



The Value of Plants and Landscaping

- ❖ Landscaping can add between 7 and 15 percent to a home's value. Source: *The Gallup Organization*.
- ❖ Homes with "excellent" landscaping can expect a sale price about 6 to 7 percent higher than equivalent houses with "good" landscaping, while improving landscaping from "average" to "good" can result in a 4 to 5 percent increase. Source: *Clemson University*.
- ❖ Landscaping can bring a recovery value of 100 to 200 percent at selling time. Kitchen remodeling brings a 75 to 125 percent recovery rate, bathroom remodeling a 20 to 120 percent recovery rate, and addition of a swimming pool a 20 to 50 percent recovery rate. Source: *Money Magazine*.
- ❖ A mature tree can often have an appraised value of between \$1,000 and \$10,000. Source: *Council of Tree and Landscape Appraisers*.
- ❖ In one study, 99% of real estate appraisers concurred that landscaping enhances the sales appeal of real estate. Source: *Trendnomics, National Gardening Association*.
- ❖ In one study, 83% of Realtors believe that mature trees have a "strong or moderate impact" on the salability of homes listed for under \$150,000; on homes over \$250,000, this perception increases to 98%. Source: *American Forests, Arbor National Mortgage*.
- ❖ Landscaping can reduce air conditioning costs by up to 50 percent, by shading the windows and walls of a home. Source: *American Public Power Association*.
- ❖ Trees can reduce bothersome noise by up to 50 percent and can mask unwanted noises with pleasant sounds. Source: *U.S. Environmental Protection Agency*.
- ❖ Trees can reduce temperatures by as much as nine degrees Fahrenheit. Source: *American Forests*.
- ❖ A single urban tree can provide up to \$273 a year in air conditioning, pollution fighting, erosion and storm water control, and wildlife shelter benefits. Source: *American Forests*.
- ❖ Top reasons people garden: To be outdoors (44%); to be around beautiful things (42%); relax and escape the pressures of everyday life (39%); stay active and get exercise (35%). Source: *American Demographics, Roper Report*.