

Legacy Painting and Renovating Responds to Monterey County's Shift Toward Affordable, Sustainable Home Upgrades

Homeowners increasingly turn to repainting as a cost-effective alternative to full renovations

MONTEREY, CA, UNITED STATES, November 6, 2025 /EINPresswire.com/ -- As homeowners throughout Monterey County seek practical, budget-friendly ways to enhance their living spaces, [Legacy Painting and Renovating](#), Inc. is seeing a marked rise in demand for professional painting services. Driven by rising costs of large-scale remodeling and growing environmental awareness, many residents are opting for fresh paint as a smarter, more sustainable path to home improvement.

Recent trends show that repainting, especially with eco-conscious materials, is becoming a preferred option for homeowners who want to refresh their spaces without the disruption or expense of a full renovation. The shift is particularly visible in Central Coast communities like Pacific Grove, Salinas, and Carmel, where both historic charm and modern sustainability goals intersect.

"We're seeing more families prioritize quality, efficiency, and health when it comes to their homes," said Ernesto Castellanos, owner of Legacy Painting and Renovating. "A professional paint job can make a major visual and emotional impact, without the financial stress that often comes with larger remodels."

A Growing Preference for Professional Expertise

While DIY painting projects spiked in recent years, more homeowners are now choosing experienced contractors who can deliver consistent, durable results. Legacy's recent projects



Legacy Painting and Renovating Inc Logo



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reflect this shift toward:

- Sustainable materials – Homeowners are requesting low- or zero-VOC paints to improve indoor air quality and reduce their environmental footprint.
- On-trend aesthetics – Nature-inspired color palettes, including soft greens, earthy tones, and muted neutrals, are increasingly popular among local clients.

- Value-driven updates – Repainting is helping sellers improve curb appeal and buyers personalize new homes, often increasing property value with minimal investment.

This change mirrors broader industry developments, where roughly 63% of all residential painting in the U.S. is now handled by professionals, a reflection of growing demand for reliable, long-lasting finishes and minimal homeowner disruption.

Responding to Local Housing and Market Conditions

Legacy's growth coincides with a broader movement in Monterey County and beyond. As mortgage rates stabilize and the housing market gradually recovers, more residents are preparing their homes for sale or settling into long-term ownership, both scenarios that benefit from expert painting services.

Industry estimates suggest a good paint job can boost a home's sale value by as much as 5%, and realtors continue to recommend it as one of the most impactful pre-listing improvements. Meanwhile, eco-conscious buyers are looking for features that reflect their values, including sustainable home improvements.

"Our clients care about how their homes feel, how they function, and how their choices impact the environment," Castellanos said. "We work hard to meet those standards, offering solutions that are both stylish and responsible."

Trusted Craftsmanship Backed by Community Commitment

Legacy Painting and Renovating continues to serve the Monterey Bay area with a focus on reliability, transparent communication, and quality outcomes. From coastal weather challenges in Pacific Grove to custom color requests in Carmel, the company's local knowledge and consistent service have made it a trusted option for homeowners across the region.

Available services include:

- [Residential interior](#) and [exterior painting](#)
- Cabinet refinishing and repainting

- Eco-friendly paint options and materials
- Light commercial painting and repairs

"As other providers adjust to these changes, we're proud to already be there, helping clients make smart, beautiful choices for their homes," Castellanos added.

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About Legacy Painting and Renovating, Inc.

Legacy Painting and Renovating, Inc. provides residential and commercial painting services throughout Monterey County, including Salinas, Pacific Grove, Carmel, and surrounding areas. The company focuses on professional craftsmanship, sustainable practices, and personalized service.

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