

**PUT A SMILE ON YOUR HOME'S FACE  
THE IMPORTANCE OF CURB APPEAL**

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Many people underestimate the importance of curb appeal when selling their home. When you want to get top dollar for your property, it is important that the exterior be just as appealing as the interior. Why not put the effort into the little extras that will show people how much you have cared for your home? Many potential buyers scout around their target areas taking down the phone numbers of homes for sale that are of interest to them. If the outside of your home looks tired and uncared for, chances are your real estate agent won't be getting a call from that potential buyer to book a viewing.

In the spring, summer and fall, add colour to the front of your home with flowers. Also, make sure that your lawn is diligently weeded and watered often. Make certain though that you adhere to local watering regulations. Overgrown shrubs should be trimmed. You want to show off your home, not hide it. During the winter months, architectural features come into play such as statues and urns. Even on the dreariest winter day, they tend to make a space look interesting. Dress up your urns with pine boughs, berries and other seasonal "baubles".

Is the paint peeling on your garage or front door? A quick coat of paint will really make a difference. Just remember to use a neutral colour that won't turn off potential buyers.

What about your driveway? Is it covered in oil stains or showing signs of cracking? You wouldn't try to sell your home with stains all over the carpet would you? The same goes for your driveway. If you feel adventurous, go to your local hardware store and get advice on repairing and sealing it yourself. If you don't have the time, hire a professional.

All of these little extras will help put a smile on your home's face which in turn will make you grin when you get that call from your agent telling you that he or she is on the way over with an offer!

**Dezigner Digz is a full-service home staging and interior decorating company located in Burlington, Ontario. The owner, Charlene Storozuk, is a member of the Real Estate Staging Association and is the current President of the Halton and Hamilton-Wentworth Real Estate Staging Association.**