Creating Curb Appeal

Today’s homeowners are focused on making changes to their front yards so they’re markedly different from their neighbors’ yards and easier to maintain.

Homeowners want their yards to look distinct.

94% reported front yards that were different than those in the neighborhood after their outdoor project.

Two in five wanted to make a statement with a new front yard that was “very” or “extremely” different from others in the neighborhood following their update.

More homeowners are turning to low-maintenance plants to enhance their front yards, along with native plants and those that attract insects and birds.

More than half of those who updated their front yard say that beds or borders, shrubs, and perennials were the most important to improving curb appeal.

Source: 2017 U.S. Houzz Landscaping Trends Survey