

CURB APPEAL 101

WANT YOUR HOME TO SELL IN RECORD TIME?
CUT THE GRASS. ALSO EVERYTHING ELSE IN THIS GUIDE.

There are a lot of easy ways to improve the curb appeal of your home. It does make a difference! **Contact me to learn more.**

Read Reviews from Local Home Buyers & Sellers: **BarbaraJennings.AmazingClientReviews.com**



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Buyers will walk through your yard to get in the front door. It's worth the time and financial investment to make sure that they have a beautiful first impression.

How you've groomed your yard, cared for flowers, setup patio furniture or otherwise attended to your outdoor spaces will give buyers a clue about what's inside.

Don't miss this opportunity to show off! You can make big changes on a budget.

READ ON TO LEARN:

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FACTS ABOUT CURB APPEAL

Curb appeal matters. And that's not just an opinion. Here are some cool, hard facts about the major difference good curb appeal can make for your home sale.





- People form an opinion within **1/10th** of a second of seeing someone or something.
- **99%** of NAR members believe that curb appeal is important.
- **97%** of potential buyers think that curb appeal is important.
- **94%** of REALTORS® will recommend improving curb appeal before listing a home for sale.
- A well-landscaped home can add between **5%** and **12%** more value to a home price.
- Cleaning the outside of a home can add as much as **$15,000** to the sale price in some states.



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5 HIGHEST-IMPACT CURB APPEAL CHANGES

Knowing what's at stake, you should definitely plan to make curb appeal improvements a priority as you list your home for sale.

Here are the five most impactful changes you can make:

- Trim trees: get them professionally clipped and groomed.
- Plant grass or sod: a bright green lawn makes a huge difference and adds value to a home.
- Add color: this can be in the form of flowers, shutters or even furniture with bright pillows.
- Take care of the roof: your roof may need to be cleaned. Even without knowing it, a dirty roof draws the eye and makes a home look bad.
- Touch up paint or pressure wash: even a quick pressure wash can make paint look new again.





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LOWEST COST CURB APPEAL INVESTMENTS

On a budget? Many people can't or don't want to make huge investments in a home they are selling. That's understandable. You don't have to shell out big bucks to improve curb appeal. Many of the changes you can make are affordable

Here are your best, low-cost options for improving curb appeal:

- ✓ Power wash everything (home, driveway, sidewalk, mailbox)
- ✓ Update window shutters
- ✓ Create a front yard seating area or a small garden
- ✓ Add landscaping around the mailbox
- ✓ Weed and clean up all landscaping
- ✓ Update light fixtures (could paint or just change out the bulbs)
- ✓ Add lighting to a walkway
- ✓ Trim trees and bushes
- ✓ Add a flag or garden ornaments
- ✓ Paint the front door
- ✓ Add new house numbers
- ✓ Store trash and recycling bins out of sight
- ✓ Add a border to your driveway
- ✓ Don't park cars in the driveway
- ✓ Pick up clutter
- ✓ Fix fences



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CAPTURING CURB APPEAL IN PHOTOS AND VIDEOS

87% of home buyers rely on photos when hunting for a home. What the outside looks like doesn't just matter for a drive-by.

Many buyers want to see video tours and tons of pictures before they'll even schedule a showing.

Investing in professional photos or videos could encourage traffic to your online listing. Whether you get a pro or not, outdoor photos should be part of your listing.

Here's a list of the photos to take:

- Front view of the home from across the street
- Front view of the home from up close
- View of the front door
- View of any front yard outdoor living spaces
- View of any outdoor living spaces
- Side view of the home (from both sides)
- Backyard view from the back door
- Backyard view facing the back door









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IMPROVE YOUR CURB APPEAL

Curb appeal is all about stepping up your game so that you can get a good price for your home. When you go to sell, making strategic investments in this could make all of the difference. Consult with a real estate professional to get expert ideas on how to fix up your outside spaces!



> **Ready to sell? Contact me to get started!**

Get Your FREE Home Value Update at : **BarbaraJ.15SecondHomeValues.com**



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