

Street Appeal

THE FIRST IMPRESSIONS PEOPLE HAVE OF A PROPERTY ARE THE MOST IMPORTANT. YET SO MANY VENDORS DO LITTLE OR NOTHING TO THEIR PROPERTY'S EXTERIOR TO IMPRESS BUYERS IN THOSE CRITICAL FIRST MOMENTS. A WELL-PRESENTED FRONT ASPECT IS PARTICULARLY IMPORTANT TO CAPTURE THE INTEREST OF DRIVE-BY PROSPECTS; THEY'LL SIZE YOUR HOME UP IN SECONDS.



It's like meeting someone for the first time. Before they even speak you've started to make your mind up about the sort of person they are. If the first thing you notice about a property is its untidy frontage, you're likely to assume that the house has been neglected in the same way. Even if you discover an impressive interior, you'll wonder what hides beneath the surface. It doesn't take much to give a property a garden facelift and significantly raise its value; it's often an even better investment than a new kitchen or new bathroom. Here are a few simple things vendors can do to lift the value of their property.

Make a plan

There's no use doing things in half measures. The introduction of a few potted plants isn't going to make any real difference. Vendors should think about the personality of their house and dress it accordingly, much like you would plan what to wear on a first date, something that says who you are and presents you in the best possible light.

Create a path to the front door

You might think this feature is a little passé but there's no denying the appeal of a walkway to the front door. Even on a small frontage, it gives the entrance a distinguished feel.

Add exterior lighting

The addition of lights along the edges of a path makes a property look dazzling at night. They also make a home feel secure and help create impressive property shots.

Choose colours that work well together

This may seem obvious, but make sure all new plants and flowers match the house, fence and existing plants.

Give your backyard some attention too

The buyer has been impressed by the front, relieved the interior is just as beautiful, now they want to nosy around the back. There's probably a bit more

latitude to let the backyard be more wild and unruly, but make sure it looks under control, and again, easy to manage. Outdoor spaces are somewhat of a luxury so if you're working with an area that can accommodate a small gathering, make sure you create enough room to enjoy that part of the property as well.

Don't over do it

Your garden should complement the house, not fight it for attention. Less is more when creating your design. The main thing is to make it look neat and easy to care for.

Just remember, the property's front exterior hints at what buyers can expect when they enter the house. If it's a modern home, give the frontage a modern, sharp feel. If it's an older style home, set this up with classic garden design. The front garden is a sales tool. Used effectively, it can bring great rewards.