

[Date]

[Client Name]

[Client Address]

[City, State, Zip Code]

Subject: Strategic Exterior Renovation and Curb Appeal ROI Analysis

Dear [Client Name],

As we prepare to position your property for the market, I have developed a strategic plan focusing on exterior renovations that offer the highest Return on Investment (ROI). First impressions are critical; data shows that high-quality curb appeal can increase a property's perceived value by 7% to 14%.

Based on current market trends and buyer expectations in [Neighborhood Name], I recommend prioritizing the following improvements:

- **Landscaping & Lawn Care:** Fresh mulch, seasonal plantings, and professional lawn edging provide an immediate visual lift at a low cost.
- **Entryway Refresh:** Painting or replacing the front door and updating hardware serves as the focal point of the home's exterior.
- **Exterior Siding & Power Washing:** Cleaning all surfaces and repairing damaged siding ensures the home appears well-maintained and "move-in ready."
- **Lighting & House Numbers:** Modern, high-visibility fixtures improve safety and aesthetic appeal during evening viewings.

My objective is to ensure that every dollar spent on these renovations translates into a higher final sale price and a shorter duration on the market. By addressing these specific areas, we minimize "buyer friction" and encourage competitive offers.

I have attached a detailed breakdown of estimated costs versus projected equity gains for each project. Please let me know when you are available to review these recommendations and finalize our timeline.

Best regards,

[Your Name]

[Your Title]

[Your Company]

[Phone Number]

[Email Address]