

DO THIS, NOT THAT:
CURB APPEAL TIPS & TRICKS

65%

65% of buyers swear by the power of curb appeal, noting it's the most important aspect of a home's exterior design. Because curb appeal leads to increasing a property's value, this is an important area of focus for both builders and homeowners.

CURB APPEAL DO'S

DO: MAKE SIDING THE STAR

Siding is arguably the most important feature of a home's exterior design, making or breaking a first impression. Show personality by mixing and matching siding materials when building or remodeling to be the neighborhood standout.

88%
IN 2018, 88% OF BUILDERS AND ARCHITECTS MIXED EXTERIOR MATERIALS ON SINGLE HOMES



DO: CREATE A FRONT PORCH FOCAL POINT

The front door is the focal point of a home's exterior design, and is a good indicator of what's inside. Take an unexpected color risk (like a bright pop or contrasting dark hue) with the front door to create an eye-catching focus.

DO: LET THERE BE LIGHT

Properly installed, interesting lighting not only adds drama to home design by illuminating its best features, but incorporates a layer of safety and security. Make sure you light the way, installing fixtures along the front porch, walkway and significant landscape features.



10%
RULE OF THUMB: INVEST 10% OF YOUR HOME'S VALUE ON LANDSCAPING

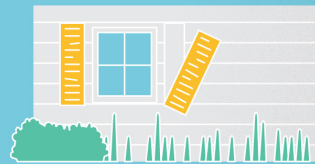
DO: (REALISTICALLY) INVEST IN LANDSCAPING

Landscaping goes a long way in creating an attractive street front view, but be realistic. Elaborate designs may catch your attention at first, but high-maintenance landscaping can be impossible to manage long-term.

CURB APPEAL DON'TS

DON'T: OVERLOOK THE BASICS

Who said keeping up with exterior design has to be time-consuming and pricey? Think simple—fix shutters, ensure the landscape is up-to-par and make sure the basic exterior elements of the home complement one another.



DON'T: VEER TOO MUCH FROM NEIGHBORING COMPLEX AESTHETICS

While you want to make sure homes stand out from the others, going too far in the other direction could leave people scratching their heads. Don't get too carried away with an exterior design that isn't harmonious with the overall neighborhood style.

DON'T: BE A STRANGER

A barren landscape is no good for curb appeal, but on the other flip of the coin neither is an excessive amount of trees and shrubbery. Beyond maintenance and eyesore issues, overplanting creates an unwelcoming barrier between you and the neighbors.



DON'T: USE POLARIZING PAINT TONES

Don't overlook the power of paint tones, but also don't go too bold. Stick to a neutral base rather than polarizing options like bright yellows or purples. Instead, opt to show your personality with modest punches of color on smaller exterior features.