Piedmont Paint & Finish Expands Painting Services as Southern Living Idea House Inspires Renovations

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Charlottesville, VA - October 13, 2025 -
Piedmont Paint & Finish, a Charlottesville-based painting contractor, has announced expanded capacity and enhanced service offerings to meet increasing demand for professional residential painting services across Central Virginia, as homeowners draw inspiration from Southern Living's 2025 Idea House, currently on display at Keswick Estate.

The 4,500-square-foot showcase home, which opened for public tours in August and continues through December 21, has sparked renewed interest in home improvements throughout the region. The property exemplifies modern Virginia design while honoring the area's architectural heritage, prompting many local property owners to reconsider their own home aesthetics.

Piedmont Paint & Finish residential painting services encompass comprehensive interior and exterior transformations for homes, estates, and farms throughout Charlottesville, Albemarle County, Richmond, and surrounding areas. The company specializes in both contemporary residences and historic properties, offering EPA-certified lead remediation services that have been utilized on notable projects including the UVA Rotunda and Carr's Hill.

The company utilizes premium products from established manufacturers, including Sherwin-Williams, Benjamin Moore, Ferrell Calhoun, and Mythic paints. Their services extend beyond standard painting to include power washing, commercial applications, and a specialized Paint Shop service for cabinet and furniture refinishing. The firm also maintains Pigment Paint Supply, offering professional-grade materials and locally-made Good Bones Paint for area contractors and DIY enthusiasts.

"The Southern Living Idea House has generated tremendous enthusiasm for quality home improvements in our community," said Charles Davis, Owner of PP&F. "We're seeing homeowners embrace both traditional Virginia aesthetics and contemporary design elements, and our team brings the expertise to

execute these visions with precision and care."

Central Virginia's steady home value growth of 3-5 percent annually has encouraged property owners to invest in quality improvements that enhance both aesthetics and value. The timing coincides with increased awareness of proper lead remediation protocols for older homes, a specialty that distinguishes Piedmont Paint & Finish as an EPA RRP-certified firm.

The company's approach emphasizes minimal disruption during projects while delivering lasting results. Their team provides consultation on color selection and product specifications, drawing from extensive experience with the region's diverse architectural styles, ranging from colonial estates to modern farmhouses.

As tours of Southern Living's 2025 Idea House continue at Keswick Estate, the showcase residence highlights design trends including the return of formal dining rooms, the importance of gathering spaces, and the integration of indoor and outdoor living areas. These concepts resonate with Central Virginia homeowners seeking to update their properties while maintaining regional character.

Piedmont Paint & Finish serves Charlottesville, Ivy, Keswick, Nellysford, Wintergreen, Stony Creek, Richmond, and throughout Albemarle County. The company maintains membership in the Painting Contractors Association and offers free estimates for residential and commercial projects.
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Piedmont Paint & Finish

Quality Painting, Competitive Prices. With decades of experience in the Charlottesville, Virginia, area, Piedmont Paint & Finish is your best choice for local residential and commercial painting services.

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