



Three ways to
improve curb appeal

*"Homes with poor curb appeal in neighborhoods with excellent landscaping sold for more than 8 to 10 percent less than the market rate."
– Realtor.com*

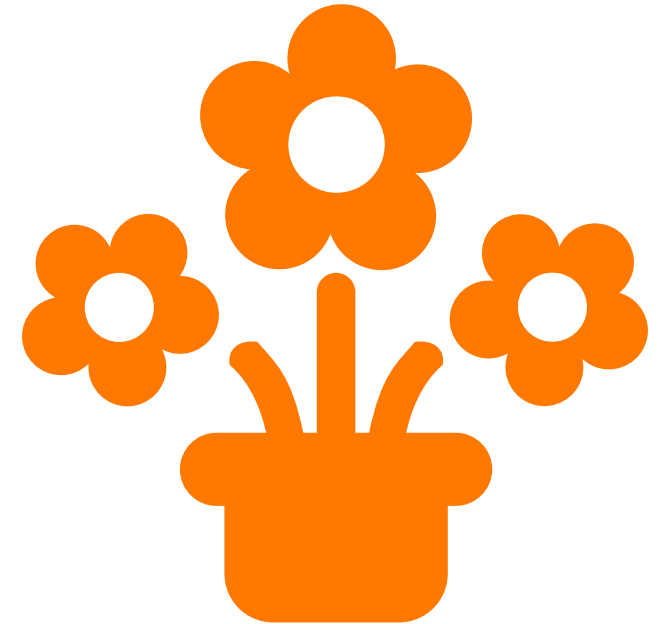
"Curb appeal can increase the value of a home by 4 to 5 percent."
– Realtor.com

Curb appeal is one of the most important aspects to consider when selling your home. A beautiful exterior can often make the difference between a potential buyer seeing the inside of your house, or never getting out of their car.

The following pages contain curb appeal updates that can be completed in a few hours or a few days, depending on your time and budget. There's a curb appeal checklist at the end for you to look over and ensure your home is looking its best.

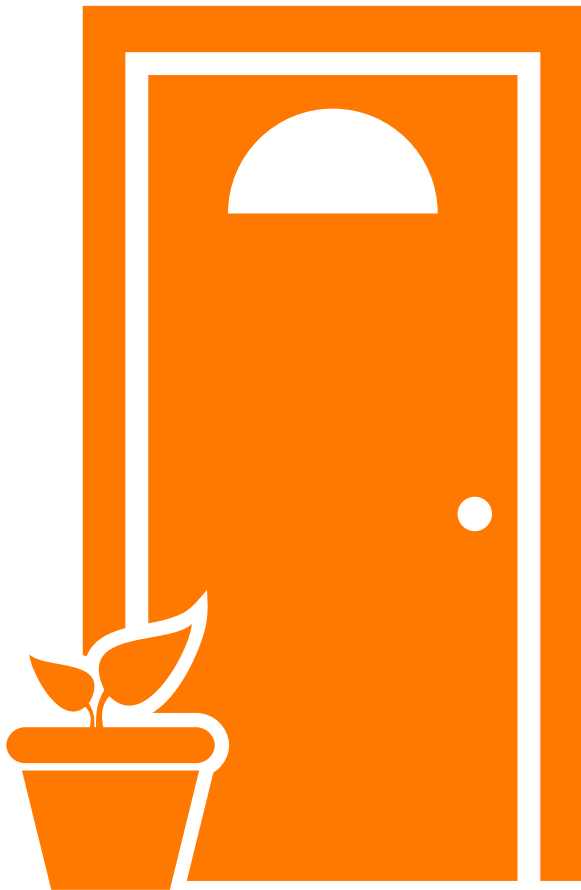
Flowers

Flowers are one of the easiest and least expensive ways to make the front of your house look inviting and instantly increase the curb appeal of your home. Without any real landscaping at all, flowers can transform a rather drab and dreary looking front yard into one that looks colorful and lush. Especially during spring and summer, you should take advantage of the season by planting pots and flower boxes.



You should choose colorful flowers that will be in bloom during the time you're selling your home. Planting the flowers in planter boxes and pots is easier than planting them in the ground and lets you more easily place them where they can have the most visual impact. You don't need to have a green thumb, or spend a lot of money to get great results either. Visit your local home improvement center or nursery and they will be happy to advise you of the best flowers and plants for you. A hundred dollars and a few hours planting can transform the curb appeal of your home.

One of the nice things about flowers is that you'll see results immediately, and so will potential buyers visiting your home!



Front porch

A welcoming front porch can improve the overall first impression of your home. A few splashes of color, seating or plants, and symmetrical design can have a big impact even on a small space. Consider adding hanging light sconces, small front door accents, and free standing plants to liven up the front porch.

Another easy way to make a statement is a brightly colored front door. Bold hues are becoming more popular, and look great in contrast to neutral brick or stone homes. Pick a color that coordinates with the surrounding greenery and accessories, and consider the color of the foyer as well. Shiny, clean house numbers also have a great effect on the front porch. Not only do they make it easier for a buyer to locate your home, they also act as an accessory for your front door.

Front yard

A healthy and green front yard is the envy of the whole neighborhood, and your potential buyers, too. Make an effort to water and care for your lawn when listing it. Mowing every week and edging every few weeks will help maintain a neat appearance. Particularly in the warmer months, regular watering a few times a week will help keep the lawn looking its best.

Another investment that will attract potential buyers is good lighting for the front of the home. Low-voltage or solar lights along the front walkway or around the front porch gives the impression of safety and security, and also allows buyers to see the home at night.



Curb appeal check-list

Have a fresh set of eyes inspect the outside of your house. A friend or relative that does not see the home every day will have a better perspective on what needs improvement. Have them drive by slowly just as a potential buyer would see the house, then walk around the outside as well to view it from all angles. This checklist will give you a good outline of what to look for to give the best first impression.

Check the exterior of the home from the roof line down.

- Is the roof free and clear from debris?
- Are the gutters clear, neatly hung, and draining properly?
- Are the windows clean and free from obstructions (such as overgrown bushes or trees)?
- Are bushes, trees and shrubs neatly pruned?

Inspect the condition of the paint and siding.

- Is it time to power wash the siding?
- Is touch up paint needed on the trim?
- Is the front door in good shape?

Examine your flower beds and greenery.

- Are plants neatly pruned?
- Is the bed free and clear of weeds?
- Is the bed properly mulched?
- Are flowers in bloom?

Ensure the lawn is neatly groomed.

- Is the lawn free from weeds?
- Is the lawn neatly mowed and edged?
- Are all debris and limbs properly disposed?