

SOLD BY SILVANA

Boosting Curb Appeal

SELLER RESOURCE GUIDE

How to make a powerful first impression from the street — tailored to Calgary's climate, seasons, and buyer expectations.

Why Curb Appeal Sells Homes

A buyer's opinion of your home begins forming the moment they pull up to the curb — or, increasingly, the moment they see the first exterior photo online. According to industry studies, strong curb appeal can add five to ten percent to a home's perceived value, while poor exterior presentation can cause buyers to skip a showing entirely.

In Calgary, where homes endure harsh winters and intense summer sun, the exterior condition of a property tells buyers a story about how well the entire home has been maintained. A well-kept exterior signals pride of ownership and reduces buyer anxiety about hidden problems.

Landscaping for Calgary's Climate

Calgary sits in USDA hardiness zone 3a (or zone 4a in sheltered microclimates), which means plant selection matters. The good news is that many attractive, low-maintenance options thrive here.

Trees and Shrubs

- **Evergreens** like Colorado blue spruce and mugo pine provide year-round colour and structure — especially valuable for winter showings
- **Lilac bushes** are a Calgary favourite, offering fragrant spring blooms and dense foliage
- **Potentilla and spirea** are hardy flowering shrubs that bloom from June through September
- **Ornamental grasses** like Karl Foerster feather reed grass add height and movement with minimal care

Flower Beds and Containers

- Annuals like petunias, marigolds, and geraniums provide vibrant colour from planting through first frost
- Perennials such as daylilies, black-eyed Susans, and hostas return year after year
- Large containers flanking the front door create an instant welcoming focal point
- Fresh mulch in garden beds makes plantings pop and signals a well-tended property

Lawn Care

A green, evenly trimmed lawn is one of the simplest ways to boost curb appeal. In Calgary, that means overseeding bare patches in spring, maintaining a mowing height of about 3 inches (which promotes deeper roots and drought tolerance), and edging along sidewalks and driveways for a crisp, finished look.

Winter listing? Keep the driveway and walkways clear of snow and ice. Lay down ice melt. If snow covers your landscaping, consider a few tasteful winter planters with evergreen boughs and birch branches — they photograph well and show buyers you care about the property year-round.

Exterior Maintenance Essentials

Paint and Siding

Calgary's dry air, UV exposure, and freeze-thaw cycles take a toll on exterior finishes. Before listing, walk your property and look for:

- Peeling, fading, or chipped paint on trim, fascia, and window frames
- Cracked or warped vinyl siding panels
- Stained or deteriorating stucco (common in many Calgary communities)
- Discoloured or aging wood fences visible from the front

A fresh coat of paint on the front door, trim, and any visible woodwork is one of the highest-ROI improvements you can make. Choose colours that complement the home's style — a bold, clean front door colour (navy, deep red, or charcoal) against a neutral body creates an appealing contrast.

Roof and Gutters

Buyers and their inspectors will look up. Missing shingles, sagging gutters, or visible moss signal deferred maintenance. Clean the gutters, replace any damaged shingles, and ensure downspouts direct water away from the foundation.

Windows

Clean windows — inside and out — make an outsized difference. Sparkling glass catches sunlight and makes the home appear brighter and better maintained. If window frames are dated or deteriorating, a fresh coat of trim paint can work wonders.

The Front Door and Porch

The front entrance is the centrepiece of your curb appeal. Buyers will stand at your front door waiting for their agent to open the lockbox — they will notice every detail.

- **The door itself:** Repaint or replace if it is scratched, dented, or faded. Update the hardware (handle, deadbolt, knocker) if it looks dated.
- **House numbers:** Modern, clearly visible house numbers add a polished touch. Brushed nickel or matte black are popular choices.
- **Lighting:** Replace outdated porch lights with clean, modern fixtures. Ensure all bulbs work — evening showings happen, and a well-lit entrance feels safe and welcoming.
- **Welcome mat:** A clean, new doormat is an inexpensive detail that signals care.
- **Porch furniture:** If space allows, a small bench or a pair of chairs creates an inviting scene. Keep it simple and uncluttered.

Driveway, Walkways, and Garage

Cracked concrete, oil-stained driveways, and cluttered garage fronts detract from the overall impression. Pressure-wash the driveway and walkways. Seal or patch significant cracks. If you have an attached garage, keep the door closed during showings — and give it a wash if it is visibly dirty.

In Calgary, where many homes have front-attached garages that dominate the streetscape, the garage door itself becomes a major visual element. If it is dated or damaged, painting it to match the home's colour scheme can dramatically improve the facade.

Seasonal Strategies for Calgary Sellers

Spring (March – May): Calgary's prime listing season. Focus on cleaning up winter debris, reseeding the lawn, planting early flowers, and addressing any damage from freeze-thaw cycles. Power-wash everything.

Summer (June – August): Maintain the lawn with regular watering (Calgary's water restrictions typically allow specific-day watering). Keep flower beds weeded and deadheaded. Trim hedges for a neat appearance.

Fall (September – November): Clean up leaves promptly. Plant fall mums in containers for colour. Ensure exterior lighting works well as days shorten. This is a good time to list — serious buyers are active and competition often decreases.

Winter (December – February): Snow removal is non-negotiable. Shovel before every showing. Add outdoor lighting to compensate for short days. Keep the walkway safe. A wreath or simple seasonal decor on the front door adds warmth without going overboard.

Quick-Win Checklist

- Mow, edge, and water the lawn
- Weed all garden beds and add fresh mulch
- Paint or stain the front door
- Clean all exterior windows
- Replace porch light fixtures if outdated
- Power-wash driveway, walkways, and siding
- Remove all clutter from the porch, yard, and driveway
- Ensure house numbers are visible and modern
- Place two seasonal planters at the front entrance
- Repair or replace any damaged fencing visible from the street

Remember: You are not just selling a house — you are selling the feeling a buyer gets when they first see it. That feeling starts at the curb.