

LANDSCAPE LIFESTYLES

Tips & Tools For Landscape Professionals

Issue 8

Before



Look how using Allan Block changed the curb appeal of this project.



Inside:

- Create Curb Appeal with Allan Block
- Designs to Help Add Style and Beauty to your Project

Create Curb Appeal with Allan Block



Ashlar Collection

Residential landscape professionals provide a wide range of services, from planting and maintenance to the design and installation of elaborate outdoor environments. The one thing

While there are a number of ways to upgrade the exterior of a home, like a fresh coat of paint or new shutters, it's landscaping that has the biggest impact in curb appeal. According to Shari Leubner of Cornerstone Mortgage, "The first thing prospective buyers notice is how good the home looks when they pull up. Attractive landscaping adds curb appeal and helps a home sell fast - and for more money." Front yard landscaping projects range from low walls for borders, entryways, tree rings and planters - to larger landscape walls with terraces and fountains. Here are a few simple tips to keep in mind:



Europa Collection



Europa Collection

landscape designers have in common is a passion for helping homeowners create "Curb Appeal" - improving the look and feel of their customers' home exterior. Whether the homeowner simply wants to upgrade their home's appearance or are preparing to sell their home, creating curb appeal adds both satisfaction and value.

Landscape Design Tips - From the AB Professionals

- Allan Block's design versatility gives you unlimited options. Use free-form designs, multi-level terraces and freestanding shapes in open areas to create visual interest.

- Accentuate the home's exterior colors with an AB block color. Check with your local Allan Block supplier for product and color availability.
- Terrace a steep slope with two or more smaller walls rather than one large wall.
- Install outdoor lighting in and around the walls. AB's hollow core block makes it easy to install lighting right into the wall.
- Use built-in planters to break up long landscape walls.



AB Collection

Designs to Help Add Style

Create Dramatic Entrances, Expand Usable

Design A Flowing Entryway

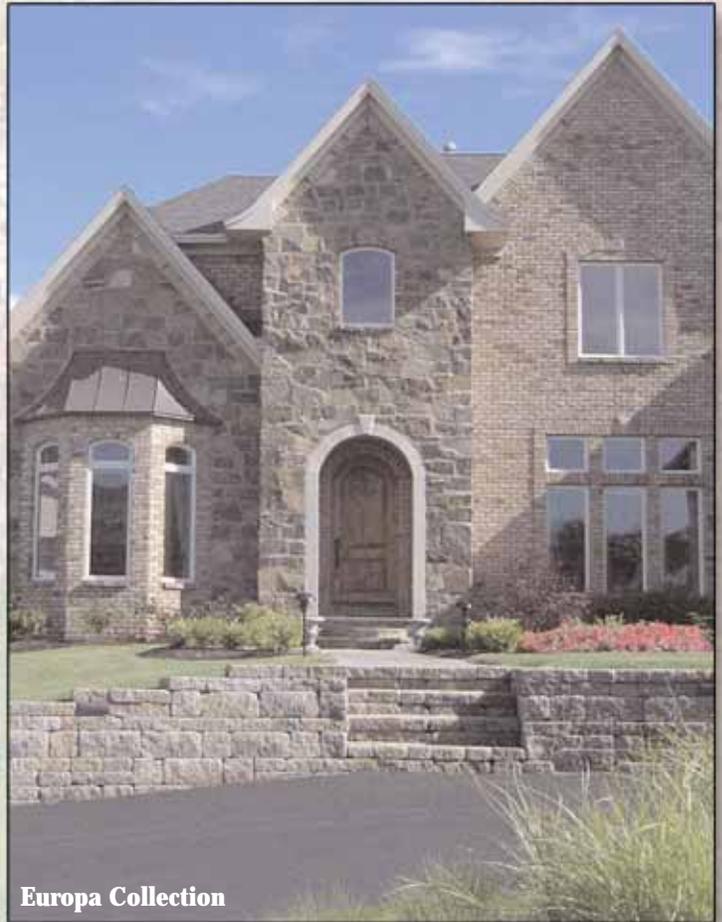
Allan Block's design flexibility gives you flowing curves, straight lines, stairways and much more. Create stairways to the front door that welcome visitors in style. Match the stairway design to the natural slope of the front yard. On steep grades, keep the stair treads tight together and on gentle slopes, add pavers or other materials to increase the tread depth.



