



Dream Landscapes, One Garden At A Time

October 2009 Inside This Issue: In The News Landscape Staging Improves Home Sale

Owner Maria Hasenecz of Livable Landscapes and her clients have appeared in several news articles lately. To see them in further detail, go to:

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LANDSCAPE STAGING IMPROVES HOME SALE

When you are listing your home for sale in today's tough market, it's imperative that the landscape and curb appeal make a remarkable first impression that draws the buyers in the house and not away. Creating an attractive, well maintained landscape is a big part of the equation. Studies have shown that investing in your landscape can decrease the time it takes to sell your home as well as increase its value from five to as much as twenty percent.

A Society of Real Estate Appraisers Survey revealed that 95 percent of the appraisers responding to the survey believed that landscaping adds to the dollar value of residential real estate, while 99 percent of them said it enhanced the sales appeal. Houses which have attractive landscaping and a clean, looked after exterior sell for more than comparable homes with little or no attention to landscaping detail. The National Association of Realtors study findings report that half of all recent buyers considered landscaping very important in their home purchase decision.

Approach your home just like a potential buyer would. Look at the foundation plantings, walkways and garden beds with a critical view and take note about what can be improved. What can you do to enhance its curb appeal and landscaping? Are the shrubs overgrown, can visitors get to the door easily in a setting that contains attractive tidy plantings that accent the house? Neatness is critical; all plants must be in scale with the house. Potential homeowners don't want another item on their 'to do' list. Large, overgrown shrubs change the whole perspective of the house and may ultimately need to go.

Sometimes it's tough to assess your own property objectively so consider hiring a landscape design professional for a consulting session.



A welcoming side entry boasts attractive landscaping that beckons visitors.



This flagstone patio entices potential buyers with a lovely place to eat, entertain and relax.

They will quickly be able to assess the sore sights and make a list of useful suggestions that won't break your budget and can ultimately lead to a faster sale. Often, a quick makeover can be done in a short time frame that will increase your home's potential for sale.

A typical landscape staging job can include transforming an overgrown neglected yard into a ready to sell home in a matter of a few days at a relatively low cost to the owner. Follow some of the tips below and get off to a great start or contact a landscape designer.

Exterior Landscape Staging Tips

1. Remove leaves and weeds; mow and edge lawn. Remove trees and limbs touching roof.
2. Trim, prune/remove overgrown shrubs and trees.
3. Replace overgrown shrubs; add annuals and perennials for color.
4. Install new plantings for color as needed.
5. Create attractive view of the landscape from inside.
6. Kill mold/moss on sidewalks, roof, and patio.
7. Repair or replace broken sidewalks and walkways to the front door.
8. Improve Patios and exterior dining area.

Landscaping not only distinguishes one house from another in today's market, but also boosts the resale value and in many cases, seals a deal faster, according to real estate brokers, appraisers and most importantly hard facts. Reports from The New York Times, SmartMoney Magazine as well as the National Association of Realtors, and the Association of National Landscape Architects support that landscaping the front and back yards ranked the fourth most recommended home improvement to help sell your home. So take some time to improve your curb appeal and landscape; it will give you a huge leg up on the competition.

By Maria Hasenecz
Photos courtesy of Livable Landscapes

