

# Good quality, affordable wall paint is no longer hard to find

By Jill Sell

Some tenants are reluctant to invest in the very best or most expensive interior wall paint for their rental spaces. The hesitation is understandable. Many renters may live in their apartment for only a short time period. Also, most know that they will have to repaint the walls the original neutral colors in order to get their security deposit returned.

Today, several major paint manufacturers offer quality paints at an affordable price. The change is in response to the economic times and to the overall general improvement and safety of paint on all price levels. That means that if you want to paint your living room granny apple green, you can do it and still afford to cover it with off-white when you plan to move.

Jennifer Dodson is the senior marketing manager for Olympic Paint and Stain. Dodson said Olympic ONE, at about \$24 a gallon, is a "very affordable way to customize an apartment and make it your own." The paint is available in more than 1,200 colors.

"Olympic ONE provides everything that consumers need to get their painting job done quickly and affordably," said Dodson. "It is a paint and primer in one, which saves time and money. It has extreme hiding power, which is good for covering up dark colors that may be on the walls. It has great stain resistance,

is durable, can be scrubbed, and provides a mildew resistant coating, which makes it great for bathrooms and kitchens."

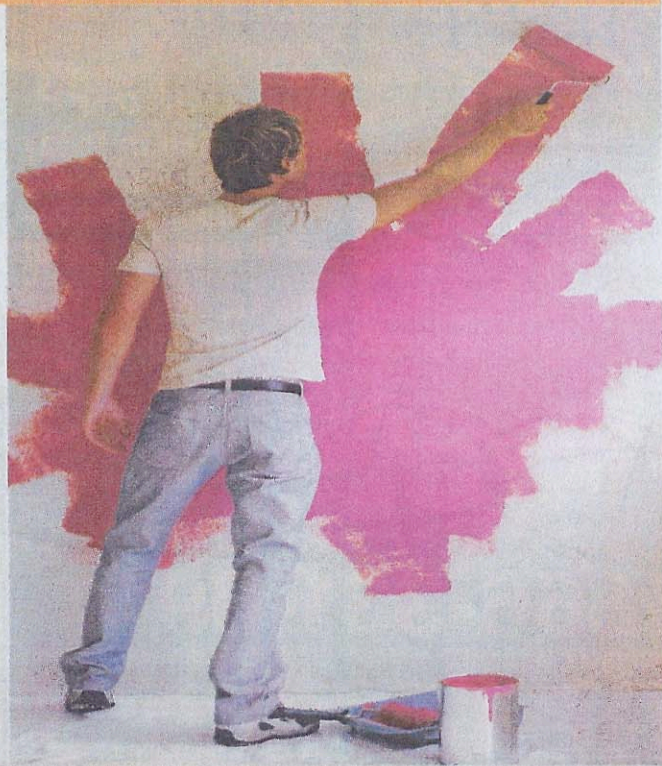
Watching for sales is another good way to save money on premium paints. Sometimes consumers can buy top-shelf paint on sale for less than what they would spend on a paint that may be harder to apply and clean.

Finding a sale on Benjamin Moore Paints is generally worth the wait. Trend watchers expect Benjamin Moore's Vintage Wine, from the company's 2011 Soulful palette, to do very well this year. The "deep brown base with a hint of smoky violet" adds a sense of richness and drama to any rental setting.

Property managers often hire professional painters who use the Mythic Paint brand. A new offering from the company is Mythic Pro. It's "lower priced, has high durability and is easy to apply and touch up."

All tenants benefit when maintenance costs are contained by property managers and owners, as long as the quality of the products used stays high. Mythic Paint products have zero VOCs and toxins, another benefit for tenants.

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