

Qualified landscaper can help you seal the deal

By John Lay
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The Realtor® sounded clearly exasperated when she called. "Some days it's not worth trying to help folks. I won't be needing your services at this address after all."

Her \$1.2-million listing had been on the market for four months, but because of poorly placed landscaping that obstructed waterfront views and crowded the circular driveway, no one could see past the thick walls of a tired hedge row.

An uninspired pasture of plain-green liriopse had all but crowded out a fountain that hadn't trickled in a stone's age, and a scraggly pygmy palm just sort of sat and sulked.

When the Realtor® told the seller that a relatively inexpensive upgrade



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would make his listing market-ready, she was met with strong resistance. Keeping the lawn mowed was one thing, but removing hedges and transplanting shrubs?

Integrating colorful perennials to spice things up? It would eat into profits (never mind that the seller had just spent thousands on new kitchen countertops and appliances to attract buyers).

So the house with the obstructed waterfront view sat on the market another month, at which point the owner decided he would stay put and watch his pasture of liriopse grow.

But in another scenario, a happier ending: A couple had fallen in love with a Mediterranean-style residence but couldn't get past the uninspired landscape.

As the woman said, "it's like seeing a giant castle fringed with alyssum and nothing else." For those of you who aren't familiar with alyssum, it has a low growing habit best suited in rock gardens or between paving stones - hardly a commanding presence for a large estate.

Luckily, the couple could see the "forest for the trees" after their agent suggested working directly with a professional landscaper. After a round of negotiations, the seller heeded the agent's advice and a landscaping budget was created so the couple could achieve their desired vision.

By working directly with the seller to make a listing market-ready, or with the buyer to introduce a budget for exterior renovations, you can advise them that "remodeling" a landscape has the same ROI potential as remodeling a room. Landscaping services are the perfect fit for homeowners who want:

- Changes to enhance or improve their existing landscape to make it market-ready;
- A partial or complete landscape renovation to replace the previous owner's style with their own;
- Improved integration of landscape with interior décor (inside-out design);
- A proven and immediate way to increase property value with minimum investment.

Realtors® help people put down new roots, and so can landscape companies. Find one you trust and recommend their services. It may just help you seal the deal.

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ArtisTree was contracted by the Sarasota Association of Realtors® to achieve the Florida-Friendly landscaping of the SAR grounds.