AB Collection



Europa Collection



Europa Collection



Ashlar Collection

Create More Usable Space

Use Allan Block to create a raised, front-yard patio or beautiful terraced planters that soften the landscape. Turn the entire front yard into an attractive inviting front porch. Take unused and unattractive yard space and turn it into functional areas with architectural appeal.

and Beauty to Your Project

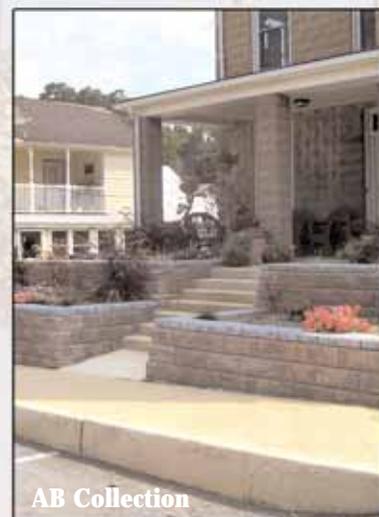
Yard Space and Add Beauty To Any Home



Improve Sloping Front Yards

Tame difficult slopes and hard-to-maintain areas with terraced walls. Design the terraces to compliment the surrounding landscape. Use straight walls to create a formal structured look and flowing curves for a softer, more natural feel.

Building terraced walls requires careful planning. Contact your local Allan Block dealer or engineering professional for design assistance.



Top 10 Design Ideas for Curb Appeal

- 1) Match or accent an AB block color to the color of the house.
- 2) Turn sloping hillsides into terraced gardens.
- 3) Create a front yard patio.
- 4) Install raised flower beds to provide splashes of color and architecture.
- 5) Replace landscape timbers with Abbey or Ashlar Blend walls.
- 6) Use patterned AB walls to match the stonework on the house.
- 7) Build stairways using the Europa Collection with matching pavers.
- 8) Install raised planters to accent an entryway.
- 9) Build tree ring planters to match the landscape walls.
- 10) Frame the driveway with terraced walls.



Match the Home's Architecture and Landscape

Use the Allan Block Collections to coordinate the landscape with the style of the home. The Europa Collection features weathered blocks that can be combined to create an *old world antique look*. The Ashlar Collection blocks can be mixed together to create the *look of classic cut stone*. The AB Collection features blocks that provide *simple and economical landscape solutions*.



Use Allan Block to Create Great First Impressions

“Curb appeal is the first thing that's going to attract a buyer in any price range,” says Jane Smith, a real estate agent with Five Star Realty. “A home's appearance is as important to the potential buyers of a starter home as it is to those in the high end of the market.” Check out the before and after examples of how updating the front entryway can make a significant difference.

Create flowing entryways

Shape the landscape with sweeping curves or stairs for more inviting entryways.



Makeover the front entrance

Welcome their family and friends with an inviting landscape.



As seen on HGTV's Curb Appeal

Add a landscape accent or raised garden

Add color and style with a raised flower garden. They are easy to build and provide an instant appeal.



Visit allanblock.com for more information.

Curb Appeal By The Numbers

“100% - 200%

return on the investment is earned with a properly installed and maintained landscape.”

- *Bonnie Van Fleet, Associated Landscape Contractors of America.*

“75% of curb appeal is in the landscaping. It's often the first thing that people notice.”

- *Shari Leubner, Cornerstone Mortgage*

“50% of purchase decisions are made within the first 60 seconds after a potential buyer sees a house for sale.”

- *Vaughn Mulcrone, CB Burnet Realty, Edina Realty*

49% of houses are sold based on curb appeal.
- *National Association of Realtors*

4th most important indicator of price and how fast a listing will sell is curb appeal. The 1st is location, 2nd is floor-plan design and 3rd is condition of the home
- *National Association of Realtors*



Great Ideas and Resources for Landscape Professionals

Estimating and Ordering are a Snap!

Estimating AB block and grid materials couldn't be easier. Allan Block offers both an estimating software program (located on our website) and a laminated calculator wheel for quickly estimating all the materials needed to build a landscape wall up to 6 feet high (1.8 m). Block, AB Reinforcement Grid, base rock and backfill materials, drain tile and capstones are all easily calculated. Visit our web site at www.allanblock.com or your local AB professional for more information.



AB Rewards Program - Get Your Rewards

If you are a landscape contractor that has been AB certified through an Allan Block training seminar and have installed an Allan Block project this year – see your local Allan Block representative about your AB Rewards Kit. Earn valuable merchandise, apparel and business tools for your company.

Visit allanblock.com/abc/rewards.asp for more information.

Landscape Design CD - Complete Design & Installation Information

For professional landscape ideas and inspiration, sign up to receive Allan Block's Landscape Design CD at www.allanblock.com. Packed with information to help you plan, design and build landscape walls up to 6 ft high (1.8 m). The CD includes product specifications, installation guidelines, photo gallery for design ideas and a valuable material estimating program.



Allan Block Web Site Contains a Vast Array of Resources

Allanblock.com is the best place to go for information at any time of the day or night. A place that never closes. From design ideas to estimating tools, specification books and product information, its all easily accessible. Quickly find the closest dealer or manufacturer to your project and the materials and colors that are available plus a large library of project photography from all over the world. Visit allanblock.com today for information and tools you may need on your next project.



Sign up to get Landscape Lifestyles by e-mail.

To receive the AB Landscape Lifestyles Newsletter by e-mail each quarter, sign up online at allanblock.com.

