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Why Curb Appeal Matters

(MALVERN, PA) – - Getting ready to sell your home? Don't forget to assess your house's curb appeal with a critical eye.

"First impressions are vital," said Steve D'Antonio, chairman-elect of Suburban West Realtors Association and sales agent with the Media office of Berkshire Hathaway HomeServices Fox & Roach. "Potential buyers notice everything about the outside of the house first – even when they're looking online. If the outside is in really bad shape, some buyers may refuse to take a step inside."

"While many home searches begin online, 63 percent of homebuyers will drop by a house after viewing it online, according to research by the National Association of Realtors®," D'Antonio said. "You want the house to look clean, friendly and inviting. That's why addressing curb appeal is so important."

There are a few steps sellers should take to make the most of their homes' appeal to buyers:

- Look at the house and yard, preferably from across the street, and take notes about what needs cleaned, repaired or replaced.
- Add some colorful plants or place containers with bright flowers around the front of the home to help it look fresh. Add new mulch and trim or replace foundation plantings as needed.
- Paint the front door, trim and shutters to freshen the look of the home.
- Replace the porch light and mailbox with newer fixtures.

- Wash the windows to make a sparkling impression.
- Consider adding landscape lighting to add an interesting feature at night.
- Repair the front walk if it's cracked or uneven.
- Wash and clean the front porch, and avoid storing items on it.
- Make sure you've cleaned up pets' messes in the yard.

“Consult with your Realtor[®] to prioritize what needs to be done to make your house in top shape,” D’Antonio said. “With a minimal amount of money and some hard work, you can get your house ready to sell.”

Suburban West Realtors[®] Association is the largest local real estate association in Pennsylvania, representing over 5,000 real estate professionals in Chester County, Delaware County and the Main Line.

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