

What we do to enhance your property value...

Don't Curb Your Home's Appeal - Invest in Landscaping to Raise the Resale Value

Eight Factors Affecting Property Values

- Greenery
- Walkways
- Arbors
- Kitchens
- Patio & Decks
- Outdoor fire pits
- Barbecue places
- backyard retreats
- Gazebos

National Association of Realtors President-Elect, Walt McDonald of Riverside, Calif., was quoted in an article as saying, "When people ask me how they can get strong interest in their property, I always tell them to fix up their landscaping."

All things being equal like property size, shape, design, floor plan, and price, landscaping can be a key deciding factor in how quickly a house sells, and at what price.

- Money magazine found that the "recovery value" on landscaping investments can earn between 100 - 200%—a greater return than any other home improvement.
- As per the National Association of Realtors at least 20% of home buyers based their decisions on curb appeal and overall landscaping. Therefore, good landscaping can provide more bang for your buck than almost any other home improvement—provided it's done right.
- For more information read these articles:
[Selling Houses by the Yard](#) (Wall Street Journal)
[What could stop your house from selling](#) (CNN)
[Add curb appeal to your home](#)
- Outdated, high-maintenance landscaping, rounded junipers, squared-off boxwood, topiary shrubs, gnomes gone wild, invasive plants and trees can kill buyer interest in a home almost as quickly as an outdated kitchen or orange shag carpeting.
- Mature trees and bushes would make the house look weathered and welcoming with certain ambience.
- If done correctly, landscaping can enhance your property value by making your home more energy & water efficient.



HORTUS DESIGN
SUSTAINABLE LANDSCAPES

First impressions are lasting impressions

The details around the front door, the presence of trees, shrubs and attractive plants, and the overall appearance of the front yard are among the first things the buyer sees. This first impression leads the buyer to make assumptions about the entire house.

A tired, poorly maintained yard, on the other hand, suggests that there may be other things inside the home that the owner has neglected to take care of. According to Gina Carr, Broker/owner of Century 21 Advantage in Atlanta, the main reason Realtors don't show a house is lack of curb appeal. "Take a so-so house, add nice landscaping, and it's going to get shown more frequently and sell faster," Carr explains. This is especially true with online listings where people make decisions based on what they see. So, let us design and install a neat, inviting yard to encourage the prospective buyers think positively about what's inside and convey a message that a 'nice yard' becomes a "nice home."

Consult us if you plan to sell within a year

Lawns and gardens that receive professional attention three to five times in a year will look sharp when the house enters the market. Landscaping should be attractive, but not complicated. Based on our experience, though most buyers are not landscaping experts, they do look for quality and expect landscaping that's easy to take care of and water-wise, and offers benefits like shade or privacy. Let's get started early and right if you have plans to sell your home in the near future.

Fast fixes are possible when selling in a hurry

Allow us to dress up the planting beds and around trees with a fresh layer of mulch. Let us place several containers of colorful annuals at the house entrance for a favorable first impression. We revitalize your lawn with organic fertilizers or with over-seeding to build a healthier looking lawn. We will trim your shrubs for a neat appearance. Your garden gets a face lift from mowing, weeding, and edging.

Right landscaping solutions based on your property

We provide you with right landscape design and installation choices keeping in view resale value. Just consider a four-bedroom house landscaped with intricate xeriscape landscaping with cactus, gravel and walkways, instead of back and front yards. Since most of the people looking at the house will have families and pets and expect a yard for play, it will take long time to sell than the one with normal family friendly landscaping. Also people don't want a yard that makes huge demands on their time or big expanses of lawn to push lawn mower over the weekend or run those water bills up. There are drought-resistant plants that are very lush-looking and provide eye pleasing colors.

Quality Maintenance

We provide quality maintenance to those projects installed by us. Overgrown hedges, dying flowers and leggy bushes send the message that the inside of the house is ill-kept, as well. Quality Maintenance is the key to maintaining the value of your home.