

# Curb Appeal: A First Impression That Lasts

Most buyers form their opinion of your home **before they even step inside**. That first look from the curb can spark excitement—or turn them away. A clean, well-maintained exterior sets the tone and gives buyers a chance to imagine themselves living there.

Even small issues like a broken step, overgrown shrubs, or clutter in the yard can spoil the impression. The goal is simple: make your home look **welcoming, fresh, and move-in ready**.

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## Curb Appeal Checklist

- ☐ **Driveways & Walkways:** Clear snow, weeds, and debris. Repair cracked steps or pavers, and keep driveways free of cars if possible.
  - ☐ **Lawn & Landscaping:** Mow, edge, and water the lawn. Trim branches, weed flower beds, and replace tired plants with fresh greenery or flowers.
  - ☐ **Roof & Gutters:** Replace loose shingles, clean gutters, and refresh paint or caulking on trim and doors.
  - ☐ **Front Entryway:** Repaint the front door, add a new welcome mat, polish hardware, and clean front-facing windows.
  - ☐ **Exterior Surfaces:** Power wash siding, brick, windows, and porches.
  - ☐ **Lighting:** Update light fixtures, ideally with matching finishes for a cohesive look.
  - ☐ **House Numbers & Mailbox:** Replace with updated, matching fixtures—an inexpensive way to add instant polish.
  - ☐ **Finishing Touches:** Add flower boxes or pots with seasonal blooms, and hang a tasteful wreath on the front door.
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## The Bottom Line

Curb appeal is your home's **handshake with buyers**—and a small investment in sprucing it up can lead to a lasting first impression that helps your home sell faster and for more.