

Homeowners Say Curb Appeal Important



Source: www.TurfMagazine.com

MISSION, Kans. – The majority of homeowners (71 percent) agreed that curb appeal is important in choosing their home, according to the new TruGreen Home Features Report conducted by the National Association of Realtors. Most of the homeowners surveyed reported purchasing a home with a healthy, green lawn (71 percent) and well-maintained landscaping (72 percent).

Healthy lawns can drive up home values. In TruGreen's new Lawn Lifestyles National Survey of America conducted from Jan. 3 – 9, 2013, using the field services of ORC International (Opinion Research Corporation), 79 percent of homeowners reported, having a healthy, green lawn contributes to the overall value of a home." In fact, 53 percent of those surveyed said, "the quality of the homeowner's lawn can tell you a lot about the quality of the home overall."

"If your home is on the market, you should know that curb appeal, or that initial feeling homeowners get when looking at the outside of a home, is important when choosing the right home to buy," said Jason Cameron, a licensed contractor and television host.

Cameron and TruGreen have teamed up to provide helpful tips for achieving a beautiful, lush lawn and enhanced curb appeal.

Weed, fertilizer and weed control are the three keys to an ideal lawn. If you mow correctly, feed your lawn and water the right way, then weed management will be much easier, said Ben Hamza, Ph.D., TruGreen expert and director of technical operations.

"Grass competes with weeds for space and nutrients," Hamza said.

"Strengthening the health of turf will help your lawn win the war against weeds, such as dandelions."

Knowing how to effectively water your lawn is critical to the overall health of your turf. Water your lawn only when it needs it, usually about one inch a

week. The first three to four inches of soil below the grass should be dry before you water. Use a trowel or a screwdriver to open the soil and feel it with your finger. Another way to test when your lawn needs water is to step on the grass. If you can easily flatten the grass with your foot, you should water it. If the grass regains its form quickly after you step on it, wait before watering.

Watering in the cool of early morning is best as watering later in the day may leave sitting water and cause problems with root rot or fungal diseases. Never water on a windy day. Also, be aware of local water restrictions, usually posted online.

Grasses should be fertilized when they're actively growing. So, it's important to consult a lawn expert to determine what type of grass you have and when growth occurs. Together, homeowners and lawn experts can create a plan to keep grass growing at its best all season long.

Beautiful, lush and natural-looking lawns are an important part of our image of what a home should be. Cameron encourages homeowners to invest in a lawn they love and make sure their home's first impression is positive.