

Curb appeal why you need it and how to achieve it



Courtney Cachet

Don't judge a book by its cover. It's the inner beauty that really matters. Nobody cares about the outside.... Do I need to continue? Just a few of the many things our mamas taught us while we were growing up. Well, Mama was wrong!

The fact is, as a society we do judge by the outside. Oh, I feel a whole lot of backlash coming my way, but it's true. It is unfortunate perhaps, but indeed a certainty.

Now, your darling mother might have been talking about your classmate but I am talking about your house.

Yes, I am talking to you!

Are you That House on the street? You know the one, where the garden isn't tended to quite as frequently as it should be. Or the paint is peeling off like skin after a bad glycolic peel. Yuck! In any case, you know those homes. They just don't look good from the street. Some say, "Well, I spend all my money on the fabulous furnishings and brand new kitchen I simply don't have anything left to spend on the outside. Besides, I am on the inside, that's what matters!"...

Um, yeah. Not really.

That makes absolutely no sense at all to me. Let me explain.

The exterior of your home is the first thing people see when they pull up to your home. And included in the word "people" are YOU. It is a far greater experience to arrive at your lovely, attractive home that one that looks, well, not so hot. And please don't misunderstand me; I am not talking about who has the most money here. The fact is, making your home pretty on the outside does not have to break your budget.

Additionally, if you are selling your home, this is essential. According to my friend, Scott Parker of Parker Homescape, whose firm was rated one of the top ten landscape companies in NJ, landscaping alone has a recovery value of 100-200%. That's huge! Combine that with a coat of paint, a new mailbox and some flowers and you're set.

You can find whatever you need at your local home improvement store and a little sweat will

get the job done. It is really worth every penny and it will provide a welcoming image of you and your family. Don't be the house the neighbors are whispering about from behind the curtains...because you know they are, right? Here are my take away tips!



COURTNEY'S FIVE TAKE AWAY TIPS ON CURB APPEAL

- Paint the exterior of your home before it looks like the neighborhood eyesore
- Water your grass regularly or get an in ground sprinkler system. Green grass looks a lot better than dried, brown dirt any day. Seriously.
- Plant flowers, yellow are my favorite. They are universal and yellow is a happy, inviting hue.
- Change the accessories in front of your home. A new, clean mailbox, new lighting fixtures at

the front door and for your landscape, install a paver stone walkway. These little changes have a big impact and won't empty the wallet

- Add a little extra...a nice chair, a hanging flowering plant, a chic address plaque

At the end of the day, enjoy your home and enjoy your family. Be thankful for the home you have and make it a beautiful one.

Happy Thanksgiving everyone!

Easy on the stuffing...

For more information and tips from Courtney Cachet, visit her on the web www.courtneycachet.com