

In Real Estate Curb Appeal Matters



Purchasing a home is one of the most important decisions people will make in their lifetime and first impressions are vitally important when making any decision.

Just like a neatly landscaped and manicured lawn adds to curb appeal, a good impression is made with home that has been washed and is free of mold, mildew, algae, cob webs, dirt dobbers and the like which grow over time on a home's exterior.

A home with a properly cleaned exterior has many benefits:

- 1. Dirty and dingy homes are often overlooked because nothing reflects the inside of a home like the outside!**
- 2. House washing can add 5-10% to the sales price of a home.**
- 3. A poorly maintained house looks like an investment property and often draws a discounted price, or gets overlooked all together.**
- 4. A home with a good looking exterior makes the inside of the home desired to be seen.**
- 5. House washing shows the home has been cared for and well-maintained.**

75% of homebuyers drove by the home, and
63% walked through the homes, after viewing it on the Web.

Source: National Association of Realtors, Profile of Home Buyers and Sellers 2011