

## Curb Appeal Guide

A large percentage of home buyers decide whether or not to look inside a house based on its curb appeal. Many buyers form their first, and often strongest, opinions before they step-foot in a home. You can help encourage Buyers to come inside your house by improving the exterior appearance.

It's difficult to look at your own house in the same way potential home buyers do - you are too accustomed to the way it looks. Decide right now to stop thinking of the property as a home. It's a house - a commodity you want to sell for top-dollar.

### 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 your house and its surroundings.

#### Ask yourself...

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 I enhance them?
3. What are the **worst exterior features** of the house or lot? How can I minimize or improve them?

#### Tip...

*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 (it's easier to spot problems when color isn't around to affect our senses).*

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

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

#### Evening Curb Appeal...

Do your curb appeal exercise again at dusk, because it is common for potential buyers to drive-by houses in the evening.

#### Improve evening curb appeal with lighting:

- String low voltage lighting (or solar lights) 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 interior lighting is visible through front doors and windows to enhance the house's appearance.

Contact us today at [info@OttawalsHome.com](mailto:info@OttawalsHome.com) for ideas on how to improve your curb appeal.

**MAKE YOUR NEXT MOVE A SUCCESS!**