

Maximizing Curb Appeal

First impressions are formed in seconds — make yours count

Before a buyer ever steps through your front door, they've already formed an opinion. In competitive GTA neighbourhoods, curb appeal can be the deciding factor between a showing booked and a listing scrolled past. These updates don't have to be expensive — they just have to be deliberate.

01 WHAT BUYERS NOTICE FIRST

- The front door. A freshly painted door in a bold but tasteful colour (navy, black, or deep red) immediately signals that a home is cared for.
- The driveway and walkway. Cracked concrete, oil stains, or overgrown edges all register negatively before a buyer has even parked.
- The lawn. Overgrown grass, bare patches, or dying shrubs suggest the interior might be just as neglected.
- Windows and siding. Dirty windows are visible from the street. Clean them inside and out before photos and every showing.

02 HIGH-IMPACT UPDATES ON A BUDGET

- Power wash the driveway, walkway, and exterior. A rental can make a home look years newer for a few hundred dollars.
- Paint the front door and replace the hardware. New house numbers and a new mailbox round out the update for under \$300 total.
- Add potted plants or a simple flower bed along the walkway. Two matching planters flanking the front door is a classic detail that always photographs well.
- Trim hedges, edge the lawn, and remove any dead plants or overgrown vines.

03 LIGHTING MAKES A DIFFERENCE

- Replace any burnt-out exterior bulbs before listing photos are taken.
- Solar pathway lights are inexpensive and add warmth in evening drive-by photos.
- If your home has a porch or covered entry, make sure it's well lit — many buyers drive by at night before booking a private showing.

04 THE BACK AND SIDE YARDS MATTER TOO

- If your listing includes outdoor entertaining space, stage it. A clean patio set and a few planters add perceived value to an otherwise bare backyard.
- Fences matter. A leaning or rotting fence signals cost to buyers. A quick repair or fresh stain is worth the investment.
- Clear out anything stored along the side of the house — bikes, old lumber, garbage bins. Buyers photograph everything.



Ready to sell? Let's talk strategy.

A clear, no-pressure conversation about your home and the market.

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