



BEAUTIFYING YOUR FRONT YARD

Cipriano Landscape Design, a custom landscape and swimming pool firm based in Mahwah, offers an outdoor home-staging service to help residents improve their curb appeal and sell their homes faster.

"The view from the street is the first and most important impression on all potential buyers," says Chris Cipriano, founder and CEO of Cipriano Landscape Design. "A professionally tuned outdoors will help grab buyers' attention from the get-go."

To improve curb appeal, Cipriano Landscape Design recommends:

- Pressure-washing porches, decks and siding
- Removing old woodpiles, dilapidated sheds and outdoor clutter

- Having the lawn professionally mowed, with all leaves and debris picked up
- Fixing the pathway to the front door
- Sprucing up gardens with color
- Installing a few hanging plants along the front porch
- Repairing or updating an older swimming pool or patio

The services offered range from a home visit with do-it-yourself suggestions, the sale or rental of garden elements and outdoor furniture, to a complete landscaping and swimming pool makeover.

higher standards and staging has become imperative."

Thares has also taken on high-end staging. She recently called upon the expertise of interior designer Barbara McCarty of River Edge to help make a home in Mahwah buyer-ready. To improve the vacant home that had dirty windows and walls and scratched floors, McCarty and Thares thoroughly scrubbed the home, painted the inside and added fresh, beauti-

ful furniture imported from England. "If you paint, replace floors and add new furniture, you may pay \$10,000 or \$15,000," McCarty says. "But, you may not have to drop the price on your house nearly as much as if you didn't do the work." The best offer the Mahwah house received before it was staged was \$1.05 million, but after Thares and McCarty overhauled it, it sold for \$1.275 million.

The easiest way to stage a home is to

think like a buyer, and whether that means simply taking time to clean and repaint, or spending thousands with the hope of getting a large return, some form of staging is possible on nearly every budget. "People are so used to their comfortable little nests and love all the memories and pictures surrounding them," McCarty says. "But, buyers want to walk in and picture themselves in the home – not feel like they are intruding or visiting." ■

TRANQUIL RETREAT

POOL, LANDSCAPE DESIGN AND INSTALLATION:
CIPRIANO LANDSCAPE DESIGN, RAMSEY

Cipriano Landscape Design won a bronze design award from the Northeast Spa and Pool Association for the waterfall and spa project in this Mahwah back yard, along with an Award of Superior Excellence from the New Jersey Landscape and Nursery Association for their landscape work on the same property.

The previous back yard featured a natural wooded setting, but the homeowners wanted more room for recreation and play. In addition to the award-winning 10-foot-high waterfall, the new free-form pool included a swim jet area for exercise and activity and a secluded spa area for quiet relaxation. To maintain the natural look, the Cipriano team surrounded the pool area with a layering of summer-flowering shrubs, perennials and ornamental grasses. ■

COURTESY OF CIPRIANO LANDSCAPE DESIGN



