



ASBTDC
ARKANSAS SMALL BUSINESS AND
 TECHNOLOGY DEVELOPMENT CENTER

Curb Appeal Checklist

For Your Small Business

Review the appearance of your business from the outside in.

	ACCEPTABLE	NEEDS IMPROVEMENT
All Areas		
Well lit	<input type="checkbox"/>	<input type="checkbox"/>
Freshly painted	<input type="checkbox"/>	<input type="checkbox"/>
Stain free	<input type="checkbox"/>	<input type="checkbox"/>
Clutter free	<input type="checkbox"/>	<input type="checkbox"/>
Clean	<input type="checkbox"/>	<input type="checkbox"/>
Signage		
Visible, with properly functioning lighting	<input type="checkbox"/>	<input type="checkbox"/>
Visible, well-lit "OPEN" sign	<input type="checkbox"/>	<input type="checkbox"/>
Legible lettering, freshly painted	<input type="checkbox"/>	<input type="checkbox"/>
Securely fastened	<input type="checkbox"/>	<input type="checkbox"/>
Parking		
Well-marked lines	<input type="checkbox"/>	<input type="checkbox"/>
Swept and stain-free	<input type="checkbox"/>	<input type="checkbox"/>
Clear signage	<input type="checkbox"/>	<input type="checkbox"/>
Grounds		
Neat lawn and flower beds	<input type="checkbox"/>	<input type="checkbox"/>
All outdoor seating attractive, clean, and sturdy	<input type="checkbox"/>	<input type="checkbox"/>
Attractive fencing, free of damage or weeds	<input type="checkbox"/>	<input type="checkbox"/>
Dumpsters, trash bins, and clutter out of sight	<input type="checkbox"/>	<input type="checkbox"/>
Walkways		
Clear walkways, free of debris, grass, weeds, and stains	<input type="checkbox"/>	<input type="checkbox"/>
Secure and well-marked steps	<input type="checkbox"/>	<input type="checkbox"/>
Secure and freshly painted railings	<input type="checkbox"/>	<input type="checkbox"/>
Neat and clean trash and ash receptacles for customer use	<input type="checkbox"/>	<input type="checkbox"/>

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Curb Appeal Checklist

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	ACCEPTABLE	NEEDS IMPROVEMENT
Building Exterior		
Clean roof with no stains	<input type="checkbox"/>	<input type="checkbox"/>
Secure, attractive, and functional guttering	<input type="checkbox"/>	<input type="checkbox"/>
Clean, unbroken, and freshly caulked windows	<input type="checkbox"/>	<input type="checkbox"/>
Properly attached shutters or other window coverings	<input type="checkbox"/>	<input type="checkbox"/>
Large street number that is visible at night	<input type="checkbox"/>	<input type="checkbox"/>
Window Displays		
Attractive	<input type="checkbox"/>	<input type="checkbox"/>
Seasonally relevant	<input type="checkbox"/>	<input type="checkbox"/>
Clean	<input type="checkbox"/>	<input type="checkbox"/>
Entryway		
New and freshly painted door/entrance	<input type="checkbox"/>	<input type="checkbox"/>
Updated canopy with no rips or stains	<input type="checkbox"/>	<input type="checkbox"/>
Attractive kickplates and doormats	<input type="checkbox"/>	<input type="checkbox"/>
Attractive and functional door knobs and handles	<input type="checkbox"/>	<input type="checkbox"/>