

# First Impressions count - PlantforLife reveals the £5,000 benefit of a front garden

Submitted by: The Red Consultancy

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An attractive front garden can significantly increase the value of your home, according to new research from PlantforLife. Their survey of estate agents shows that a well-maintained front garden can add as much as £5000 to the value of a property.

PlantforLife aims to promote the wide-ranging benefits of gardening. Their latest research among property experts not only highlights the financial benefits of a front garden but also proves they are key to creating strong first impressions and contributing towards a sale.

## First impressions count

- Nearly all (97%) estate agents agree that a well-maintained front garden can help a property seem more appealing to prospective buyers
- Half (50%) said that a well-presented front garden is extremely important when it comes to selling a property
- 78% said that the front garden forms part of their sales pitch
- More than a third (35%) agree that the appearance of the front garden is key to clinching that essential offer
- But as a nation it seems we're missing a trick, because nearly half (47%) of estate agents believe that most people in the UK do not make the most of their front gardens.

## A helping hand

To encourage people to make the most of their front gardens and think about the role they play in creating strong first impressions, PlantforLife has teamed up with property experts Barnard Marcus to develop the First Impressions guide - offering simple garden designs, flowers & plants and maintenance advice for all types of garden and gardener.

Mariel Roe from Barnard Marcus comments, "In today's market when it comes to selling, your home is competing against many other properties, therefore it's crucial you create a strong first impression the moment a buyer pulls up outside your house. Buyers have been known to leave without viewing the property if they see a messy front garden. So, spending time presenting the outside of your home as carefully as the inside can make a difference when converting a viewing into an offer."

## Adding value

Over a third (35%) of estate agents surveyed agreed that the front garden is key to generating interest in a property and contributing towards a sale. Improving it needn't cost the earth though:

- More than half (58%) of estate agents agree that 'quick fix solutions' such as tidying up the front garden with flowers and shrubs will most effectively increase the perceived value of a property.
- 67% of estate agents agree that hedging and trees can boost a home's selling power, by improving security and privacy.

## How not to garden

According to PlantforLife, it's not just the extra space of a front garden that's important. More than half (59%) of estate agents agree that a front garden really can improve the value of a property, but this does depend on the state of the garden.

It seems that some people aren't aware of the importance of first impressions. The estate agents surveyed have seen many bizarre front garden 'features' when valuing properties, including:

- 9 Phone Boxes
- 4 Army Tanks
- 3 Coffins (1 open)
- 2 Gravestones
- 2 Elvis Statues
- 1 Fire Engine
- 1 WW2 Submarine
- 1 Elephant
- 1 Full Sized Dalek
- 1 Stonehenge Replica

First Impressions can be picked up from participating Barnard Marcus estate agents or downloaded for free from [www.plantforlife.info](http://www.plantforlife.info).

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### Notes to editors

- PlantforLife was launched in 2004 by the Horticultural Trades Association (HTA), with the aim of helping people make the most of their gardens.
- The HTA is the trade association for the UK gardening industry. It is dedicated to helping develop the industry and its member businesses, including most garden centres and other garden retailers, growers, landscapers, manufacturers and service providers.
- Barnard Marcus is part of Sequence - a national network of estate agents, with over 310 offices operating under 11 well known local names:

Allen & Harris  
Bagshaws Residential  
Barnard Marcus  
Brown & Merry  
Fox & Sons  
Jones & Chapman  
Manners & Harrison  
Roger Platt  
Shipways  
Swetenhams  
William H Brown