

Curb Appeal Sells Condos – 5 Tips

One of the most important things to realize before spending money on increasing the curb appeal of your condominium is to “Walk Where the People Walk”. What do we mean by this? When a person visits the site for the first time or when the unit owner comes and goes, where do they walk? The areas to focus your efforts should be placed on the main driveway entrance to the property, the sidewalks leading up to the entrance(s), and the sidewalks that lead to the pool or outside common areas.

First impressions are what count. By focusing on “Walking Where the People Walk”, unit owners can maximize their return with a small investment. When it comes to increasing the market value of your condo and attracting potential buyers, the landscape around the building is the icing on the cake – every bit as important as location!

Follow these inexpensive, yet stunning, 5 tips on increasing your condo’s curb appeal:

1. Colour:

- Adding a pop of color helps to create a beautiful landscape appealing to the eye, making the area more inviting.
- Plant colourful annuals along the walkway and near the front entrance.
- Add potted plants on both sides of front door or porch.
- Research shows that the color yellow evokes a buying mood.

2. Shrubs and trees:

- Cut back overgrown trees and overhanging plants. Many everyday yard plants, such as azaleas, forsythia, hollies and rhododendrons, will fill out with new growth after one season.
- Remove any badly damaged, dead or dying plants and trees. “Tame” your property so that it looks well manicured.
- Along the sidewalks prune trees so that pedestrians do not have to bend over when walking by.
- Prune around the light standards, allowing the lights to property illumine area.

3. Garden Beds:

- Plant some perennials.
- Cut fresh edges where the grass meets mulch to make the lawn look well kept.
- Remove weeds and add shredded pine bark mulch to keep moisture in and prevent future weed growth.
- If your foundation plants are overgrown, widen the beds by two feet. This will make the shrubs seem smaller.

4. Front Entrance and Lawn Areas:

- Planting trees and bushes along your driveway dresses it up and creates an attractive border, sure to attract attention.
- Plant shrubs and flowers around your condo sign.
- Edge your lawn. The visual impact and curb appeal of a green, lush, well-groomed lawn that is properly edged cannot be over emphasized.
- Focus on creating a healthy turf. Fertilize, aerate, top dress and efficiently use water.

5. Landscape lighting:

- Lighting the landscapes is interesting and adds to the appeal.
- Place a string of low voltage bulbs along sidewalks, driveways, trees and plants.
- A decorative street lamp or light fixture could be used to brighten up exteriors and prevent accidents.

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