



YOUR GUIDE TO APPEALING LONG-LASTING EXTERIORS

SHERWIN-WILLIAMS MAKES IT EASY FOR PROPERTY MANAGERS





5 EASY STEPS TO A GREAT EXTERIOR FINISH FOR YOUR MULTI-FAMILY PROPERTY

Keeping your communities looking fresh is an investment that pays off by helping you attract and retain residents. Count on Sherwin-Williams to deliver all the high quality solutions to minimize costs, achieve long-term value and enhance your net operating income (NOI) – All in 5 easy steps.

#1 ASK YOUR SHERWIN-WILLIAMS REPRESENTATIVE TO SURVEY YOUR EXTERIOR, identify the surface prep needed and write a paint specification. This specification will detail the correct paint system to use to meet your performance expectations, timeline and budget.



#2 PHOTO IMAGING SERVICE – you'll be shown a range of color combinations to help you select the most appealing color scheme for your community. Ask your Sherwin-Williams representative.



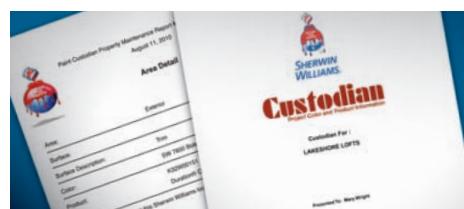
#3 HIRE AN EXPERIENCED PAINTING CONTRACTOR who can do the work specified.



#4 As the work is underway, your Sherwin-Williams representative can visit the project frequently to ENSURE THAT THE JOB RUNS SMOOTHLY.



#5 Once your project is complete, your representative can provide a **CUSTODIAN REPORT** detailing all of your products and colors for easy future maintenance.





A FULL LINE OF EXTERIOR COATINGS FOR YOUR PROPERTIES

OUR TECHNOLOGY ADVANCEMENTS ENSURE AN IDEAL COATING FOR EVERY CLIMATE AND EVERY SURFACE.



EMERALD™ Durability, Beauty and Sustainability in a class of its own

With premium performance in a zero VOC formulation, even after colorants are added, Emerald is unsurpassed in durability, hide, and beauty. Emerald is a breakthrough innovation with best-in-class performance and the ultimate in environmental responsibility.

- Exceptional performance and zero VOCs.
- Excellent resistance to blistering, peeling, chalking, fading, dirt pick-up, mold and mildew.
- Perfect for high-end-work, offering premium self-priming application, flow and leveling.
- Features an exclusive cross-linking 100% acrylic technology.
- Available in flat, satin and gloss.

DURATION® Long-lasting with one coat hide

With self-priming one-coat performance, Duration Exterior Latex Coating provides exceptional protection from cracking, peeling and blistering and cuts application time in half.

- Formulated with PermaLast™ Technology – for more durability and a thicker coat than ordinary paints.
- Requires one coat for repaints and two coats for unpainted surfaces. No primer needed.
- Flash rust resistance minimizes nailhead rusting and its tannin bleed resistance is better than conventional paints.
- Available in flat, satin and gloss.



RESILIENCE™ Exceptional moisture resistance

Scheduled to paint your properties, but the forecast calls for rain or dew? Impending wet weather won't be a problem with Resilience Premium Exterior Paint – plus you benefit from excellent hide and durability.

- Formulated with exclusive MoistureGuard™ Technology – for revolutionary moisture resistance in half the time of traditional paints.
- Great no matter what the forecast – delivering quality performance in wet or dry climates.
- Flows and levels for a smooth finish.
- Available in flat, satin and gloss.
- 50g/L VOC

SUPERPAINT® Performance and protection you can count on

No matter what kind of climate your properties are in, SuperPaint Exterior Latex Paint withstands the elements.

- Formulated with Advanced Resin Technology – for superior adhesion, hide and color retention.
- Resists frost, mildew, peeling, blistering, fading and cracking – all in a low VOC formula.
- Available in flat, satin, gloss and high-gloss.
- High-gloss is ideal for eliminating sticking on doors, windows and trim.



SuperPaint Exterior is not available in Canada



A-100® Meets your high standards – and your budget too

With a trusted reputation and attractive price point, A-100 Exterior Latex Paint is a proven performer that covers well, adheres tightly and lasts long. It meets all your expectations – and your need to keep an eye on the bottom line.

- Tough dependability, good hide and color retention.
- Available in flat, satin and gloss – plus alkyd and latex primers.
- Great for routine color changes.
- Low VOC to meet strict environmental standards.

LOXON® A complete line ideal for concrete and masonry

From surface conditioners to primers to topcoats and clear water repellants, Loxon is specially formulated to protect masonry and concrete.



