



LANDSCAPING TO PROFIT

Selling a home may be more difficult these days but proper landscaping offers both great curb appeal to attract buyers and greater return on their investment for the sellers.

Many variables must be considered when creating a landscape plan to ensure that the landscape maintains its beauty

throughout the seasons and the beauty of the landscape is only augmented as it matures," said Scott Parker, owner of Parker Homescape. Parker also noted that in a soft housing market, a property may take some time to sell and may be viewed over the course of varying seasons. It is imperative that there is a proper mix of broadleaf evergreen, flowering shrubs

and deciduous material for year round interest.

Parker also notes the importance of deterring undesirable animals on or near the property, accounting for proper sun/shade requirements and recognizing the mature sizing of plants. Animal damage, invasive roots close to a foundation, and the improper planting without factoring in environmental conditions can be extremely costly to a homeowner.

Parker advises sellers to avoid overusing too many flowering shrubs and perennials that die back when attempting to maintain year round beauty. "We utilize a different set of criteria for a person attempting to sell their house and try to design to appeal to the masses, rather than a particular individual. We recommend to the seller that they take their own personal taste out of their ultimate objective," Parker added.

Homeowners deserve to be rewarded from the sale of their largest asset and it is important to give yourself an advantage over the many other choices a buyer has in a weak housing market; exquisite

