

CULTIVATE

March 14, 2022

Make Sure Your Home's Curb Appeal Meets Today's High Standard



We are fast approaching the busiest home sale/home purchase time of year, and since you only have one opportunity to make a first impression, your home's curb appeal must be better than your market's competitors. Few elements are more important than your landscape in that moment, so taking a critical eye towards your home's current exterior and making necessary updates will help attract desired home buyers.

- Tired and overgrown plants should be replaced with fresh shrubs, trees and perennials with appropriate proportions in a current design style that complements your home's architecture.
- Prune trees and large shrubs to remove any low-hanging branches that block views, along with unsightly bare or damaged branches. Reshape shrubs as needed for attractiveness.
- Fertilize and weed lawns for steady growth and bright green color that projects a healthy, well-maintained lawn.
- Edge and mulch planting beds for a manicured garden appearance.
- Cracked walkways and patios must be fixed or replaced for safety and appeal. Realigning brick or stone hardscapes that have shifted over time signals that attention has been paid to your home's details.
- If rain water runoff has been an issue, correcting drainage problems will be important to potential home buyers to protect their investment. Solutions are available and can be designed and installed to incorporate into your landscape beautifully.
- Evaluate existing landscape lighting and update as necessary to ensure passers by in the evening will appreciate the effect and safety proper lighting provides. Uplighting, downlighting and spot lights can create dramatic effects on trees, focal points and your home's exterior for an extraordinary nighttime impression.
- Designating outdoor areas by purpose with furniture and accessories conveys the space is functional and ready for family use.
- Adding fresh annuals keeps gardens in full bloom, with pots of flowers placed strategically at entrances and around outdoor living spaces to create a welcoming atmosphere that home buyers desire.



According to real estate estimates, attractive, professional landscaping adds 5.5%-12.7% to your home's value. Meaning, strategic home sellers will benefit from their landscape investment to increase their home's curb appeal.



Garden Steward Team

Our team will be focused on the following services this week:

Final winter pruning



Plant Health Care

CLOSED UNTIL SPRING

Contact Information

Feel free to contact your Garden Steward directly with any questions or requests for service. Or contact our office 847/549-1361, Monday-Friday, 8:30am-5:00pm.

NOTE: We continue to respect physical distancing protocols for staff and client safety until further notice.

Design Team

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