

# Home Selling Fact: CURB APPEAL DESERVES TOP PRIORITY



A large percentage of home buyers decide whether or not to look inside a house based on curb appeal. You can help make sure they come inside your home by spending some time to freshen up its exterior appearance.

*"If you can get buyers through the front door, you've passed the first hurdle in selling the home."*

## Landscaping Considerations

There are times that adding elements to your landscaping can help curb appeal, but there are also times when removing something is more effective. . . such as an overgrown evergreen. Answering these two questions will put you on the right path to a successful homesale based on the first impression made by the homes "Curb Appeal":

*What are the best exterior features of the house or lot? How can you enhance them?*

*What are the worst exterior features of the house or lot? How can you minimize or improve them?*

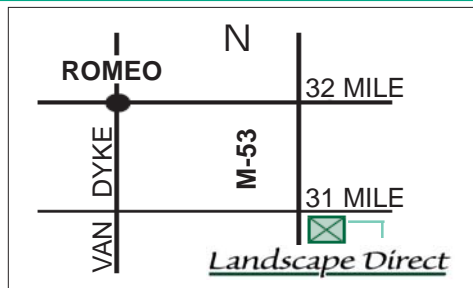
## CURB APPEAL "TUNE-UP"



- Rake and dispose of leaves, fallen sticks & brush.
- Edge walkways and remove vegetation growing in sidewalks/driveways.
- Plant bold, colorful annuals and perennials.
- Apply tree and shrub trimming to obtain a neat "fresh" look.
- Add a unique feature such as a trellis or gazebo.
- Landscape lighting can add a touch of class for 24/7 curb appeal.
- Installing a small patio, with landscaping, planters and maybe a small water feature will turn a bland backyard into a delightful space.

**You may be surprised at how affordable a "curb appeal tune-up" can be!**

Efficient landscape techniques like these can add at least **10%**, and as much as **25%** to the value and sale price of your home as it appeals to the typical purchaser. At **Landscape Direct**, we are dedicated to working with you on any of your "tune-up" ideas while keeping the investment costs affordable, justified & reclaimable in the sale of your home.



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**Landscape Direct**  
*Your Image Is Our Reputation*



**BEFORE**

**AFTER**