

Preparing to Sell Your Home? Nashville Painter Says Interior Repaints Deliver the Fastest ROI

Local Nashville painting contractor shares why fresh, neutral interiors help homes sell faster and for more money.



Nashville, Tennessee Feb 26, 2026 (Issuewire.com) - Homeowners preparing to list their properties this year may want to focus on one upgrade before anything else: interior paint.

According to Jared Cook, owner of [New Direction Painting](#), fresh interior repainting remains one of the most cost-effective improvements sellers can make before putting a home on the market.

“Fresh paint does a lot,” Cook said. “It brings them a lot more money in the end.”

Cook explained that during winter months especially, interior repainting becomes the dominant project type for his company. Exterior painting slows significantly due to temperature limitations that affect proper application and curing. As a result, winter often becomes the season when sellers prepare homes for listing.

He noted that most homeowners preparing to sell focus on interiors rather than exteriors. Buyers respond emotionally to what they see immediately upon entering the home.

“People can imagine it a different color,” Cook said. “But when it’s all holes in the wall and stuff like that, they don’t want to see that. They want it fresh and clean.”

Rather than full renovations, sellers typically opt for neutral, clean repaints that remove visible wear such as nail holes, cracks, scuffs, and patchwork. Cook emphasized that presentation and perceived condition often matter more than dramatic design changes.

Many of these projects involve empty homes, either because the seller has already moved out or because the buyer wants updates completed before moving in. Cook said these situations tend to move quickly and efficiently due to fewer logistical obstacles.

For homeowners preparing to sell, [interior repainting](#) often delivers a higher return than larger renovations. Instead of spending tens of thousands on upgrades, a professional repaint can refresh the space at a fraction of the cost.

Cook attributes much of the long-term performance of paint jobs to preparation, not just product selection.

“Everybody thinks it’s easy to paint. It kind of is,” he said. “But everything’s in the prep work.”

New Direction Painting’s prep process includes surface patching, sanding with dust extraction, spot priming, switch plate removal, full floor protection, and two finish coats. Cook noted that many homeowner complaints in the industry stem from contractors rushing prep or cleanup.

When it comes to color selection, Cook is clear about boundaries.

“I’m a painter, not an interior designer. We don’t pick them. We just put them on.”

Instead of recommending specific colors, he often directs clients to Sherwin-Williams’ free virtual design consultation service to ensure homeowners feel confident in their choices.

As the spring market approaches and more homeowners begin preparing to list, Cook expects interior repaint demand to remain strong.

“Fresh paint makes a home feel taken care of,” he said. “And that matters when buyers walk through the door.”

For sellers looking for a practical way to increase perceived value before listing, Cook believes interior repainting remains one of the fastest and most reliable returns available.

New Direction Painting

*****@newdirectionpainting.co

(615) 673-5773

2550 Meridian Blvd #200

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