



6 TIPS FOR MAINTAINING CURB APPEAL THROUGHOUT THE FALL & WINTER MONTHS



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TEAM**

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Introduction

The term “curb appeal” gets thrown around all the time in the real estate industry. When selling your home, you’re told your property needs more of it; when buying, you fall in love with the properties that have it. Figuring out just what curb appeal is can be a challenge in itself, never mind creating or maintaining your property’s curb appeal. In this ebook, we break down what curb appeal means and provide some helpful tips for creating and maintaining your property’s curb appeal, specifically throughout the harsh Fall and Winter months.



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What is Curb Appeal?

Curb appeal is a buyer's first impression of a home they are viewing; this can be in person or through photographs. Essentially, your property's curb appeal is what draws potential buyers in. Before a buyer ever steps into your home, they get cues about the interior aesthetic and maintenance levels, creating expectations of what lies on the other side of the door. It can be pretty intimidating to think that a buyer can get all of this information just from the street view of your home.

Your home's curb appeal should entice buyers to inquire further about your property or, at the very least, not turn them away.

Why Does Curb Appeal Matter?

As mentioned above, curb appeal is what creates a buyer's initial impression of your property. Your home's exterior is a marketing tool that can help generate more interest in your property and, in turn, generate higher offers. On average, homes with well-kept lawns and professional landscaping sell for 7% more than similar homes with exterior blemishes or unattractive front yards.

This may seem minimal, but 7% can make a huge difference when you're talking about large sums of money. For example, if your home was appraised at \$800,000, that 7% increase based on curb appeal could bring offers up by almost \$60,000.





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1. Be Consistent with Yard Work

While falling leaves can add a certain level of coziness to your home and attract some buyers, that doesn't mean you can slack off on yard work.

Fall maintenance is essential, not just for aesthetic reasons but for snowfall preparation too. From September through to November, it's important to be consistent with raking and lawn maintenance, keep pathways clear and the majority of your lawn visible.

This is also key for preparing for snowfall, as your lawn will suffer if it's shaded from sunlight due to leaf coverage. When Spring comes, you'll be happy you let your lawn breathe throughout the Winter.





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2. Fill Your Garden with Fall Foliage

Most people's gardens bloom all Spring & Summer, only to fall flat during the colder seasons. When trying to sell your home in the Fall, upgrading your garden to include plants that thrive during this season is important. You don't want your landscaping to look empty or underwhelming to buyers.

Plants that thrive in the fall include Chrysanthemums, Violas, Marigolds, and Pansies. These all come in various colours and sizes and will be the perfect addition to your fall garden. You can even buy potted or hanging versions of these plants for a quicker fix.

3. Clear Out Your Gutters

The last thing potential buyers want to see is something that will remind them of how much maintenance work they will have to do if they purchase your home. By clearing out your gutters, you're not only making your home look more attractive and tidy, but you're also allowing buyers to focus on the positive aspects of your property instead of the negatives.

You also show buyers that you care about the maintenance of your home, which will instill a sense of trust in you. Clearing your gutters is also just good practice for regular fall maintenance, as it protects your home from potential water damage over the winter months.





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4. Add Outdoor Lighting

Outdoor lighting can make your home feel like the focal point of the entire neighbourhood. There are many options for lighting the exterior of your home, including solar garden lights, spotlights, and traditional porch lighting.

If you want to be a neighbourhood showstopper, invest in some spotlights to highlight specific areas of your exterior. Typically, spotlights are used to highlight large trees, gardens, or large rocks.

Use solar garden lights to highlight walkways and garden beds. These are an inexpensive way to guide buyers' eyes when viewing your property. Update existing lighting fixtures for a more modern, clean look. Any fixture that has rust, damage or general deterioration should be replaced.

Remember that sunset is much earlier than usual during the Fall and Winter months, and outdoor lighting can be quite beneficial for viewing your property.





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5. Ensure Your Roof is in Good Condition

While this step is only necessary for some sellers, it can make a huge difference in a buyer's opinion of your home. If your roof is deteriorating in any way, it should be replaced or patched.

A new roof can be a huge selling feature for homes, especially in the colder months where a leak or roof damage is more likely to occur.

Check when your roof was last re-shingled and inspect your roofline from the street view of your home to catch any potential issues. For reference, most laminate shingles last 25-35 years, compared to cedar shingles that last approximately 20-30 years with proper maintenance. Your roof should also be inspected twice a year, once in the Fall and in the Spring.

If your roof is in good condition and does not need to be replaced, ensure you perform regular maintenance and debris removal, especially when selling your home.





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6. Keep Decor Simple

Simple decor like wreaths, potted plants, and welcome mats can be enticing to buyers because these items can make your home seem more inviting and cozy.

You do want to avoid going overboard with decorations for Thanksgiving, Halloween, and Christmas when trying to sell because it can get overwhelming for buyers and can actually hide the best parts of your home.

We do, however, recommend having a few pumpkins on the porch or your holiday lights up on the roof. This can help buyers visualize themselves celebrating those holidays in your home and can help them feel more emotionally attached to your property.

While the above tips are our most recommended practices, we also suggest completing the following before listing your home this Fall or Winter season:

- Cleaning your home's exterior or refinishing to look new
- Resealing or cleaning up driveways with cracks, weeds, or other issues
- Swapping out your old house numbers for new, modern ones
- Upgrading your mailbox
- Refreshing your front door and garage with paint





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Conclusion

We hope this ebook has outlined some helpful ways of maintaining your home's curb appeal this Fall & Winter. If you're looking to sell this season, focus on a few ways to elevate your exterior to make a difference in buyers' minds. Most importantly, just stay on top of your regular exterior maintenance throughout the selling process.

Selling your home can feel intimidating, but when you're ready to take the plunge, give The Hartsink Team a call. We can guide you through the real estate buying and selling process with our extensive industry knowledge, experience and commitment to meeting your real estate needs. We want to help our clients find their dream home and make the best buying or selling decision. From the very start of your search to beyond the day of closing—whether it's a house, townhome, condo, cottage, farm or commercial property that you are looking to invest in or sell, we can help.

Contact us today at 905-873-9944 or info@lisahartsink.com.



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