- Resists high alkalinity, efflorescence, chalking and fading.
- Highly mildew resistant, with a breathable paint film.
- Withstands extreme sun, rain, heat, humidity and salt air.
- Provides an attractive, durable color and sheen.
- Elastic to help bridge hairline cracks.



WOODSCAPES® Breakthrough stain technology

For a rich, beautiful appearance, WoodScapes is warrantied for twice as long as you would expect a traditional stain to last.

- Enhances appearance and texture for greater curb appeal.
- Penetrates for long-lasting protection and resistance to peeling.
- Thick formula ensures a uniform finish with no lap marks and great coverage.
- Long-term color retention and mildew resistance.
- Exceptional prevention of tannin stains in cedar and redwood.
- Available in acrylic solid color and polyurethane semi-transparent.

All Sherwin-Williams latex and water-based paints
are now tinted with
ZERO VOC COLORCAST ECOTONER® COLORANTS.



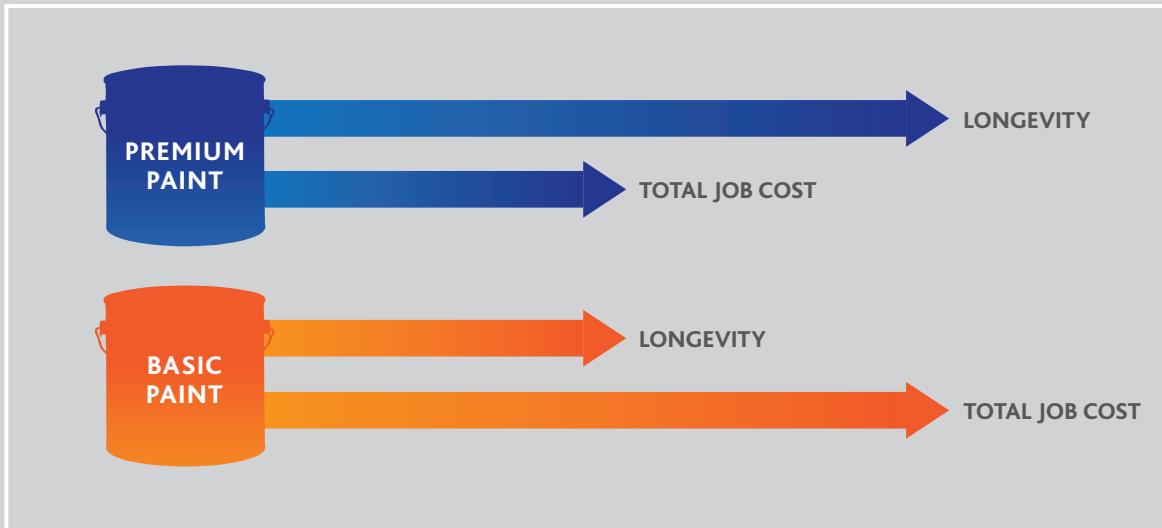


PREMIUM EXTERIOR PAINTS

LAST LONGER AND REQUIRE LESS MAINTENANCE

IT'S A FACT: premium exterior paints save you money in the long run.

You get superior adhesion and complete coverage with fewer coats and a great look that lasts. It may cost a little more up front, but you'll save a lot of time, hassle and money in the end.



On a per-year basis, premium paint is much more economical than basic paint.

Why?

Because the total cost of the job (labor plus material) can be spread over 10 years when using premium paint, but only over 5 years when using basic paint. So, on a per-year basis, it is less expensive to use better quality paint!



Townhouses in New Seabury, Massachusetts



Cypresswood Estates, Houston, Texas

NO COMPANY COMPARES TO SHERWIN-WILLIAMS.

Just ask these satisfied customers . . .

Sherwin-Williams exterior coating solutions provided the longest lasting protection for these townhouses in the harsh climate of the northeast.

"I like Sherwin-Williams because they're focused on the customer. They've bent over backwards to assure we stay on track and on time."

Sean Braney, Mad Hatter Painting
Mashpee, Massachusetts

Sherwin-Williams exterior and interior paints were used to meet environmental and performance requirements for this premier affordable active adult green community in the southwest.

"I am always looking for reliable quality and new technological coating advances from Sherwin-Williams to help improve efficiencies."

Hector Mederes, Mederes Trim Service Ltd.
one of the largest painting contractor firms in the Houston, Texas multi-family market



RELY ON SHERWIN-WILLIAMS FOR YOUR NEXT EXTERIOR PAINTING PROJECT
AND GIVE YOUR PROPERTIES A COMPETITIVE ADVANTAGE.