

CREATING CURB APPEAL

You **never** get a second chance to make a first impression.

A prospective tenant's first impression of your property will be made **at the curb**.

The initial appearance of your property must intrigue prospective tenants to **want more** (*information and details*) about your property.



If you achieve this, you will be rewarded by:

- The tenant's presumption that the property's interior condition and appeal is equally impressive.
- A request for an "Appointment to Show".

However, balancing the mindset for our prospective tenants is the ***principle of substitution*** which when applied to any commodity traded on a free and open market dictates that any prudent tenant would pay no more for your property than the cost of acquiring an equally desirable substitute. Your job is to balance this principle between your leasing price and the market demand and subsequent condition of your product.

To create great curb appeal, apply the following rules to your property and yard while keeping in mind your consideration for the ***principle of increasing and decreasing returns*** – as previously discussed in [Preparing the Interior of the Property](#). This principle dictates that the cost of any combined improvements will eventually outweigh their contribution to the value of your property.

RULE No.1

Repair any physical deficiencies and replace/remove obsolete fixtures.

RULE No.2

Identify the best exterior features of your property and enhance them.

RULE No.3

Identify the worst exterior features of your property and minimize them.

GUIDELINES

To create a great first impression, your property's curb appeal must appeal to the senses of the majority – it must offer the tenant's feelings of comfort and hospitality – just like they imagine their own home to be! This atmosphere is created by clearing, cleaning, and conditioning your property.

CLEARING

Your **objective** is to define the product being leased from the curb!

To accomplish this objective, check all that may apply.

Yard	
<input type="checkbox"/>	Pick-up loose branches, leaves and waste
<input type="checkbox"/>	Remove noxious weeds, and tall grass
<input type="checkbox"/>	Remove dead trees, shrubs and plants
<input type="checkbox"/>	Remove all garden figurines and nativity scenes
<input type="checkbox"/>	Remove discarded appliances, fixtures and furniture
Building – Exterior	
<input type="checkbox"/>	Relocate any garbage and recycling bins to the garage or rear yard
<input type="checkbox"/>	Take down any decorative or seasonal lighting
<input type="checkbox"/>	Remove worn indoor/outdoor carpeting on front steps/porch
<input type="checkbox"/>	Relocate barbeques and lawn furniture to the rear yard
Drive and Walkways	
<input type="checkbox"/>	Clear snow and ice (seasonal)

CLEANING

mess (n). Chaos, disorder and untidiness.

Clean up your mess! Cleaning improves the overall physical condition of your property and is one of the quickest and cheapest ways to improve your property's marketability.

Admitting that your property may be a "handy man special" is one thing, but you're ignoring blatant filth and dirt will distract even the most optimistic of tenants who can usually see past physical obsolescence or outdated décor. The distraction provided by the chaotic and disorderly state of your property will effectively create a mindset that "*the glass is half empty - not half full*".

Never provide your tenant with the opportunity to present an excuse instead of a deposit cheque for last months rent!

Your **objective** is to create a property with a strong image of cleanliness, order and well being.

To accomplish this objective, check all that will apply.

Yard	
<input type="checkbox"/>	Wash garden sheds, outbuildings
<input type="checkbox"/>	De-thatch your lawn
<input type="checkbox"/>	Power wash patios, decks and fencing
Building - Exterior	
<input type="checkbox"/>	Clean eaves troughs, fascia and over-hung ceilings.
<input type="checkbox"/>	Clean all windows until they sparkle
<input type="checkbox"/>	Wash the siding and remove any attached creeping vines or overgrowth
Drive and Walkways	
<input type="checkbox"/>	Take it to the street! - sweep the gutters and edge the grass at the curb
<input type="checkbox"/>	Power wash your asphalt/concrete/interlocking drive and walkway
<input type="checkbox"/>	Pull weeds from cracks in asphalt, concrete, flagstone, etc...

In completing these important tasks you have provided the Tenant comfort in knowing there will be strong levels of personal health and well being accrued with the lease of your property.

If your personal schedule does not provide for the time required to complete the tasks outlined above, you may want to consider the assistance of a professional cleaning service. The cost for this service will pale in comparison to the benefits it provides

CONDITIONING

Time to shine! Any deficiencies in your yard and properties exterior must be repaired. The physical characteristics and the condition of your décor must be fresh and neutral in tone. However, before taking out a second mortgage to reinvest in your properties curb appeal, apply the following logic behind each measure contemplated to forward your cause:

1. Will the improvement make the property easier to lease?
2. Will this improvement raise the value of the property and the capitalization rate of return to cover its cost?

In certain cases repairs or modifications must be undertaken just to make the property "liveable". Examples may include: a leaking roof, water/sewer damaged basement or a cracked foundation. However, the best return on your investment usually lies in the application of a fresh coat of paint on the siding, fascia and eaves of your property.

Your **objective** is to create a living space free from apparent defects, neutral in tone and offering reasonable modern upgrades to the exterior décor.

To accomplish this objective, check all that will apply.

Yard	
<input type="checkbox"/>	Trim over grown trees, bushes and shrubs specifically in front of windows
<input type="checkbox"/>	Make your flowerbeds pristine – turn your soil bed and add a few bags of topsoil
<input type="checkbox"/>	Edge your flowerbeds to create a “groomed” look
<input type="checkbox"/>	Freshen-up garden sheds, outbuildings and fences with two coats of paint
<input type="checkbox"/>	Over-seed and water your lawn daily for two weeks
<input type="checkbox"/>	Maintain a ‘fresh cut’ manicured lawn
<input type="checkbox"/>	Ensure all latches, locks, gates, and doors to fences/outbuildings are freely working
<input type="checkbox"/>	Make sure all downspouts are installed and running water away from the foundation
Building – Exterior	
<input type="checkbox"/>	Replace outdated porch lights, and door hardware (handles, and knockers)
<input type="checkbox"/>	Consider a fresh colour and coat of paint for the siding/facia and overhung ceilings
<input type="checkbox"/>	Replace any loose, flaking or badly worn paint
<input type="checkbox"/>	Replace loose or cracked parging around your exposed foundation
Drive and Walkways	
<input type="checkbox"/>	Level out potholes, and depressions in your drive and walkway
<input type="checkbox"/>	Repair and fill any cracks or loose concrete/asphalt
<input type="checkbox"/>	Consider re-coating your asphalt drive giving it a ‘new’ look

With this knowledge and these tasks outlined, carefully review and update your weekly program schedule to allocate the necessary time and resources required to complete each activity.

If your personal schedule does not provide for the time required to complete the tasks outlined above, you may wish to seek the assistance of a general contractor or a “handy-man”. Usually there is no fee for initial consultation with these individuals who will provide you with supplementary information regarding their estimated costs, services and applicable rates.

In completing these tasks you have provided the Tenants with an attractive and “marketable” property for his/her consideration to purchase.