

# Making a Good First Impression MAILBOXES & MAILBOX POSTS

*A heartfelt thank you to all of the South Riding residents who have already replaced or freshened your mailboxes and posts these last several months. We noticed and truly appreciate your efforts!*

We hear the buzzword “curb appeal” so often that sometimes it just fades into the background noise. In short, curb appeal is the **FIRST IMPRESSION!**

In this article we focus on the neighborhood mailboxes and posts. Freshening your mailbox and post is an inexpensive way to bring immediate improvement to your curb appeal.

**Take a minute and walk out to your mailbox and give it an objective assessment. Observe the following:**

- ◆ **Is the mailbox color BLACK?** This is the most important question as it is the only constant standard required throughout the entire community.
- ◆ **Is the mailbox flag missing?** Inexpensive replacements are available at the local hardware store (colors - red, black, silver).
- ◆ **Are any or all of the house numbers peeling off or missing?** Don't forget numbers on the box ensure more accurate mail delivery and quicker response from emergency service providers. Inexpensive replacement stickers are available at the local hardware store (colors - white or gold).
- ◆ **Is the box or post dirty?** Or green in areas? A quick clean makes a great improvement.
- ◆ **Is the box rusting?** Primer and a fresh coat of black paint should fix that right up. It's best to remove the box from the post so you don't have to clean overspray off areas that you didn't mean to paint.
- ◆ **Did you stain the wooden post a few years ago and it needs a fresh coat?** Hopefully you still have the can of stain in your garage but if not be mindful to keep the color in the brown or gray color families.
- ◆ **Is your wooden post really warped or no longer straight?** It's time to invest in a new post, installed correctly with no unforeseen accidents they should remain in place for years to come.

- ◆ **Did you plant some landscaping around the mailbox post and now you can't see your house numbers or use your flag?** It's time to cut some of that back.
- ◆ **Has it been a couple weeks since you pulled out the string trimmer (or weed whacker) and cut the grass around the mailbox post and now it's as tall as your three year old child?** Some residents pull out the scissors for these pesky few pieces of grass or weeds.

A couple minutes of your time to make a good impression is worth it.

**THANK YOU!**

**TIP** *When applying house number stickers use a level and mark the desired area with masking tape. Then adhere the numbers in line with the tape and then carefully remove the masking tape.*

