

Parker Homescape creates an edge to increase a home's value

SCOTCH PLAINS-Over the past 60 years the Parker name has become synonymous in helping to increase both residential and commercial property values across the state of New Jersey. Selling a home may be more difficult these days but proper landscaping offers both great curb appeal for buyers and greater return on their investment for the sellers.

Parker Homescape recently developed a unique 5 Prong System to ensure that their customers are satisfied with the results. This system utilizes the following:

- Coordination of color

- Use of evergreen for winter interest

- Use of varied bloom times from early spring to late summer

- Use of proper sun, shade or other environmental conditions such as presence of deer / rabbits

- Awareness of 5-10 year growth habits for lasting beauty

"It is extremely important that our

designers touch on these five criteria to ensure that a landscape maintains its beauty throughout the seasons and the beauty of the landscape is augmented as it matures," said Scott Parker, owner of Parker Homescape. Parker also noted that in a soft housing market, a property may take some time to sell and may be viewed over the course of varying seasons. It is imperative that there is a proper mix of broadleaf evergreen, flowering shrubs and deciduous material for year round interest.

Parker also notes that although each step is extremely important, it is the awareness of animals on or near the property, proper sun / shade requirements and the recognition of 5- 10 year growth habits that are most important from a cost standpoint. Animal damage invasive roots close to a foundation, and the improper planting without factoring in environmental conditions can be extremely

costly to a homeowner.

Parker advises sellers to avoid overusing too many flowering shrubs and perennials that die back when attempting to maintain year round beauty. Parker says, "We utilize a different set of criteria for a person attempting to sell their house and try to design to appeal to the masses, rather than a particular individual. We recommend to seller that they take their own personal taste out of the equation and keep sight of their ultimate objective," Parker added.

Homeowners deserve to be rewarded from the sale of their largest asset and it is important to give yourself an advantage over the many other choices a buyer has in a weak housing market; exquisite landscaping can be that advantage.

For additional information on Parker Homescape's 5 Prong System, call (908)490-0449 or visit www.parkerhomescape.com.