

**TURN TO SHERWIN-WILLIAMS
FOR A PERSONALIZED APPROACH TO COLOR.**

The Feature Wall Program for Residential Properties.





GIVE YOURSELF A COMPETITIVE ADVANTAGE AND INCREASE REVENUE.

Offer residents the chance to personalize their units with a splash of color. It's easy and economical with the Sherwin-Williams Feature Wall Program.

HERE'S HOW IT WORKS. Our color and design experts will help you create a collection of colors that you can call your own. They're colors you can offer your prospective residents as incentive to move in or your current residents to stay put.

These professionally coordinated color schemes combine a neutral base color with a single feature wall color in a complementary shade or a bold accent color. Residents can pick the feature wall color and/or accent trim color they prefer from the preselected schemes you offer. The Feature Wall Program helps you drive up revenue per door by making each unit feel more like home.

WE DO THE LEGWORK, TOO. Our Color & Design Department will help you customize a color marketing piece for your properties, so that you can talk about this program with your current and prospective residents and show the color schemes that are offered.

LESS WORK FOR YOU. We have found that many of the boldest and most vivid hues reach their true color in fewer coats when they are applied over a gray tinted primer. With the Sherwin-Williams ColorPrime® System, you'll be able to easily identify the recommended primer shade to use under any of the bold, accent colors selected for your Feature Wall Program. This will save you both time and money while satisfying your tenants with the true color matches they expect.



LET'S WORK TOGETHER TO GIVE YOUR PROPERTY A COMPETITIVE ADVANTAGE.

To learn how you can benefit and profit from the Feature Wall Program, contact your local Sherwin-Williams representative today or call 1-800-524-5979 to have a rep contact you

