

Curb appeal can enhance your bottom line.

A potential buyer, drives by your home prior to viewing it. The style and the large windows and the two-car garage looked very attractive on the internet. However, the buyer cannot avoid noticing the patchy lawn and the bicycles stacked, three-deep, on the side of the garage. The front door is messy and unkempt. The buyer drives away, without even getting out of the car.

It is always a good idea to improve your homes outside appearance. In fact, it is essential to increasing the price you will receive for your home. A prospective buyer will determine, in seconds, whether your home is a prospect and whether they want to look inside the property.

Set the stage with good curb appeal

Curb appeal is the overall impression that your home creates when viewed by a potential buyer. It is the quality that gets buyers thinking about your home as *their* home. As soon as a potential buyer sees your home, they will begin creating an emotional connection, be that good or bad, with your home. A buyer begins to form a picture in their minds. Could I live here? Can I maintain my current lifestyle in this home?

Paint: Chipped or peeling paint detracts from the appearance of your home. An inexpensive paint job, including front door, fence, shutter and other surfaces can significantly enhance your homes appearance and value. Choose a neutral colour that matches the brick, siding, fence or trim of your home.

Landscaping: Mow and edge your lawn. Repair any unsightly patches. Trim trees and shrubs. Replace old pots with new ones. Water flowers. Store garden tools bicycles in the garage or shed.

Walkways/driveway: Hose down side walkways and driveways. Clear any clutter. Store any toys, sporting equipment or bicycles, neatly in the garage or shed. Remove stray weeds from adjoining lawn areas.

Eaves: If possible hose them down, along with the siding and sidewalks. Remove any leaves or debris. If they're damaged or loose, repair them.

Fences: Complete any repairs to these areas. A fence that looks like it will blow over in a strong wind, leaves a bad impression. Be sure to hose down these areas, prior to viewing.

Cracked/uneven foundation: Have this area repaired. A buyer is less likely to purchase your home if they will be hit with foundation repairs.

Lighting. Upgrade any worn or rusted lighting. Warm lighting around your home's exterior creates an inviting appearance. Even a smaller home can appear cosy with the correct lighting.

Finishing touches: Put out a new, inexpensive welcome doormat. Clean any outdoor furniture and replace old and worn cushions. If you have a pet that lives in the backyard, be sure to advise your agent in advance. Even better, arrange for a separate pet area when showing your home.

When you pay attention to your curb appeal, your home will likely spend **less** time on the market. Uncompleted repairs could lengthen the time needed to sell your home. The first impression that a buyer makes of your home is important. It sets the tone for the rest of the walk through. When your prospective buyer falls in love with the exterior, he or she will anticipate an equally appealing interior. With good curb appeal, you are issuing a personal invitation: "Welcome. Come on in."

Our agency can assist you in ensuring your home is ready for showing.

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