PAM FARINA, Personal Real Estate Corporation

Simple fixes that work year-round

Winter Curb Appeal Checklist

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First Impressions Don't Take a Season Off.

Even in winter, buyers (and neighbors!) are forming opinions the moment they pull up.

The good news? You don't need a full exterior makeover to make your home feel inviting.

A few simple updates can go a long way—and most of these work all year round. Let's get into it

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Exterior Clean-Up

- [ ] SWEEP WALKWAYS, DRIVEWAY, AND PORCH
- [ ] REMOVE DEAD PLANTS, LEAVES, AND DEBRIS
- [ ] CLEAN WINDOWS FOR A BRIGHTER LOOK
- [ ] POWER WASH SIDING IF NEEDED
- [ ] EMPTY AND TIDY PLANTERS

Tip: *A clean exterior instantly makes your home look newer and well cared for.*

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Entryway Upgrade

- [ ] ADD A SEASONAL OR NEUTRAL WREATH
- [ ] REPLACE WORN-OUT DOORMATS
- [ ] POLISH OR REPAINT YOUR FRONT DOOR
- [ ] UPDATE HOUSE NUMBERS IF FADED
- [ ] ADD A WELCOMING TOUCH (BENCH, DECOR, ETC.)

Tip: *Your front door is the focal point—make it stand out.*

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Lighting Matters

REPLACE DIM OR BROKEN BULBS ☐

ADD WARM OUTDOOR LIGHTING ☐

INSTALL PATHWAY LIGHTS ☐

HIGHLIGHT LANDSCAPING OR ENTRY AREAS ☐

CLEAN LIGHT FIXTURES ☐

Tip: *Good lighting adds safety and instantly boosts curb appeal..*

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Simple Landscaping Fixes

- [ ] TRIM BUSHES AND OVERGROWN BRANCHES
- [ ] ADD FRESH MULCH TO GARDEN BEDS
- [ ] KEEP LAWN EDGES NEAT
- [ ] REMOVE WEEDS
- [ ] ADD LOW-MAINTENANCE PLANTS

Tip: *Even in winter, a neat yard makes a big difference.*

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Small Repairs That Matter

- [ ] REPAIR CRACKS IN WALKWAYS OR WALLS
- [ ] TIGHTEN LOOSE RAILINGS OR FIXTURES
- [ ] TOUCH UP CHIPPED PAINT
- [ ] FIX GUTTERS AND DOWNSPOUTS
- [ ] REPLACE DAMAGED FENCING

Tip: *Small issues can turn buyers off—fix them early.*

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Final Touches

- [ ] ADD SYMMETRY (MATCHING DECOR OR PLANTS)
- [ ] USE NEUTRAL, CLEAN COLORS
- [ ] KEEP DECORATIONS MINIMAL AND TASTEFUL
- [ ] STORE AWAY CLUTTER (HOSES, TOOLS, ETC.)

Tip: *Less is more—keep it clean, simple, and inviting.*

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A few simple updates can make a big difference in how buyers see your home.

Thinking of Selling This Winter?

Let’s get your home market-ready. Message me by clicking on the logo above.