



Choosing Colors - Orientation

Choosing colors on your home can be a fun or a frustrating adventure – depending on you. The purpose of this letter is to help you make good color choices. After all, I always explain to buyers that we charge exactly the same price for a good looking home as an ugly home. There is no up-charge, and no discount. And so you may as well get a good looking home. Remember the colors and styles you choose will be there for you and everyone to see for the rest of your life and perhaps long after.

Truly “beauty is in the eyes of the beholder” and most people can simply look at a completed home and say, “that’s a good looking home” or “that’s an ugly home.” It’s that easy. Unless you are a professional decorator and really know your colors, the only safe way to choose colors is to see a home completed with your colors. And so the best thing to do is to match as closely as possible a home you see that you really like – and that’s easy – and here’s how you do it.

1. Simply knock on their door and ask. We have hundreds of buyers that drive by our model homes and our previously built homes that want to know the colors. We’re happy to assist and give them the colors we have chosen and feel it a compliment that they like the style and colors of the homes we build.
2. If the homeowner does not know the colors (of if you don’t feel bold enough to ask) then you can simply contact the specific vendor or supplier’s “Contact Person” (on the last page of our Color Selection Sheet) and they will be happy to go out to the address you give them and determine as best they can the colors, styles and makes of that particular item. They are experienced enough in their field to almost always recognize immediately the colors, styles and make and even if it is provided by their competitor (and not by them) though they may show you items they have similarly, they will always tell you the manufacture, style, and color they perceive it to be. Be assured they have your interest at heart and are happy to assist you in anyway they can!
3. You can work with a professional designer and decorator who can find your taste, find your colors and work wonders. Patterson Construction provides (for a minimal fee) one of the top designers and decorators in the state –Decorous Decorating (Tamie Davies @ 372-4088) who has decorated our models and some of the finest homes in Utah. Of course you can use any decorator you feel comfortable with.
4. Even with a confirmation of the color, make and style (by a homeowner, a supplier or by a professional decorator) we strongly suggest that you still contact the specific supplier, go to their show room and look at their samples and displays to confirm correct information. As well, we strongly suggest that you request delivery addresses of that product from them (which they are happy to provide) which gives you a number of other homes using that product. It’s then you can see the completed product and be sure that you have exactly what you want as well as seeing other color combinations that you may like.

I say all this, because every year I have buyers come into my office telling me that we have put up the wrong material/color to which I reply, “if we have, we will change it and make it right.” However, almost invariably we have built correctly and they have exactly what they ordered per their Color Specification Sheet. The problem is; the buyer chose off a small sample and it looks so different when you see the larger picture. Remember, Patterson Construction takes full responsibility to build according to your specifications. We cannot take responsibility of improper color choices, or improper information given by a homebuyer or supplier.

One more thing when choosing colors. Choose colors you and your spouse like. There are enough colors to choose from that you can simply go with an entirely different color scheme. I say this because the last words you ever want to hear from your spouse –when the color isn’t as you perceived or wanted – is, “well honey, you chose it.” There is safety in numbers and you ought to choose together since you both have to live with it!

There you have it – how to choose good colors. Choosing colors on your home can be a fun and exciting, or it can expensive and frustrating – depending on you. Remember, the colors and styles you choose will be on your house for as long as you live there and perhaps long after. They will be there for you to see every day and for everyone else to see too. The feeling you want every day that you drive home is, this is the best looking

home on the block and that costs nothing! It just takes a little effort and planning to choose good color schemes.
So choose right!

James Patterson
President, Patterson Construction