

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"

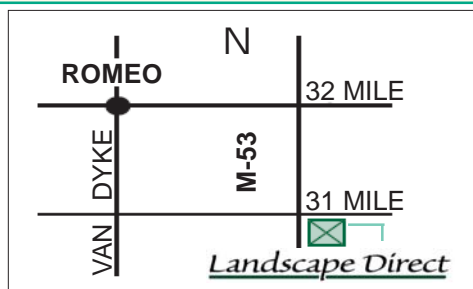
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- Rake and dispose of leaves, fallen sticks & brush.
- Edge walkways and remove vegetation growing in sidewalks/driveways.
- Plant bold, colorful annuals and perennials.
- Apply tree and shrub trimming to obtain a neat "fresh" look.
- Add a unique 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.



13000 31 Mile Rd. Washington, MI 48095

Landscape Direct
Your Image Is Our Reputation



BEFORE

AFTER