Curb Appeal
Rolling Out the Red Carpet

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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, pealing 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.
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.
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