

Curb Appeal Rolling Out the Red Carpet



NAHC 56th Annual Conference
October 26-29, 2016
Las Vegas, Nevada

Reasons to Give Your Co-op Great Curb Appeal

- Provides great advertising for your co-op.
- If the outside is maintained, the assumption is that the inside will be maintained too.
- Improves the look of the neighborhood.
- Helps to attract new members.
- Helps create a positive attitude and retain members. Members are proud to live in a place that is attractive.
- If you roll out the red carpet, your co-op members will feel like movie stars 😊



Stand Back and Really Look

- Sometimes we see things so often we really don't "see" them.
- Look from a distance. Sometimes you can't see the forest through the trees.
- Dirt, peeling paint, cracked cement, weeds, trash, dead plants are all factors in reducing your overall curb appeal.
- Inside window shades should be the same so that you have a nice fluid appearance outside.



Improve the Co-op's Appearance by Having a *Clean and Neat Look*

- Clean out gutters.
- Repaint the trim.
- Clean the brick / siding.
- Clean the windows.
- Clean front entry door.
- Keep your garbage receptacle area free of loose trash and large throw-away items. It is a good idea to envelope your garbage area with decorative fencing.



Landscaping

- Have the grass and shrubs cut on a regular basis.
- Fertilize the lawn and shrubs.
- Maintain sprinkler system.
- Plant flowers (annuals and perennials).
- Hanging plants in matching containers are an instant boost to any large porch area.
- Plant shrubs, trees and flowers of various heights, colors and textures.
- Remove dead tree limbs, trees or shrubs.
- Use edging between flower beds and grass.
- Remove weeds and use some form of mulch.
- Have a “Garden or Grounds” committee.



Grounds maintained by the grounds committee at a senior citizens' co-op.

Outdoor Lighting

- Light fixtures are a key element when you want to add curb appeal. Consider lining your walkway and flowerbeds with solar light fixtures. If it fits the décor, add a decorative street lamp near the entryway or pathway.





CSI SUPPORT & DEVELOPMENT
Affordable Rental Communities for Seniors

Serving Michigan, Maryland, California and Massachusetts

Signage

- Freshen up or replace your co-op address numbers and signage.
- Get matching signs throughout the property.



Think Outside of the Box

- Clever landscaping can help camouflage areas that may be unsightly.
- Add a “Welcome” sign to your front door.
- If this was a movie set – How would you want it to look?



Give Your Model Unit a Fresh Look

