

# Curb Appeal

## Rolling Out the Red Carpet

*If your co-op was a movie set, how would you like it to look?*

When it comes to marketing your co-op, nothing rolls out the red carpet like beautiful curb appeal. This class will show you how to identify areas of need and how to get them looking great. Getting the grounds, vestibules, and common areas looking great can be done with very little money and hassle, and will pay off big time by reducing vacancy loss and turn over, and increasing member retention.

**NAHC 57<sup>th</sup> Annual Conference**  
**October 25-28, 2017**  
**San Antonio, Texas**



## Reasons to Give Your Cooperative 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 😊

**Better living environment for you!**

## 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 for 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 the 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 and fertilized on a regular basis.
- Maintain sprinkler system.
- Plant flowers, both 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

- Have 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.



## CYAN LEDs vs Traditional Lighting





## Signage

- Freshen up or replace your co-op address numbers and signage.
- Get matching signs throughout the property.
- Beware of “notices” taped around your co-op’s entry door:
  - Instead, place a bulletin board near the entry door, elevator or other popular common area where members can stop and catch up with the latest information.
  - If you need to convey an important message to your visitors, such as instructions for the buzzer system, smoking or visiting pet rules, then purchase professional signs, these don’t cost a lot of money. The payoff is worth it.





## Think Outside the Box

- Having great curb appeal doesn't necessarily have to strain your budget. All it takes is a little creativity and member involvement.
- Think outside the box! Just like on a movie set, small details make a big difference.
- Your current members and future co-op members alike will reap the benefits of living in an attractive home in which they take pride. It all starts with you. Lights, camera, action!



## Give Your Model Unit a Fresh Look

