



**PA REALTYWORKS** LLC.  
**YOUR NATURAL CHOICE!**

## **Curb appeal tips that pay off!**

**Imagine going on a job interview looking shabby, or trying to sell your car for a good price when it's filthy and loaded with trash and all your unorganized stuff. In a competitive market, you wouldn't do well. First impressions are lasting.**

**The same can be said about selling your home. If it looks neglected and in need of work, some buyers won't even take a look. This is particularly the case in today's market where, in many parts of the country, there are far more homeowners anxious to sell than there are buyers interested in buying.**

**In a business where emotions and pride of ownership play a big role, first impressions can have a lasting effect. Most buyers lack the ability to imagine what a house might look like with a different exterior paint color or a landscaped yard. When there is a lot of inventory on the market, you may have only one chance to catch a buyer's attention. Make sure it's not lost before he or she walks through the front door.**

**One of the first items on a home seller's agenda should be a critical evaluation of how the home and yard look from the street. It's a good idea to ask your real estate agent to help with this. Sellers often have strong emotional attachments to their homes and have difficulty seeing it objectively.**

**Your goal is to identify cost-effective changes you can make to your home and yard that will make it more appealing to buyers. This could be as simple as cleaning up the yard, adding colorful plants, mulching, power washing the entry walk, and washing dirt off the exterior of the house. Remediate unsightly mold. Remember, mold spores multiply fast and is everywhere. It is best treated with a simple solution of bleach and water. Be careful to test for color fastness prior to treatment.**



# **PA REALTYWORKS** LLC.

---

## **YOUR NATURAL CHOICE!**

---

**However, if the paint is peeling, shutters are deteriorating, the fence is leaning and the yard is a mess, you have a bigger project on your hands. You can sell a house in this condition. But, it will appeal to a limited number of buyers who are willing to tackle a fixer-upper in order to get a bargain price.**

**Your home will appeal to a larger audience and will sell more quickly and for a better price if you put the time and money into improving its curb and or green appeal. Curb appeal refers to how your home appears from the street. Green appeal refers to your home's energy efficiency. In short, energy star qualified appliances cost less to operate each month, thus allowing for higher values in the sales price rather than paying higher utilities. Even if you're selling a fixer-upper, it's a good idea to do some cleanup so that buyers can perceive the potential.**

**You don't need to spend a fortune to get the work done. Your goal is to have good, not superb, work done at a reasonable price. It's wise to get bids from several contractors. For instance, exterior paint estimates can vary widely. Your real estate agent or neighbors may be able to provide references. Make sure the contractors are licensed and insured.**

**By the way, if the exterior of your home is in need of painting, this could be a prime opportunity to improve curb appeal before selling. Consult with a color expert to pick colors that are somewhat trendy but timeless. Be sure to choose colors that complement each other. Typically, this can be accomplished by choosing variations in the same scheme to paint the house, trim and front door. Be sure to apply a clear coat to the door to protect it from the elements.**

**Pick a few variations of color choices and get some opinions to help you narrow it down. Sometimes another eye sees variations in color that you may not. It usually doesn't make financial sense to**



**PA REALTYWORKS** LLC.  
**YOUR NATURAL CHOICE!**

**completely re-landscape. Salvage what you can, bring in new plants to replace dead ones and weed and growth in the sidewalk.**

**THE CLOSING: Mulch does wonders to freshen up a garden, particularly one that is sparsely planted.**

**We can do a Comparative Market Analysis and make some suggestions to situate your home in competitive market. [Contact us](#) for this free report.**

***NEXT.....***

***Green Appeal Tips for Energy Efficiency***



**PA REALTYWORKS** LLC.  
**YOUR NATURAL CHOICE!**