



# THE HIDDEN ROI OF PROFESSIONALLY DESIGNED & INSTALLED LANDSCAPING:

## **A Homeowner's Guide to Value Creation**

**CONTACT US DIRECTLY IF YOU NEED YOUR LANDSCAPE DESIGNED & BUILT**

**LANDSCAPE DESIGN**

**PRICE YOUR PROJECT**

**REQUEST A CALLBACK**



YOUR LANDSCAPE ISN'T JUST BEAUTIFUL – IT'S A POWERFUL INVESTMENT. STUDIES BY THE NATIONAL ASSOCIATION OF REALTORS SHOW THAT PROFESSIONAL LANDSCAPING CAN INCREASE PROPERTY VALUES BY 15-20%, WITH SOPHISTICATED OUTDOOR LIVING SPACES RETURNING UP TO 80% OF THEIR INVESTMENT COST AT RESALE.

WHEN CONSIDERING HOME IMPROVEMENTS, MANY HOMEOWNERS OVERLOOK THEIR OUTDOOR SPACES AS A SIGNIFICANT INVESTMENT OPPORTUNITY. RESEARCH FROM MULTIPLE REAL ESTATE STUDIES REVEALS THAT THOUGHTFULLY DESIGNED LANDSCAPES CONSISTENTLY DELIVER SOME OF THE HIGHEST RETURNS ON INVESTMENT AMONG ALL HOME IMPROVEMENTS.

### **INVESTMENT IMPACT ANALYSIS:**

- Professional landscape designs yield 171% ROI at sale time, according to Michigan State University
- Homes with sophisticated landscaping command 5-12% higher sale prices
- Properties with mature trees sell for 7-19% more than comparable properties
- Well-designed outdoor kitchens return 100-200% of their installation cost

### **ENERGY SAVINGS:**

Strategic landscaping isn't just about aesthetics – it's about smart financial planning. The U.S. Department of Energy reports that properly placed trees and shrubs can:

- Reduce air conditioning needs by 15-50%
- Decrease winter heating costs by 25-40%
- Save \$100-\$250 annually in energy costs
- Lower water bills by 20-30% through efficient irrigation

### **PROPERTY VALUE ENHANCEMENT:**

The American Society of Landscape Architects (ASLA) suggests investing 10-20% of your home's value in landscaping. This investment typically yields specific returns:

- 15-20% immediate property value increase
- 7% higher rental rates for commercial properties
- 40% faster residential sales
- Enhanced curb appeal that attracts premium buyers

### **LONG-TERM FINANCIAL BENEFITS:**

Beyond immediate property value increases, sophisticated landscaping offers ongoing financial advantages:

- Reduced insurance premiums through proper drainage and fire-resistant designs
- Lower maintenance costs with sustainable plant selections
- Increased outdoor living space at 1/3 the cost of indoor additions
- Enhanced privacy that reduces the need for expensive fencing alternatives



## MARKET ANALYSIS:

Recent real estate trends show:

- 92% of buyers rank outdoor living space as essential
- Properties with professional landscaping sell 68% faster
- Outdoor kitchen additions return 146% of their cost
- Smart irrigation systems reduce water costs by 30-50%

## REAL ESTATE EXPERT INSIGHTS:

According to leading real estate professionals:

- Homes with poor landscaping sell for 8-10% below market value
- Professional outdoor lighting adds 2-5% to home value
- Water features increase property appeal by 42%
- Outdoor living spaces expand perceived home size by 20%

## SMART INVESTMENT STRATEGIES:

Industry experts recommend a phased approach to landscape investment if you cannot do it all at once:

1. Master Planning (Years 1)
  - Professional design development
  - Infrastructure planning
  - Budget allocation strategy
2. Core Installation (Years 2-3)
  - Hardscape foundation
  - Major structural elements
  - Primary planting zones
3. Enhancement Phase (Years 3-5)
  - Specialty features
  - Lighting systems
  - Seasonal interest additions

“YOUR LANDSCAPE ISN'T JUST BEAUTIFUL – IT'S A POWERFUL INVESTMENT THAT YOU ALSO GET TO ENJOY ON A DAILY BASIS”.

BUT YOU SHOULD ENSURE YOU ARE PUTTING THAT INVESTMENT AND BUILD IN THE RIGHT HANDS. "WOULD YOU BUILD A NEW HOME WITHOUT SEEING THE PLANS FIRST?" AS CERTIFIED LANDSCAPE PROFESSIONALS, WE UNDERSTAND THAT PROPER PLANNING IS THE FOUNDATION OF ANY SUCCESSFUL LANDSCAPE PROJECT AND LANDSCAPE PROJECTS PROVIDE GREAT VALUE...BUT THIS VALUE ONLY COMES WITH PROPER DESIGN AND EXECUTION.

## Sources:

1. Smart Money Magazine - Home Improvement ROI Study 2023
2. Michigan State University - Landscape Investment Study 2022
3. National Association of Realtors - Outdoor Remodeling Impact Report 2023
4. U.S. Department of Energy - Landscaping for Energy Efficiency Guide
5. EPA WaterSense Program - Outdoor Water Use Studies
6. American Society of Landscape Architects - Investment Guidelines 2023
7. NAR - Outdoor Features Report 2023
8. National Association of Home Builders - Home Buyer Preferences Study
9. Clemson University - Landscape Value Research 2022
10. Association of Professional Landscape Designers - Lighting Impact Study
11. Virginia Tech University - Tree Value Assessment Study
12. American Society of Landscape Architects - Property Value Research 2023
13. Money Magazine - Real Estate Investment Report 2023

**CONTACT US DIRECTLY IF YOU NEED YOUR LANDSCAPE DESIGNED & BUILT**

**LANDSCAPE DESIGN**

**PRICE YOUR PROJECT**

**REQUEST A CALLBACK**



**PEREGRINE**  
LANDSCAPE CONSTRUCTION