

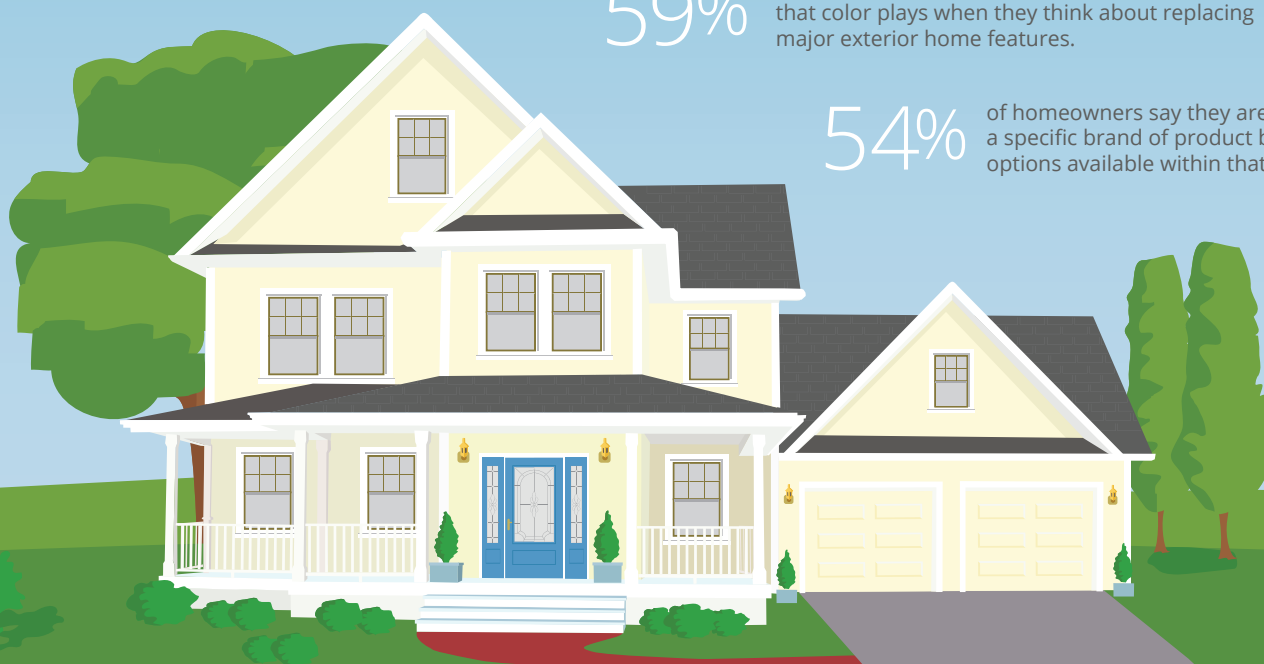
78% of homeowners report that curb appeal is either "extremely" or "very" important to them.

67% of homeowners report they prefer earthy, calm colors such as beige, white, cream, tan, gray or brown as the dominant color on their home's exterior.

61% of homeowners say that when house hunting or designing their home, the most attention-grabbing exterior feature is the style of the home.

59% of homeowners place a lot of emphasis on the role that color plays when they think about replacing major exterior home features.

54% of homeowners say they are influenced to buy a specific brand of product based on the color options available within that brand.



Source: 2011 DaVinci Roofscapes' Homeowners Exterior Preferences Study conducted by Harris Interactive ©

CURB APPEAL

is the difference that sells nearly half of all houses on the market.

Source: National Association of Realtors

Real estate agents and interior designers nationwide identified curb appeal as **ONE OF THE TOP FIVE MOST VALUABLE** home improvements a homeowner can make for a quick resale.

Source: Zillow survey

When it is time to sell your home the exterior curb appeal is paramount in getting showings:



80% of home buyers look at pictures of homes on the internet before deciding to tour them.



Home buyers tour only about 45% of those homes they've looked at online.



Flaws in your home's exterior can reduce your home from a "must see showing" to merely a drive-by.

Source: Realtor.com

COST vs. VALUE

Home improvement dollars recouped upon resale of a home:

ROOF 67.6%

VINYL SIDING 78.2%

WINDOWS 78.7%

FRONT DOOR 70.8%

GARAGE DOOR 83.7%

Source: 2014 Cost vs. Value Study, Remodeling Magazine