

Umbrella
HOUSE PAINTING

Three ways to paint your home — your choice

Standard, Extended and Maximum. One honest price per square foot, clear materials, and a written warranty with every option.

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EXTERIOR PAINTING OPTIONS

Choose your level

Every option includes a house wash, Sherwin-Williams paint and a written warranty.

Standard

$3 / sq ft of walls

3-month warranty

- ✓ Sherwin-Williams A-100 exterior latex
- ✓ Regular house wash
- ✓ Prep: loose and peeling paint removed
- ✓ Standard masking tape
- – Caulking not included (add-on)

MOST POPULAR

Extended

$4 / sq ft of walls

1-year warranty

- ✓ Sherwin-Williams SuperPaint
- ✓ Regular house wash
- ✓ Deep prep
- ✓ FrogTape® for crisp, clean lines
- ✓ Caulking included

Maximum

$5 / sq ft of walls

3-year warranty

- ✓ Sherwin-Williams Duration® or Emerald®
- ✓ Premium house wash before painting
- ✓ High-quality deep prep
- ✓ FrogTape® for crisp, clean lines
- ✓ High-quality caulking included

Square footage is measured on the walls of the house. Your final price is confirmed in a written estimate after we measure on site.

The paint

All three are Sherwin-Williams exterior acrylic latex. The difference is how long the color and film hold up in our wet Northwest weather.

STANDARD

A-100 Exterior

Typically lasts ~4–6 years

Sherwin-Williams' contractor-grade, budget line. Solid coverage and a clean fresh look.

Fades, chalks and picks up dirt and mildew sooner than the premium lines. Good for a rental, a quick refresh or a house you plan to sell soon.

EXTENDED

SuperPaint Exterior

Typically lasts ~5–7 years

Mid-grade line and the "value sweet spot". Better color hold and mildew resistance than A-100.

Can be applied in cooler weather, which matters in the Pacific Northwest. A smart choice for most family homes.

MAXIMUM

Duration® or Emerald®

Typically lasts ~8–12 years

Duration builds a much thicker, flexible film that resists cracking and peeling. **Emerald** is Sherwin-Williams' flagship: the hardest, most dirt-, fade- and mildew-resistant finish.

The longest time until your next repaint.

Service life is a typical estimate for the Pacific Northwest. It depends on sun exposure, siding type, prep and maintenance. Sherwin-Williams provides its own limited product warranty on each line.

Tape and caulk: the details you see up close

Standard masking tape

Regular paper masking tape. Paint can seep under the edge, so lines along windows, trim and taped areas may be less straight and may need touch-ups.

In sun and rain it can also leave adhesive behind.

Used in: Standard.

FrogTape®

Painter's tape treated with PaintBlock® technology: the edge seals itself when it touches latex paint, so paint can't bleed under.

Result: sharp, straight lines on windows, trim and doors, and clean removal.

Used in: Extended and Maximum.

Caulking

Caulk seals the gaps around windows, doors, trim and siding joints, so water can't get behind the paint and into the wood.

Standard: not included, available as an add-on. **Extended:** included, quality siliconized acrylic caulk (e.g. SW 950A).

Premium sealant · Maximum

High-performance elastomeric sealant (e.g. SW SherMax). It stretches with the house as wood swells and dries, about ±35% joint movement, so it doesn't crack.

A watertight seal that protects the paint job for longer.

Wash and prep: why the paint stays on

Most paint failures come from what's underneath. The cleaner and better prepared the surface, the longer the paint lasts.

STANDARD

Regular wash + basic prep

Wash: regular house wash to remove dirt and loose debris.

Prep: loose and peeling paint scraped off.

EXTENDED

Regular wash + deep prep

Wash: regular house wash.

Prep: deep prep: scraping, sanding rough edges and spot-priming bare wood, so the new coat bonds evenly.

MAXIMUM

Premium wash + high-quality deep prep

Wash: premium house wash before painting: a more thorough clean that also treats mildew and chalky old paint.

Prep: our most detailed prep on every side of the house.

Why $3, $4 or $5 per square foot?

STANDARD · $3

Fresh look, lowest price

Budget paint, basic prep, standard tape, no caulking. You pay less today, but you'll likely repaint sooner.

3-month warranty.

EXTENDED · $4

Best value for most homes

Better paint, deep prep, FrogTape and caulking. More time on the job and better materials, so the paint job lasts noticeably longer.

1-year warranty.

MAXIMUM · $5

Longest-lasting result

Top Sherwin-Williams paint, premium wash, our most detailed prep and premium sealant. The most time and the best materials, for the longest time until the next repaint.

3-year warranty.

Spread over the years it lasts, the higher option often costs less per year than repainting sooner.

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What's the difference?

	Standard	Extended	Maximum
Paint	SW A-100 exterior latex — good value, contractor grade	SW SuperPaint — better coverage and color hold	SW Duration® or Emerald® — premium, longest-lasting
Wash	Regular house wash	Regular house wash	Premium house wash
Prep	Loose and peeling paint removed	Deep prep	High-quality deep prep
Masking	Standard tape — lines may be less crisp	FrogTape® — crisp lines on windows and trim	FrogTape® — crisp lines on windows and trim
Caulking	Not included — available as add-on	Included	High-quality caulk included
Warranty	3 months	1 year	3 years
Price	**$3 / sq ft**	**$4 / sq ft**	**$5 / sq ft**

Example: 2,000 sq ft of walls

Square footage is measured on the walls of the house. Simple math, no surprises.

Standard
$6,000

Extended
$8,000

Maximum
$10,000

1 · Book online
We come out, measure and look at every side.

2 · Written estimate
All three options, clear price within 24 hours.

3 · We paint & clean up
Final walkthrough with you.