



DRIVE-UP APPEAL: HOW TO GET YOUR HOME READY TO SHOW

When preparing your property for showings, start from the outside and work your way in. A strong “drive-up appeal” is crucial because a potential buyer’s first impression begins while they are still in the REALTOR®’s car. Step back—literally. Stand on the opposite curb and view your home as a visitor would, comparing it to neighbouring properties.

Focus on three key areas:

Landscaping:

- Consider how your yard measures up to the neighbourhood. If it falls below average, make adjustments. Adding shrubs can improve appeal, but avoid planting trees—they’re costly and slow to make an impact. Conversely, if your yard is overgrown, trim shrubs and tree limbs, remove ivy clinging to the house, and ensure pathways are clear.
- Keep your lawn freshly mowed, watered, and evenly green. Address brown spots early by reseeding or sodding, allowing time for growth. Fertilize ahead of time if needed, and clear away leaves or grass clippings.
- Add pops of colour with mature, seasonal flowers such as petunias or periwinkles. Flower beds or potted plants on the porch can create vibrancy and warmth. If you have a pool, keep it sparkling and free of leaves.

House Exterior:

- From across the street, your home should look fresh, not weathered or faded. A new coat of paint is often worth the investment—stick to neutral, complementary colors that fit the neighborhood and style of your home.
- Inspect the roof carefully. Replace old or leaking roofs, as buyers will require disclosure and repairs anyway. Otherwise, wait for guidance from the home inspector.

Front Door and Porch:

- The front entry is the buyer’s first up-close impression, so make it welcoming. Paint the door, polish fixtures, replace a broken doorbell, and keep the mailbox clean. Sweep the porch and consider a new, plush doormat.
- Ensure the door lock works smoothly—the REALTOR® will open the house for buyers, and a smooth first interaction makes a subtle but important impression.

By focusing on these areas, you’ll create a strong, inviting first impression that makes buyers eager to see inside.