

Real Estate Resource

Don't Be OUT IN THE COLD on Winter Curb Appeal

by Dan Rath

Whether your home is on the market for sale this winter, or, you're just trying to stay one step ahead of the Joneses, don't overlook the warmth of winter curb appeal. Just like in our personal appearance, you only get one chance for a first impression. Make it a good first impression!

Once the Christmas lights are down and the snowman has melted what should you do to grab everyone's attention? Here are a half dozen ideas;

- 1. Give the landscape a dash of color.** Some popular winter hues are purple and green. Plants from the cabbage family give you a vibrant purple and have dotted more and more homes in past winters. Ever-greens are a natural for your green, but, there are many other plants and tall grasses to fit the bill. These might be best in plants framing the front door. Combine your purples and greens into a wreath on the front door to make for a wonderful welcome.
- 2. A new reason for a new season.** If you have a fountain or bird bath going unused during the winter months you can re-purpose it. Decorate in seasonal colors using red berries, silver balls along with greens, purples and gold. Use all your loose twigs to create a nest for all of your colors.
- 3. The brighter the better.** With the sun setting so much earlier in the winter you'll have to replace the sun. If you have landscaping lights that point to the trees or spot areas of your home, be sure they are at the best and brightest. Clean and replace all bulbs that need it. A temporary idea are portable spot lights that highlight your front door or another eye catching feature.
- 4. Winter Lifestyle.** No matter what the month, North Carolinians always find a way to spend time outside. The winter seldom cramps our lifestyle. So if you like to grill out, sit in a hot tub or sing around a camp fire in February, do it. Don't shut these areas down for the winter. If you're selling your home this outdoor feature might be the key to a winter sale.

5. Clear the deck and patio. Even if you don't spend the winter months on your deck or patio, you can still stage it as if you do. Again it's an inviting theme for potential buyers. Don't forget even if unused, a glance out the window to these areas, is quite appealing.

6. Dig this. I'm not a lawyer but, it's never a good idea of your potential buyers, neighbors or family members slip and fall on a snow covered sidewalk. Be sure to shovel all walking areas, driveways, decks and patios where people may walk. Plus, it shows off the true size as shoveled areas define boundaries.

Don't let the cold weather months freeze you out, take advantage of the natural beauty North Carolina has to offer year round.