



Checklist for Enhancing the Curb Appeal of Your Business

LIGHTING SOLUTIONS

Need to make some changes to achieve better curb appeal for your business, but don't where to begin? Start with our [nine ways to give your business the curb appeal it deserves!](#) These nine steps will help you achieve an exterior that is aesthetically pleasing and welcoming to new and existing customers.

- Declutter**
Empty boxes, unused palettes, dead plants. If it's not being used, get rid of it.
- Make it Clean**
Exterior cleaning is more than just picking up trash. Pull weeds, power wash sidewalks and make sure windows aren't caked with dirt.
- Fresh Facade**
A fresh coat of paint or a good power washing helps keep the outside of your building looking bright and welcoming.
- Great Modern Outdoor Lighting**
Install exterior lighting on your building, pathways, and parking lot for safety. Ensure your signs are well-lit so customers can find your business at night.
- Let Your Signage Speak for Your Business**
Make sure your signage is visible and readable from the street. Be sure that your signs tell new customers who you are and what your business does.
- Create a Pretty and Comfortable Exterior**
Plant flowers and shrubs in flower beds or pots with flowers, grasses, or small evergreens.
- Tidy Landscape**
Trim trees and bushes, cut grass and make sure weeds aren't growing in cracks and flower beds. If necessary, lay new river rock or mulch in flower beds and around trees.
- Create a Welcoming Entrance**
Install an awning over your door or lay a welcome mat outside. Use outdoor signs to lure people in.
- Express Your Personality Through Your Business**
Let your customers know who you are through your business. Get involved in the local events and utilize decorations during your favorite holidays.

