

# The importance of curb appeal

Your home makes its first impression the moment homebuyers drive by or view your online listing. The way it looks from the street can either invite buyers in or make them move on to another home. Real estate agents call this your home's curb appeal, and it's the first step in selling your home for a great price. Here are some tips for getting your home ready to sell.

## Clean your home and windows

Before spending money on upgrades or landscaping, take the time to give your home's exterior a good scrubbing. Brush down cobwebs, sweep leaves from the front porch, and wash the windows – inside and out.

## Make minor repairs

Look for small repairs that you can make inexpensively. Old house numbers can easily be replaced with new ones and sagging gutters can be repaired with replacement fasteners and hangers. If your mailbox is worn out, you can replace it or freshen it up with a new coat of paint.

## Update your front door

As the entry point to your home, your front door must be inviting to potential homebuyers. Painting the door a contrasting color can add interest, and replacing its old handle and lockset will make it look new again. Adding cozy touches, like a door wreath or a simple welcome mat, can make your house feel more like a home.

## Replace exterior lights

Exterior lights take a beating from being exposed to all kinds of weather, even if they are under a covered porch. If cleaning up exterior lights doesn't make them look much better, it may be time to replace them.

## Fix up your front lawn

An overgrown, patchy, or burnt-out front lawn makes your home look neglected. Add grass seed or sod in the early spring and take the time to water your yard until it fills in. Be sure to mow the lawn and edge the sidewalks regularly to keep it looking trim.

## Trim back or fill in your landscaping

Trim back any plants that appear overgrown and spend some time pulling weeds and raking out debris. If your landscaping is sparse, you can plant some colorful annuals in your flower beds. Window boxes and container pots on the front porch can also quickly brighten up your home.

## Light your home at night

Don't forget to consider your home's nighttime curb appeal. Simple solar-powered walkway lights or decorative electric candles in the windows are a nice touch for potential homebuyers who drive by at night. While your home is on the market, don't forget to keep your porch lights on as well.

Selling your home for the best price starts with highlighting all of its best features. By improving your home's curb appeal, homebuyers will start their visit with a great first impression.

**Talk with an Embrace loan consultant today.**

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