

## Improve Your Curb Appeal

They say you never get a second chance to make a first impression. If that holds true, then anyone selling their property should be particularly concerned about landscaping, since it plays such an important role in creating that first impression.

Sellers can greatly improve the appeal of their property and boost its market worth by adding just a few specific landscaping elements. After all, the National Association of Realtors says the majority of its members describe curb appeal as crucial for potential buyers.

Enhance the attractiveness of your home — and make that crucial best first impression — by focusing on the following areas:

### **WELL-GROOMED LAWNS**

As prospective buyers pull in, they're likely focused on the property's lawns and gardens. A vibrant, neatly trimmed lawn immediately reflects your level of dedication and care, some-



© ADOBE STOCK

thing that should translate into how well-maintained the home is, as well. Consistent mowing, fertilizing and weeding are crucial for grass and plants to thrive. According to the National Association of Realtors, simply having a properly maintained lawn can increase a home's value by an astounding \$1,000. Enhance the appeal by incorporating colorful flowers, decorative stones or new mulch into garden beds. Opt for colors that complement the paint scheme of your home.

### **HARDSCAPING ELEMENTS**

Incorporating hardscape elements like walkways, decks and patios can significantly improve the usability and aesthetic appeal of landscaping. These additions can help prospective buyers see themselves enjoying new outdoor activities, dining experiences and social gatherings. Look for high-quality materials such as natural pavers to ensure that you end up with visually pleasing and long-lasting surfaces. Include seating areas, water

features and fire pits, if possible, in order to establish focal points and enhance the allure of your newly expanded exterior living area. Make sure it all connects: The best hardscapes mesh with the overall architectural style of the home, seamlessly connecting the indoors and outdoors.

### **PRIVACY ENHANCEMENTS**

Privacy is always a concern for home buyers. That's why the old saying "good fences make good neighbors" has

endured for so long. As many as 60 percent of high-end purchasers prioritize privacy when making their purchasing decisions, according to a survey conducted by YouGov.

### **SUSTAINABLE FEATURES**

More and more homebuyers value properties that include eco-friendly landscaping elements. Installing a drip irrigation system or rainwater harvesting system can help save water — and money, too. Look for native plants that thrive in your area's climate and need minimal upkeep and watering. Utilizing permeable surfaces like gravel or pavers can also aid in managing stormwater. Showcase these sustainable attributes to draw in environmentally conscious buyers. They potentially raise the property's worth, as well.

### **OUTDOOR LIGHTING**

Outdoor lighting isn't just about adding a welcoming ambiance; it enhances the safety and security of your property, too. Lighted pathways and other sources of illumination also accentuate architectural details while showcasing landscape elements. Opt for energy-efficient LED lighting fixtures to lower your energy consumption. The results can be visually striking during nighttime showings of the property.





© ADOBE STOCK

## Improve Your Curb Appeal

They say you never get a second chance to make a first impression. If that holds true, then anyone selling their property should be particularly concerned about landscaping, since it plays such an important role in creating that first impression.

Sellers can greatly improve the appeal of their property and boost its market worth by adding just a few specific landscaping elements. After all, the National Association of Realtors says the majority of its members describe curb appeal as crucial for potential buyers.

Enhance the attractiveness of your home — and make that crucial best first impression — by focusing on the following areas:

### WELL-GROOMED LAWNS

As prospective buyers pull in, they're likely focused on the property's lawns and gardens. A vibrant, neatly trimmed lawn immediately reflects your level of dedication and care, something that should translate into how well-maintained the home is, as well. Consistent mowing, fertilizing and weeding are crucial for grass and plants to thrive. According to the

National Association of Realtors, simply having a properly maintained lawn can increase a home's value by an astounding \$1,000. Enhance the appeal by incorporating colorful flowers, decorative stones or new mulch into garden beds. Opt for colors that complement the paint scheme of your home.

### HARDSCAPING ELEMENTS

Incorporating hardscape elements like walkways, decks and patios can significantly improve the usability and aesthetic appeal of landscaping. These additions can help prospective buyers see themselves enjoying new outdoor activities, dining experiences and social gatherings. Look for high-quality materials such as natural pavers to ensure that you end up with visually pleasing and long-lasting surfaces. Include seating areas, water features and fire pits, if possible, in order to

establish focal points and enhance the allure of your newly expanded exterior living area. Make sure it all connects: The best hardscapes mesh with the overall architectural style of the home, seamlessly connecting the indoors and outdoors.

### PRIVACY ENHANCEMENTS

Privacy is always a concern for home buyers. That's why the old saying "good fences make good neighbors" has endured for so long. As many as 60 percent of high-end purchasers prioritize privacy when making their purchasing decisions, according to a survey conducted by YouGov.

### SUSTAINABLE FEATURES

More and more homebuyers value properties that include eco-friendly landscaping elements. Installing a drip irrigation system or rainwater harvest-

ing system can help save water — and money, too. Look for native plants that thrive in your area's climate and need minimal upkeep and watering. Utilizing permeable surfaces like gravel or pavers can also aid in managing stormwater. Showcase these sustainable attributes to draw in environmentally conscious buyers. They potentially raise the property's worth, as well.

### OUTDOOR LIGHTING

Outdoor lighting isn't just about adding a welcoming ambiance; it enhances the safety and security of your property, too. Lighted pathways and other sources of illumination also accentuate architectural details while showcasing landscape elements. Opt for energy-efficient LED lighting fixtures to lower your energy consumption. The results can be visually striking during nighttime showings of the property.

### REAL ESTATE 101



### HOMEWISSE GLOSSARY

#### The Good (Country) Life

There is federal assistance for select buyers who are considering the purchase of rural properties. The U.S. Department of Agriculture makes it easier for those in low or very low-income brackets through short-term mortgage subsidies. Find out more at [rd.usda.gov](https://www.rd.usda.gov).

**Cash-out refinance:** a refinance transaction in which the borrower receives additional funds over and above the amount needed to repay the existing mortgage, closing costs, points, and any subordinate liens. **SOURCE:** Federal Trade Commission

# AD SPACE