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Greening-Up You Home's Value?

“Grass is the ‘Crown Jewel’ of curb appeal.” – Realtor.com as reported in Reality Times (2003)

If grass is good for the environment it's even better when it comes to increasing your home's value. The Turf Resource Center reports that a study conducted by Michigan State University, funded by the Horticultural Research Institute (HRI) ⁽¹⁾ found that depending on where your house is located, high quality landscaping adds 5 to 11 percent to its price. The article also states, “Landscaping adds more value than almost any other home renovation.” Money Magazine also informs homeowners that even if they are not planning a move right away, “landscaping is the one home improvement that actually appreciates over time.”

According to the Turf Resource Center, this isn't the first time that the financial benefits of investing in landscaping have been reported. A study of 2,000 realtors by Homegain.com ⁽²⁾ found an investment of \$500 in lawn improvements would likely yield 400 percent of that total when selling your home. Ninety-five percent of the members of the Society of Real Estate Appraisers ⁽³⁾ say landscaping adds to property value and ninety-nine percent agree landscaping increases speed of home sales. The popular site, realtor.com says that homeowners know that grass is the "crown jewel" of curb appeal.

1. Money Magazine June 2007
2. Homegain.com study, 2000
3. Society of real Estate Appraisers Study 2002

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