

7/31/2026

Curb Appeal as Self-Expression

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Online local services marketplace platform Thumbtack recently released their 2026 Curb Appeal Report and found something quite interesting. While some folks keep their home “sell ready” by not adding too much personalization (e.g. white walls, typical foundation plantings and such), the survey of 1,029 people shows that folks are creating “personal rather than perfect” spaces outside their homes.

The Thumbtack survey asked homeowners across the country about how they use, design and think about their outdoor spaces. At a top level, the results show that homeowners are shifting their outdoor priorities from a resale strategy to creating spaces that reflect how they actually live.

Some of the top takeaways from the survey include:

- About two-thirds of respondents are updating plants, flowers or greenery.
- About one-third are refreshing front doors, entries and outdoor lighting.
- More than half are investing in projects such as patios and fences that create privacy.
- More than 40% are using colorful accents to personalize outdoor spaces.
- This is interesting—more than 30% are actively avoiding HOAs that limit self-expression.
- 44% plan to spend up to \$500 on curb appeal projects.
- About 60% say cost is their biggest barrier.
- Best curb appeal cities? D.C., Charlotte, Atlanta, Austin and Baltimore.

Does this indicate an intention to live in the same spot for a while? A realization that financial circumstances advise that they stay put? Or perhaps a desire to just be happy, self-expressive and live in the moment? Who knows—but if more folks will be engaging with our products, I'll take it whatever the reason.

[GO HERE](#) to read the full report, including more on color trends for the outdoors. **GP**