

Curb Appeal = Perceived Home Value

71%

71% of homeowners agreed that maintaining an outdoor space with a healthy lawn is good for the environment *

Spring



Improving Home Value

38%

38% of Americans reported once I've formed my opinion about a home's appearance it's hard to change my mind *

79%

79% of homeowners strongly agreed or agreed that having a healthy, green lawn contributes to the overall value of a home *

71%

CURB APPEAL POWER

71% of homeowners reported "curb appeal" was important when choosing which home to buy **

53%

53% of Americans reported the quality of a homeowner's lawn can tell you a lot about the quality of the home overall *

72%

OUTSIDE OPINION

72% of Americans reported it takes seconds to form a first impression about the outside of a home *

HOME FOR SALE

TRUGREEN
Lawn Lifestyles National Survey

40th
anniversary

*TruGreen's Lawn Lifestyles National Survey was fielded from January 3 - 9, 2013, using the field services of ORC International (Opinion Research Corporation). The online omnibus survey was conducted among a nationally representative sample of Americans aged 18+ (n=2,000), with a margin of error of plus or minus 2.2 percentage points at the 95% confidence level. For questions that were asked among homeowners who are personally responsible for making decisions regarding their lawn care (n=829), the margin of error is plus or minus 3.4 percentage points at the 95% confidence level.

NATIONAL ASSOCIATION of REALTORS®

**About the TruGreen Home Features Report conducted by the National Association of REALTORS: In October of 2012, a sample of households that had purchased any type of residence real estate during 2010 to 2012 and still owned the property were surveyed. The survey sample was drawn from a representative panel of U.S. households monitored and maintained by an established survey research firm. A total of 2,005 qualified households responded to the survey. There is a 95% confidence interval for the sample. Households were sampled to meet age and income quotas representative of all home buyers drawn from the 2011 NAR Profile of Home Buyers and Sellers.