

Adult coloring books may help sell houses

In Christie's real-life coloring book, agents can pay \$3,500 to have their property featured in a two-page spread

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(Credit: Pixabay)

Coloring books aren't just for kids; they're also for home buyers looking for something special.

For some, coloring between the lines of a real house gets them thinking of making their dream home a reality; for others, it's about testing color palates and various decorative schemes, as the Wall Street Journal reports.

But real estate players such as Christie's and developer Naftali Group see greater potential. Both companies are among the trailblazers experimenting with how to capitalize on the coloring book trend featuring real houses, which has been increasingly noticed by publishers and illustrators.

"We thought it would be a nice thing for kids," said Dan Conn, Christie's chief executive, to the Journal about why they first began producing a coloring book version of their residential property listings. "I guess there's a scenario where the adults also say 'I'm going to color that in,'" he added. Now Christie's is charging \$3,500 for properties to be featured in the book, with proceeds going to hurricane relief efforts in Puerto Rico. [\[WSJ\]](#) — *Erin Hudson*