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THE 1-2-3 OF DRAMATIC CURB APPEAL

STYLISH ENTRYWAY

Not enough can be said about how much an elegant entryway, and especially the front door, draws attention and welcomes people to the home. The entry door is the visual focal point, and the first thing to be touched.

Good design in this feature needn't cost more, and can beautifully accent the home's architecture. Remember not to skimp on the entry door hardware.

Many great online design resources are available, check out: [Therma-Tru Style Considerations](#)



Entryway featuring Therma-Tru Doors Classic-Craft American Style Collection

STYLISH GARAGE

Most of today's garage doors are part of the front elevation with two or three-car designs. That's a lot of space taken by the garage door(s).

They can either be a blob of plain vanilla, or a point of flair. Just as with the entryway, the garage door is integral to architectural style.

Key design factors are style, material, color, door lights, and accent hardware.

A nice resource to help you choose a design that highlights your home: [Amarr Garage Doors](#)

Amarr Horizon Collection garage door makes a distinctive design statement



COLOR INSPIRATION

Color palettes make a statement... a lot of emotion can be tapped with color. Aim for visual excellence, above other homes in the community. Choose accents for flair and drama.

Great colors create eye appeal and set the tone for the quality of your home. Colors should enhance your chosen architectural genre, and can set your own signature style. Mostly, an exciting palette is a matter of your attention to detail, not necessarily an added cost.

Find ideas at: [Sherwin-Williams Colormix Forecast 2019](#)



MARKETING ADVICE → ACTION → IMPACT

Ensure that your marketing carries your message effectively.

Psychology. Attitude. Are you reactive, or do you set an agenda for leadership? It's easy to follow the doom-and-gloom of the day. Yes, the problems are real, but there's nothing pro-active about hand-wringing.

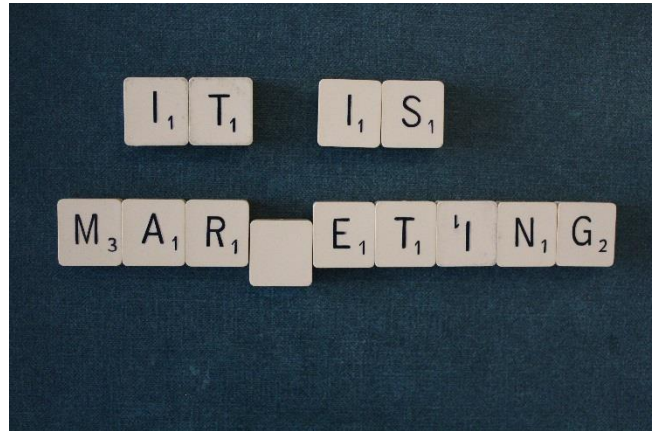
There are many good things to do on the marketing front. First, work on moving your existing product. Make sure it's detailed to the extreme, 100% ready-to-buy. Find ways to excite and incent your sales agents. Push and pull. Push with team incentives, pull by having the most attractive product.

Don't discount your price, and fall into the "me-too" trap of chasing the low end of the market. Why spend your resources to sell a house for less revenue at lower profit?

And discounting will permanently change your image in the market... do you really want to be seen as the low-ball guy? Instead, target the buyers who will pay for good design and superior home quality.

Here's a tip for top of the list: how good is your web site/social media; is it accurate, attractive, relevant, and user-friendly, with excellent photography and a compelling message? Does it encourage dialogue and are you responsive? By far, this should be your number one marketing priority.

Look in the mirror. Give your company a visual check-up. Do you and your team appear crisp and professional? Your vehicles? Your job sites? First impressions count.



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Measures™ published by KM&E LLC
Meridian, Idaho