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For Immediate Release

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## **Painting in Partnership Shows How to Successfully Choose House Paint Colors**

Painting in Partnership (PIP), Inc., a house painting contractor serving the Chicago area, gave a lecture entitled: *Dressing Up your House with Color* to members of the Skokie Historical Society earlier this month. In the presentation, PIP described the process they've created in guiding their clients to make color selections that are truly expressive of their personality and create a home environment which is nurturing to them.

Owner and President of Painting In Partnership, Mario Guertin, describes the four-step process.

First, we ask our clients to create a folder of pictures from magazines and the web, as well as, assemble color swatches. Creating this folder will help them define their personal style.

Second, we ask them on a scale of 1 to 10, to "take the temperature" of each room in their house. They are assessing what works or does not work for each room with a "10" being a room that totally feels right.

The third step is to take an "Emotional Inventory" of each room to determine how they feel, considering the following four factors:

- **Function:** What is the room used for? Does it serve its function well?
- **Who** uses the room? Are there special needs at play?

- **Mood:** What feeling, emotion or mood do you want to convey in the room?
- **Change:** Is anything going to change? Ascertaining these changes now will help you choose colors more appropriately.

As a final fourth step, we ask our clients to reassess the pictures in their folder using the information they have now gathered on their space. What is it that you like the most in those pictures?

For the last 20 years, PIP has provided paint color consultation to thousands of clients. The secret is to provide a system to guide their clients to do this type of homework prior to meeting with our Color Design Consultation. Following this process enables our clients to get in touch with what really matters to them and what their needs are. They can then make color selections that will greatly enhance the benefits of their house painting experience.

Painting in Partnership, Inc., is a premier house painting contractor serving the greater Chicago area. They offer a wide array of painting and decorating services, including paint color consultation, historic paint restoration and “green” alternatives.

The Skokie Historical Society was founded in 1982. Its collection of artifacts, photographs, manuscripts etc. is located at the Historic Engine House and Log Cabin in Skokie, Illinois.

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