Homes with this color bathroom sell for $5,400 more: Zillow

A $50 gallon of blue paint can result in a huge return on investment for homeowners, according to Zillow's 2017 Paint Color Analysis study.

Homes with bathrooms painted in a powder blue or periwinkle shade sold for an average of $5,400 more — the highest sales premium of all colors analyzed.

When it comes to a home's exterior, neutral tones, such as 'greige,' sold for $3,496 more than comparable homes in a different color.

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Furthermore, homes with front doors painted in shades of dark navy blue to slate gray sold for an extra $1,514.

On the other hand, buyers seem to be put off by style-specific features such as terracotta walls, which resulted in a $2,031 dip in sales prices. But even more than that, prospective owners seem to hate white walls: Homes that had no color whatsoever sold for an average of $4,035 less. Ouch!

Room Type	Color	Color Description (*what this color looks like in homes*)	Effect *(on average, how much more or less the home sold for)*	Most Common Metro
Kitchen	Blue	Light blue to soft gray-blue	$1,809	Charlotte, NC
Kitchen	Yellow	Straw yellow to marigold	- $820	Detroit, MI
Bathroom	Blue/Purple	Light powder blue to periwinkle	$5,440	Philadelphia, PA
Bathroom	White/No Color	Off-white or eggshell white	- $4,035[ii]	N/A
Bedroom	Blue	Light cerulean to cadet blue	$1,856	Philadelphia, PA
Bedroom	Pink	Light pink to antique rose; often found in kids' rooms	- $208	Houston, TX
Dining Room	Blue	Slate blue to pale gray blue; navy blue also found in dining rooms with white shiplap	$1,926	Boston, MA
Dining Room	Red	Brick red, terracotta or copper red	- $2,031	N/A
Living Room	Brown	Light beige, pale taupe, oatmeal	$1,809	Chicago, IL
Living Room	Blue	Pastel gray, pale silver to light blue, periwinkle	- $820	Baltimore, MD
Home Exterior	Gray/Brown	Greige - mix of gray and beige	$1,526	N/A
Home Exterior	Brown	Medium brown, taupe or stucco	- $1,970	N/A
Front Door	Gray/Blue	Navy blue to dark gray or charcoal	$1,514	N/A

"Color can be a powerful tool for attracting buyers to a home, especially in listing photos and videos," said Zillow chief economist Svenja Gudell. "Painting walls in fresh, natural-looking colors, particularly in shades of blue and pale gray not only make a home feel larger, but also are neutral enough to help future buyers envision themselves living in the space.

"Incorporating light blue in kitchens and bathrooms may pay off especially well as the color complements white countertops and cabinets, a growing trend in both rooms," she added.

If a seller is adamant about keeping color in the home, have them consider a pop of color on an accent wall using Pantone's Color of The Year, Greenery, or have them incorporate jewel-toned decor pieces throughout the home.

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