HOMEOWNER REFERENCE · COMPILED OCTOBER 2026

Why Trim Matters

What designers, home publications and real estate pros have published about interior trim: door and window casing, baseboard, crown and wall paneling. Sources and dates are on the back.

> “millwork is the difference between new construction and historic homes”
>
> **Erin Napier**, designer and co-host of HGTV's *Home Town*, as quoted by TV Insider, March 2024[1]

It changes how the whole house reads

Contractors and designers interviewed by The Spruce single out bigger, better casing, baseboard and crown as the detail that most quickly makes a home look custom instead of builder-grade.

THE SPRUCE · JAN 2026[2]

HGTV calls door and window trim a must, and describes baseboard as the one detail that runs through every room and ties the house together.

HGTV · ARCHITECTURAL DETAILS[3]

Stock trim is the builder-grade tell

Southern Living names plain, unadorned drywall as a signature of builder-grade homes, and the designer it interviewed reaches for millwork as the fix.

SOUTHERN LIVING · JUN 2026[4]

Real Simple presents crown molding as one of the best ways to give a room a custom, finished feel rather than a builder-grade one.

REAL SIMPLE · MAR 2026[5]

It makes a home feel finished

This Old House says upgrading crown and other trim can noticeably lift a home's look, and that better baseboard makes a whole room feel more finished and refined.

THIS OLD HOUSE · MAY 2026[6]

HGTV lists new crown and baseboards throughout the home among its recommended projects before selling, for a more upscale finish.

HGTV · BEFORE LISTING, MAR 2026[7]

A real estate agent interviewed by Homes & Gardens says upgraded trim details help support a home's value.

HOMES & GARDENS · JUN 2021[10]

Designers do it in their own homes

Shea McGee of Studio McGee credits paneling and molding with bringing character to a space, and names trim among the choices that set the tone for a whole home.

SUNSET · JAN 2026; PRO BUILDER · 2020[8]

In its own renovations, Joanna Gaines's Magnolia team describes adding thicker baseboards and new door and window casing to give plain rooms character.

MAGNOLIA · 2025[9]

Paraphrased from the published sources on the back, except the one quotation above. No person or publication named here is affiliated with or endorses this sheet.

Sources and notes

1. Martin Holmes, "Erin Napier…" TV Insider, March 25, 2024, quoting an Instagram post by Erin Napier. Also reported by Country Living and Homes & Gardens.
   tvinsider.com/1128239/home-town-erin-ben-napier/
2. Kamron Sanders, "The One Reno Detail Contractors Say Instantly Makes a Home Look More Custom," The Spruce, January 15, 2026; includes designer Jessica Brugger, Dwell Well Design Co.
   thespruce.com/the-one-reno-detail-that-makes-a-home-look-more-custom-11882366
3. "Top 10 Ways to Add Architectural Details to Your Home," HGTV, June 16, 2015.
   hgtv.com/lifestyle/real-estate/top-10-ways-to-add-architectural-details-to-your-home
4. Quincy Bulin, "4 Designer Tricks That Instantly Make A Builder-Grade Home Feel More Custom," Southern Living, June 30, 2026; designer Catherine Balding.
   southernliving.com/how-to-add-charm-to-a-builder-grade-home-11987595
5. Alyssa Longobucco, "14 Creative Crown Molding Ideas to Add More Charm to Your Home," Real Simple, updated March 21, 2026.
   realsimple.com/crown-molding-ideas-7976140
6. "Beautify Your Home With Crown Molding and Other Trim Upgrades," This Old House, updated May 28, 2026.
   thisoldhouse.com/molding/beautify-your-home-with-crown-molding-and-other-trim-upgrades
7. Maria Conti, "20 Home Improvement Projects to Tackle Before Listing Your Home," HGTV, updated March 12, 2026.
   hgtv.com/lifestyle/real-estate/10-home-improvement-projects-to-tackle-before-listing-your-home-pictures
8. Nicole Clausing, Sunset, January 16, 2026 (Shea McGee's Arizona home); and "Designers Behind Studio McGee Share Every Detail of Their Own Custom Home," Pro Builder, April 15, 2020.
   sunset.com/home-garden/home-tours/shea-mcgee-arizona-home-with-east-coast-style
   probuilder.com/products/article/55199461/designers-behind-studio-mcgee-share-every-detail-of-their-own-custom-home
9. "Mini Reni: Hoda's Inspiring New Office" and "Mini Reni: His + Hers Offices to Love," Magnolia, 2025.
   magnolia.com/blogs/article/mini-reni-fresh-start-for-hoda-kotbs-office
   magnolia.com/blogs/article/mini-reni-his-hers-offices-to-love
10. Anna K. Cottrell, "Does decorative molding add value to a home?" Homes & Gardens, June 21, 2021; agent Matt Harmon.
    homesandgardens.com/news/does-decorative-molding-add-value

Things to know

Except for the one quotation on the front, these are summaries of what each source published, not their exact words. Follow the links for the full articles. Sources were checked October 2026; articles can be updated or removed after that.

These sources speak to look, feel and buyer perception. They don't put a dollar figure on trim, and national remodeling-value reports (such as NAR's Remodeling Impact Report and the Cost vs. Value report) don't cover interior trim. Nothing here is an appraisal or a promise of resale value.

All names, publications and trademarks belong to their owners. None of them is affiliated with, sponsors or endorses this sheet.