

# **How to Improve Curb Appeal**

A large percentage of home buyers decide whether or not to look inside a house or take it seriously based on its curb appeal—the view they see when they look online, drive by or arrive for a showing. You can help make sure they want to come inside your house by spending some time working on its exterior appearance.

It's difficult to look at our own house in the same way that potential home buyers do, because when we become accustomed to the way something looks and functions, we can't see its faults. Decide right now to stop thinking of the property as a home. It's a house—a commodity you want to sell for the highest dollar possible.

## **Curb Appeal Exercise**

The next time you come home, stop across the street or far enough down the driveway to get a good view of the house and its surroundings.

1. What is your first impression of the house and yard area?
2. What are the best exterior features of the house or lot? How can you enhance them?
3. What are the worst exterior features of the house or lot? How can you minimize or improve them?

Stand where a potential buyer would and walk towards the house, looking around you as if it were your first visit. Is the approach clean and tidy? What could you do to make it more attractive?

Take photos of the home's exterior. If you have a digital camera, view the color versions first, then remove the color and look at it in black and white, because it's easier to see problems when color isn't around to affect our senses.

Make a list of the problem areas you discovered. Tackle clean up and repair chores first, then put some time into projects that make the grounds more attractive.

- Kill mold and mildew on the house, sidewalks, roof, or driveway.
- Stow away unnecessary garden implements and tools.
- Try organizing potted plants into groups of three.
- Clean windows and gutters.
- Pressure-wash dirty siding and dingy decks.
- Edge sidewalks and remove vegetation growing between concrete and bricks.
- Mow the lawn. Get rid of weeds.
- Rake and dispose of leaves, even if your lot is wooded.
- Trim tree limbs that are near or touching the home's roof.

## **Don't Forget the Rear View**

Buyers doing a drive by will try their best to see your back yard. If it's visible from another street or from someone's driveway, include it in your curb appeal efforts.

## **Evening Curb Appeal**

Let's face it, Minnesota winters are DARK! Don't forget to do your curb appeal check after the sun has gone down, too. One quick way to improve evening curb appeal is with lighting:

- String low voltage lighting along your driveway, sidewalks, and near important landscaping elements.
- Add a decorative street lamp or an attractive light fixture to a front porch.
- Make sure lighting that's visible through front doors and windows enhances the home's appearance.

## **Landscaping Decisions**

There are times that adding elements to your landscaping can improve curb appeal, but there are other times when *removing* something is even more effective.

For example, we listed a classic bungalow with some wonderful exterior features, including unique windows and a cozy front porch. The problem was, there were two overgrown trees covering up a great deal of the front of the home. The eye was then drawn to the front steps and the roof, both of which needed to be replaced. We were having a difficult time getting buyers in to see the home.

By removing the trees, we were able to highlight the unique architectural features of the home and also entice potential buyers into viewing the inside of the home (which was filled with character and charm!).

Most buyers cannot visualize changes, and often won't take a second look at a house if the first look doesn't appeal to them. Home buyers who can visualize changes, and are prepared to make them, expect *you* to reduce the price of the house to compensate for the work they plan to do.

## **A Few Curb Appeal Tips**

- If you can budget it, a fresh paint job does wonders for a dingy house. Drive around your town to find color schemes that are appealing.
- Install a more attractive front door.
- If you can't justify the cost of a new door, consider replacing plain doorknob hardware with something more attractive.
- If new hardware is beyond your budget, repaint or stain the door and polish the hardware.

If you brainstorm, you'll find that there's a solution to most problems—one that lets you stay within your budget. The trick is to find the areas where improvements are needed, then work on them as best you can.

For more ideas on Curb Appeal, contact Gina (651-470-8983) or Dan (651-428-7162). We are happy to help!