



“Base everything off a value proposition that is more than pretty!”

-Dr. Charlie Hall

Increased Property Values With Curb Appeal

“A pleasant view could considerably increase the price of a house, up to about 50%, while an unpleasant view could lead to a decrease in the home price even by about 25%.” – Landscape and Urban Planning

“Perceived home value increased 5% to 11% for homes with a good landscape.” – Journal of Environmental Horticulture

“With improved curb appeal, residential property value can improve up to 17%. Within a neighborhood, curb appeal is second only to house size affecting house values” – Journal of Environmental Horticulture

“Landscaping accounts for 85% of what a potential buyer will see when they survey the outside of a home.” – The Appraisal Institute

Increased Property Values With Trees and Tree Cover

“Tree cover adds 2%-9% to the value of existing homes and a single tree can add as much as 2%” – Journal of Environmental Horticulture

“Homes with street trees sold for \$7,130 more, on average, than homes without street trees” – Wall Street Journal, Oct. 2013

“The sale premium of having street trees was the same as adding 129 square feet of finished space” – Wall Street Journal, Oct. 2013

The ‘Green’ Value of Landscaping

32% of Americans are completely or somewhat willing to pay more for ‘Green’ products or services

Consumers under 35 are more likely to pay more for ‘Green’ products or services

Men are more likely than women to be willing to pay more for ‘Green’ products and services

“On average, a well-designed landscape saves enough energy to pay for itself in less than 8 years.” – Energy.gov

“A well planned landscape can reduce an unshaded homes air conditioning cost by 15%-50%” – Energy.gov

“Wind breaks can save up to 25% on heating costs” – Colorado State University

“Healthy, mature trees add an average of 10% to a property’s value” – USDA Forest Service