



## **Compliments of the UTAH Apartment Association**

### **Good Curb Appeal is Essential to Attracting Good Tenant**

These two photographs are of duplexes immediately next door to each other. Now, without ever going inside, which of these two do you think would be easiest to rent? Which do you think would attract the better tenant?

Curb appeal is the art of attracting good renters to your property. We all know what they say about first impressions, and in marketing and leasing rental property, curb appeal is the only chance we get at first impressions. For our purposes, curb appeal is both exterior and interior, and both areas should be equally pleasing in order to help you attract and lease to the best tenant available.

Let's review some essentials to good curb appeal.

#### **Exterior**

**Blinds and Window Treatment** – This is the first thing the eye is drawn to. Make sure window treatments are clean, consistent, and good looking.

**Building Exterior** – Fresh paint soothes the senses. Cracking, peeling and decaying paint discourage a second look. Make sure there is no hanging siding, wires or other unsightly annoyances.

**Doors and windows** – The eyes are drawn to these things, Make sure the sight is pleasing by assuring they are clean and well taken care of. Make sure screens aren't ripped and that there is no broken or cracked glass.

**Landscaping** – The eye likes clean, crisp lines like trimmed hedges, sharp edges on the lawns, and weed free flower beds. Remove weeds from cracks in the concrete and along foundation and sweep areas clean. Remove any junk or debris from yard and keep grass and plants green. Remember, a little color (flowers) goes a long way.

## **Interior**

Smell – This is the first thing prospects notice. Make sure there is no smoke, pet, or other unpleasant odors. Use air fresheners and enzymatic odors removers.

Paint – Make sure paint is fresh, particularly around baseboards.

Floors – Make sure floors look clean and tidy. Be sure to clean behind doors and to wash the doors themselves (both sides).

Walls and Ceilings – The eye is drawn to imperfections such as dirt, cob webs, or stains. Don't forget to look up – tenants do! Also, make sure vents are clean and freshly painted.

Kitchens and Baths – These are the most important areas to be clean, as the decision makers in most cases will put the most weight on these areas. Be sure to open all drawers and cupboards and clean inside. Assure appliances are clean and grease free both outside and inside. Use bathroom and kitchen sanitizers that leave a fresh, clean smell.

Remember, there is competition everywhere for the best tenants, and to get them, you have to be up to the task. Create checklists for yourselves when preparing a unit for rental that will remind you of all the essentials. Do a pre-inspection yourself before ever showing the general public. Consider a professional cleaning company to help assure there is nothing missed.

Curb appeal is really about impressions. Be sure your apartments give the impression that you care about the building and will be responsive to tenants. By caring about curb appeal, you can attract better renters who will stay longer, making your job easier and your pocketbook thicker.