



## **Joe Densieski - Curb appeal sets the stage for your place of business or your home**

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Whether you are welcoming in customers or just a few people for dinner, curb appeal sets the stage for your place of business or your home. Some business owners may think landscaping should be reserved for residential properties; however, this couldn't be further from the truth. Attractive landscaping results in free advertising for your business.

As a business owner, you should concentrate on grabbing the attention of potential customers driving by, especially those not even glancing at your business. As a business owner, you want to be noticed. This can be achieved in three simple steps: keep the property neat, colorful and easy to maintain.

Landscape lighting is also essential when creating commercial curb appeal. It gets people to notice your business in the dark of night. Landscape lighting should also illuminate your business sign. You do not have to have a neon sign or one that plugs in and lights up. All you really need are a couple of nice lights shining on the sign.

If your sign rests on the lawn, it should not be sitting alone in the middle of nowhere - nobody is going to notice it. To turn heads, add flowers and design your landscaping around your sign.

Pondless waterfalls are a growing trend among commercial property owners. The movement will make people take that second look. A pondless waterfall in front of your business is pleasing to the eye; and there is no risk of children falling in since the water flows into the rock formation.

While waterfalls can be costly, there are less expensive ways to enhance your commercial property. You can get that second look from those passing by very easily by strategically placing unique trees, shrubs and flowers on the property. Additionally, never underestimate the allure of thriving, green, manicured grass.

Taking these steps toward commercial curb appeal will absolutely help your business bloom.

Creating curb appeal can take on multiple purposes when it comes to residential property. Homeowners take pride in their investment and want to maintain their property; others may want to boost their curb appeal in an effort to sell their home.

Whatever the reason, you can do a lot to make your home more attractive and not spend a lot of money. Trimming up some overgrown shrubs and placing some color in front of them can make a difference.

Concentrate on making your driveway, lawn and walkway inviting to onlookers. The property should welcome people with a clean, colorful appearance.

When it comes to curb appeal, residential property owners tend to focus on more details compared to commercial property owners. Flowers bring flashes of color and can be used to make the entrance to the driveway appealing, as well as the walkway and stoop area.

Many homeowners turn to rock formation to add texture to their curb appeal. Strategically placed

rocks give depths to the property. It puts structure and creativity right there on your front lawn. Consider low voltage landscaping lighting for your residential property. It just takes a regular outlet to run a whole system for the entire house. It is very inexpensive to run a low voltage lighting system - which consumes about 1/3 of the electricity compared to line voltage, and it is far less expensive to install.

Lights improve property security against intruders. It also illuminates your plants at night; allows you to safely navigate the property; and accentuates the shapes and textures of your landscape.

Spring is a great time to reevaluate your property. The winter's heavy snow can take a toll on your trees and perennials. Check evergreens for wind burn and clear all branches from your property. Overgrown trees and shrubs should also be trimmed.

A nice landscape will add style and value to your property, without a doubt.

If you are selling your home, note that an overgrown lawn and untidy shrubs cannot greet potential buyers. The inside of your house can be unbelievably gorgeous, but if the outside doesn't match it you run the risk of people driving right on by.

Every design project is unique to the property. The possibilities for your property are endless. Remember, when striving to improve your landscape, curb appeal makes a great first impression.

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