

RAMSEY

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# Service designed to help in declining housing market

The following information was provided by Steinreich Communications.

To help meet the challenge of selling a home in a declining housing market, Cipriano Landscape Design, launches a new outdoor home staging service to help improve "curb appeal" and sell the home more quickly. Cipriano is a custom landscape and swimming pool firm based in Mahwah.

"Home staging is a technique that prepares a residence for sale and makes it more appealing to potential buyers," said Chris Cipriano, founder and CEO of the company. "Within a month of implementing our recommendations, an Allendale client's home sold for the full asking price, well worth the investment to the client that was relocating and needing to sell immediately."

Fixing up the outdoors and improving curb appeal is a vital aspect of selling the home. According to Smart Money, if five percent of the value of a home is spent on landscaping, and it is done wisely, a seller might realize 150 percent or more return on his or her investment. Additionally, in a recent Gallup research project, homebuyers revealed that they believe a professionally tuned outdoor property will add nearly 15 percent to a home's selling price.

"The view from the street is the

first and most important impression on all potential buyers," said Cipriano. "A professionally tuned outdoors will help grab buyers' attention from the get-go."

To improve curb appeal, Cipriano recommends taking simple steps, like pressure-washing porches, decks and siding and removing old woodpiles, dilapidated sheds and any outdoor clutter. The lawn should be professionally mowed with all leaves and debris picked up. Cipriano also suggests fixing up the pathway to the front door, sprucing up the gardens with color and installing a few hanging plants along the front porch. Repairing or updating an older swimming pool or patio can provide return on investment. "Having a person feel like they can move right in makes all the difference," said Cipriano.

For those with a larger budget, Cipriano recommends improving the gardens with distinctive features and a variety of plants. "Create a natural and comfortable outdoor setting by installing a combination of trees, natural stones and shrubs," he said. "Showcasing a unique statue, fountain or urn full of color will help your property stand out from the rest."

The recommendation is also made to install professional outdoor lighting. "Most buyers go shopping after work when it is darker out. If they can't see the favorable characteristics of your



PHOTO COURTESY OF CIPRIANO LANDSCAPE DESIGN

Improving the curb appeal, adding color and sprucing up the pathway to the front door are investments that tend to give a good rate of return upon the sale of the house.

home, they will pass right by," said Cipriano.

Established in 1989, Cipriano

Landscape Design is a custom residential landscaper and swimming pool designer. At the end of 2008, the Cipriano

team received 11 awards of excellence for design and construction of custom swimming pools and landscaping.

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WALDWICK

## Local architect unveils new design

Ives, Schier & Lesser Architecture Studio of Fair Lawn, has unveiled the design for a new Unbelieva-Bills' children's entertainment center in Montclair.

The interior fit-out is expected to begin shortly for what will be the second Unbelieva-Bills' location; the first IS&L-designed center, in Waldwick, opened in 2005.

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