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eXp REALTY BROKERAGE

A SMART SELLER'S GUIDE

# First Impressions Matter

## Preparing Your Home's Exterior for Sale



### A welcoming exterior sets the tone.

Simple improvements can help buyers see the care behind your home.

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CURB APPEAL / FIRST IMPRESSIONS

# See your home through a buyer's eyes

Before a buyer steps through the front door, they have already begun forming an impression. A neat, welcoming exterior can create confidence and build anticipation for what is inside.

Start with a simple exercise: stand across the street and look at your home as though you were seeing it for the first time. What catches your eye? What looks tired, crowded or unfinished?

> **Start with the biggest impact**
>
> Focus on cleanliness, maintenance, tidy landscaping and an inviting entrance before considering expensive upgrades.

## 1. Make the landscaping shine

Trim overgrown shrubs and branches so they complement the home rather than hide it. Keep paths and sightlines clear, and remove weeds and debris.

Mow and edge the lawn in season, rake leaves, tidy garden beds and refresh mulch where needed. A few well-placed seasonal planters can add colour without a major investment.

If you have a pool, keep the water and surrounding area clean and well maintained. For winter listings, prioritize safe, cleared walkways and a tidy entry.

## 2. Refresh the exterior

Wash windows, siding, railings and exterior light fixtures. Check for peeling paint, damaged trim, loose hardware and other visible maintenance items.

A fresh coat of paint or a small touch-up can help, but major projects should be considered in the context of your budget and selling timeline. Choose finishes that suit the home and neighbourhood.

## 3. Create a welcoming entrance

The front door is where buyers pause before entering. Make that moment count with a clean doorstep, polished hardware, working doorbell, fresh doormat and uncluttered porch.

Check that the exterior lights work and that the front door and lock open smoothly. Remove excess decorations and store bins, tools or shoes out of sight.

## Your curb appeal checklist

□ Lawn trimmed, garden beds weeded and leaves cleared

□ Shrubs and tree branches neatly maintained

□ Walkway, driveway and steps clean and safe

□ Windows, exterior lights and house numbers clean

□ Front door, doorbell and lock in good working order

□ Porch tidy, with a clean mat and simple seasonal accents

□ Garbage bins, hoses and tools stored neatly

□ Visible repairs discussed before listing

> **A thoughtful approach, not an expensive makeover**
>
> Not every improvement delivers a meaningful return. Before spending on major landscaping, painting or repairs, let's discuss which changes are most likely to help your home present well to today's Niagara buyers.

### Let's schedule a discovery call.

I can help you prioritize the details that matter, create a preparation plan and position your home for a confident market debut.

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