



Virginia Green Industry Council

For Immediate Use

Contact: Virginia Green Industry Council

540-382-0943

Electronic Version:
www.viriniagreen.org

Increase Property Values Through Landscaping

Did you know that landscaping can increase the value of a property by as much as 15 percent, allowing owners to recoup 100 percent of their investment? Consider these facts:

- In a survey conducted by the Weyerhaeuser Corporation, landscaping was reported to have increased home values by an average of 15 percent.
- According to *Money Magazine*, homeowners can expect to recover 100 to 200 percent of their landscaping costs when they sell their homes.
- In a study of the relationship between landscaping and office building occupancy rates, landscaping had the highest correlations with increased occupancies than any other criteria evaluated.
- A shopping center in San Diego cites landscaping as the reason for high occupancy and the ability to charge rental rates that are double those of other shopping plazas in the area. The owners believe the strategically placed trees and plantings block street noise and create a highly desirable setting.
- Interior landscaping in office buildings is also effective in raising occupancy rates and tenant retention. A developer in Chicago points to unique plantings in glass-roofed atriums as a major selling point and a reason the building occupancy rates are 21 percent above the national average.
- A national hotel chain also reports that its occupancy rates run far higher than the industry average. The hotel's signature is to have large plant-filled atriums and lobbies with waterfalls. They believe this setting is key to their occupancy success.
- According to appraisers and real estate agents, a beautifully landscaped and maintained home will sell faster and for more money than neighboring homes.
- A study in Philadelphia found that properties near well-maintained, landscaped community spaces and parks could attribute 33 percent of the property's value to proximity to the preserved green space.

To learn more about the value of landscaping, contact your local professional landscape contractor or call the Associated Landscape Contractors of America (703) 620-6363.

Go to our consumer website for additional gardening information at www.VirginiaGardening.com

The Virginia Green Industry Council is the voice of the horticulture industry in the Commonwealth and is dedicated to enhancing the beauty of the state's environment, the well-being of our citizens, improving our state's economy, and improving the health and wellness for everyone in Virginia. The Council is made up of providers and consumers of horticultural products and services. The Council works to provide public and industry education, environmental guidelines and other information that will keep Virginia green and growing. For more information, visit www.viriniagreen.org. 540-382-0943 FAX: 540-382-2716

E-mail:info@viriniagreen.org

Virginia Green Industry Council
383 Coal Hollow Rd
Christiansburg, VA 24073-6721