

The Importance of Curb Appeal



Curb appeal ... as a realtor, you know how important it is to make a quick sale and put extra money in the pockets of your client. Simple touches like a freshly mowed lawn, a newly painted exterior, and clean windows can make all the difference.

But what about your own curb appeal as a realtor? Do you draw attention to your listing? Do your marketing materials catch the eye of potential buyers? Every word, business card, brochure, flyer, poster, and digital communication should say “Pick me! I can sell your house!” or “Choose me! I will find you the perfect home!”

As a former licensed realtor’s assistant, I understand the business, but more importantly, I am a wordsmith with a flair for graphic design and can enhance your website and other promotional materials by ensuring that the content is well-crafted, interesting and informative, adds value and, of course, looks great.

Like the nicest house on the street, I can help you stand out from the rest.



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