

Maximizing Curb Appeal



Buyers begin forming an opinion before they reach the front door. The goal is not a complete exterior renovation. It is to make the home feel clean, cared for and easy to approach.

The first 30 seconds

Clear distractions, show maintenance and create one welcoming focal point. A simple exterior lets buyers focus on the home instead of a list of jobs.

FIVE ZONES BUYERS NOTICE FIRST



1. The approach

Sweep the walk, remove weeds, edge the lawn and make the route from sidewalk or driveway feel open.



2. The front entry

Wash the door and hardware, shake out the mat, clear shoes and parcels, and use one healthy planter if the space allows.



3. Exterior condition

Touch up obvious peeling paint, secure loose numbers, clean gutters and repair small visible defects before adding decor.



4. Landscaping

Prune overgrowth, remove dead plants and keep colour restrained. Healthy, simple planting reads better than crowded beds.



5. Evening presentation

Replace burnt-out bulbs, match bulb colour where possible and turn on the porch light. Buyers should be able to see the address, path and entry clearly.

Best value: Clean first, repair second, simplify third. Decorative purchases come last.



Spend effort in the right order

A polished exterior usually comes from focused maintenance, not a long shopping list. Work from high-impact basics to optional finishing touches.

01

Clean

Wash glass, sweep hard surfaces, remove cobwebs, clear bins and hose down dusty areas.

02

Repair

Fix loose hardware, damaged screens, sticking gates, broken lights and other obvious defects.

03

Edit

Reduce furniture, ornaments, toys, tools and extra planters so the exterior feels larger and calmer.

BEFORE PHOTOS OR SHOWINGS

Street-to-door checklist

- ☐ Move vehicles that block the home's exterior.
- ☐ Hide garbage, recycling and garden equipment.
- ☐ Clean windows, frames and the front light.
- ☐ Make the house number easy to see.
- ☐ Trim plants away from paths, stairs and windows.
- ☐ Check railings, steps and gates for stability.
- ☐ Coil hoses and remove seasonal clutter.
- ☐ Wipe the mailbox, doorbell and handle.
- ☐ Add a clean mat or one simple planter only if needed.
- ☐ Turn on exterior lights for late appointments.

What to avoid

- Too many small decorations competing for attention.
- Strongly personal signs or seasonal items left past their time.
- Fresh paint applied only to one patch when the mismatch will stand out.
- Large projects started without confirming the likely return or listing timeline.
- Covering a maintenance issue instead of addressing it honestly.

For safety, drainage, structural, electrical or property-boundary concerns, use the appropriate qualified professional.



The 10-minute photo test

Stand at the street, driveway and front step. Take a phone photo from each point, then look for the first three distractions your eye lands on. Fix those before adding anything new.

Final question: Does the exterior feel cared for, easy to enter and ready to photograph? If yes, stop. More is not always better.