



# **Judge This Home by Its Cover:**

A PROPERTY'S EXTERIOR IS KEY TO CLOSING QUICKLY

A REAL ESTATE EBOOK FROM  **The CE Shop**



# INTRODUCTION

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Whether your client is into flipping properties or they're just looking to get the best price for their home once it's time to sell, understanding where they should invest time and money is the key to securing the best deal. Not every room or feature in the home is equally important and likely won't get the ROI desired.

To ensure the home makes a strong first impression, you and your client should focus your efforts on what potential buyers will see first: the property's exterior.



**The first thing a buyer is going to see isn't the inside of the home:**

**It's the exterior,** including features like the front door, mailbox, lawn, landscaping, and driveway.



# THE IMPORTANCE OF CURB APPEAL

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As a real estate agent, you know that first impressions matter - but how much does a property's exterior impact the selling process? A study conducted by the University of Alabama and the University of Texas at Arlington sought to answer that very question. The team analyzed photos and sales data from 88,980 properties in the Denver metro area to determine how much curb appeal matters.

The results were surprising. Homes with high curb appeal tend to sell for 7% more on average than similar homes with less inviting exteriors. In slower markets with more inventory, the premium can be as high as 14%. The study found that the curb appeal of neighboring homes factored into the property's final sale price as well. The exterior of the yard next door accounts for about a third of a home's overall premium.

**“Realize that the buyer walks in and judges that house within 30 seconds.**

You want to spruce up the front entrance to your house, repaint the door, make sure the bushes look good, make sure the garden looks in order, and power-wash the sidewalk and the driveway.”

**BARBARA CORCORAN,**  
AMERICAN BUSINESSWOMAN,  
INVESTOR, AND CONSULTANT



## Additional benefits of a well-maintained exterior:



**A nice exterior alludes to a nice interior,** which can encourage interested buyers to request a tour of the home.



**Thoughtful landscaping** can add 6-13% in value compared to a property with no landscaping.



It's easier for potential buyers to **envision themselves living at a put-together property.**

# TOP SUMMER HOME PROJECTS OF 2021

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Many Americans have found that the functionality of their homes changed since the onset of the pandemic, leading homeowners to re-evaluate how their space serves their needs. The result? A boom in home renovation activity. Now that summer is here, what are the top projects Americans are tackling outside? Let's find out:

- Pressure washing
- Building an outdoor kitchen
- Landscaping
- Installing smart thermostats
- Installing new windows
- Re-staining decks and fencing
- Exterior painting
- Correcting cracked concrete

Source: [Angi.com](https://www.angi.com)



# Invest in the Right Areas

Knowing which areas of a home's exterior to invest in is important — the last thing that you want is a property that's standing out from the neighbors for the wrong reasons. Below is a collection of areas that your client should focus on to maximize their home's appeal as they prepare the property for market.



## Driveway

The driveway is the first part of a home with which someone interacts, and first impressions are hard to beat here. If a potential buyer pulls up and sees weeds bursting through cracks in the concrete, it could turn them off of the property altogether.



## Front Door

The front door of a property offers endless potential. Tell your client not to be afraid of investing in a new door or some premium paint to give it a fresh look. Having a beautiful entrance can be the difference between a home sold with positive ROI or potentially no sale at all.



## Roof

Roofs represent longevity in a home. No potential buyer wants to see a roof that needs to be replaced soon after purchasing the property. In fact, new roofing can provide the most value to the home for resale according to a joint study by [NAR and the National Association of the Remodeling Industry](#).



## Porch

Porches are popular and for good reason! This outdoor gathering space not only appeals to potential buyers ([46% of new homebuyers will pay extra for a porch](#)) but also benefits sellers. Sources say [the average ROI for a porch addition](#) can reach up to 84% property altogether.



## Siding

Replacing a property's siding is a summer project that will help potential buyers see the home as a safe, secure investment. Having new siding can help ensure the home is in good shape, appeals to potential buyers upon their arrival, and, like all the suggestions on this list, will set your client up for a fruitful deal.

**“Never underestimate  
the power of curb appeal.”**

Remember, people will always go  
where the grass is greener.”

**DARLA MCCONNELL,**  
CO-OWNER OF MCCONNELL  
CURB APPEAL LLC



# HOW TO HELP SELLERS

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As an agent, it's crucial you understand which areas of a home's exterior should receive priority when guiding your clients through the sale of their property. Don't wait until the weekend before your first open house to pass along these suggestions; it's important to update the areas that require a little TLC sooner rather than later.

Beyond ensuring that the property's exterior is the best that it can be, consider hiring a professional to make your listing stand out. Professionally photographed homes can sell up to 32% faster than other listings on the market and can command a 47% higher asking price per square foot.

According to data from The Washington Post, 87% of homebuyers say that they relied on photos when house hunting. With this information in mind, aim to capture the best shots of the property's exterior in your listing to appeal to potential buyers. In 2020, two-thirds of homebuyers made offers on homes sight unseen. This trend has continued into 2021 as the market heats up, inventory bottoms out, and sellers rule the scene. So get out there, help your clients focus on making a good first impression, and embrace the bounties of this hot real estate summer!



**"71% of homeowners surveyed**  
in a TruGreen Home Features  
Report said curb appeal was  
important in choosing their home."

**BEN HAMZA,**  
DIRECTOR OF TECHNICAL OPERATIONS  
AT TRUGREEN



# About Us

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