rock-bottom price that sounds too good to be true.

If you're looking for experienced exterior painters in Atlanta, contact us at Pro Roofing & Siding, the local pros dedicated to quality, integrity, and reliability.

The Worst Advice We've Heard About Exterior Painting

Homeowners in the Dunwoody area are justifiably proud of their homes, and we are proud to help them with their home maintenance and repair needs. We have seen—and completed—some outstanding exterior paint work in and around Atlanta. We have also seen some exterior paint jobs that were—how do we put this?—not what the homeowners wanted.

Bad Advice

With exterior paint jobs, we are outside where neighborly folks stop by to share their opinions and offer “helpful” tips. Among the collection of bad ideas we have heard:

- Skip the primer!
Absolutely! Save \$23 a gallon and watch the new paint slide right off your house—how exciting is that!?
- Do it yourself and save!
An amateur will begin painting on the first day of summer and finish 103 years later. If you are unsure whether you will be able to finish in a timely manner – protect your investment by hiring professional painters.
- One coat will cut costs in half!
Painting Colonial White over the existing Firehouse Red gives you the loveliest shade of pink imaginable. That was the goal...right?

Even Worse Advice

Color is completely subjective. You like lime green; I like brick red. Color choice is not the same as a color mistake. Some paint color ideas we have heard are worse than the penny-pinching advice:

- Red and green work great together!
If you are repainting Santa's house, pick these colors. For everyone else, complementary colors announce to the neighborhood that you have opened Dunwoody's first Klown Kollege.
- You can never have too many colors
Unless you live under the Big Top, limit yourself to three colors: a field color (the dominate area), a trim color (wood molding, fascia, and porch pillars), and a highlight color (shutters and the front door).

The Worst Advice. Ever.

The single worst piece of advice we have ever heard: skip prep work. Preparation steps include: cleaning, scraping, patching and priming before painting. The supposed benefits of cutting out those steps are time and a little cash. Absolutely, you will save about half the time of an exterior paint job by skipping the prep work. Then you will repeat the entire job a year later. Whoopee! The not-so-funny side effects of skipping prep work:

- Bubbles
- Peeling paint
- Bleed-through

Prep work is the bulk of any paint job. Getting your Dunwoody home's exterior ready for the creamy, rich layers of quality paint will take more time than painting itself. This is because that surface has weathered, the old paint is an uneven surface, and any color change from old to new paint requires complete sealing and priming.

We thought these tips were funny – and terrible at the same time. Take the time to properly prepare your surface before painting – and stick with the job until you're done! At least, that's what our team thinks at Pro Roofing & Siding, serving Dunwoody and the surrounding area.

Think Beyond the Beauty of Home Exterior Painting

Exterior paint can certainly make your home more beautiful. Though important, providing your home with brilliant curb appeal actually isn't the primary function of exterior paint. So, while you're enjoying color coordinating your upcoming home exterior painting project, read on to learn of the benefits beyond beauty.

Benefits Beyond Beauty

Your home's exterior is bombarded by natural elements and manufactured pollutants, such as petroleum products. That's a lot to endure for such a thin skin, so to speak, considering that paint isn't much thicker than a sheet of paper.

Therefore, it's essential to choose a high-quality paint that can do the job for many years. You'll save money in the long run, and even each month, with greater energy savings with select exterior paint formulas. Beyond the exterior beauty paint gives your home, you may also enjoy these benefits:

- Quality paint is less likely to peel and fade due to UV rays, hot and cold temperatures, wind and rain.
- Exterior paint protects wood and other home cladding from moisture, mold and mildew.
- Select exterior paints reduce heat gain from the sun.

Repairs and Preventive Maintenance

Your home painting professional does a lot of work to get your exterior walls ready to paint. Part of the preparation process involves inspecting your home's cladding for wear, damage and mold. It's important to take care of any revealed problems in wood or other cladding, as the problem will only get worse. It's generally more expensive to replace materials than to repair.

Another benefit to home exterior painting is the opportunity to make your home more energy efficient. Sealing cracks and gaps in your home's exterior reduces heat gain/loss and moisture infiltration, which prolongs the service life of your home's shell and the new paint.

Increase Home Value

Exterior painting is a cost-effective project to increase home value. If you are selling your home, painting it could prove to be a great return on your investment. Even if you aren't selling your home, the protection that new exterior paint affords to your home's building materials will give you peace of mind. Home exterior painting is a beautiful thing, and so are the benefits. If you're thinking about painting your Atlanta area home, please contact Pro Roofing & Siding today!



About Us

At Pro Roofing & Siding, our customers' needs are of the utmost importance. As a locally owned and operated company, we believe that it is our duty to help the development of our communities in the metro Atlanta area.

Our commitment to our friends and neighbors pushes us to strive for excellence in everything we do, and our passion is transmitted to the quality of our work. Moreover, our comprehensive expertise in exterior home improvements will provide a boost to your property's value and curb appeal. We offer a wide variety of services to either residential or commercial properties.



Services we offer

- ✓ Roofing
- ✓ Siding
- ✓ Gutters
- ✓ Exterior Painting
- ✓ Windows
- ✓ Skylights
- ✓ Attic Insulation



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