

# 12 Ways to Fix Up Your Restaurant for Under \$1,000

## Dining at restaurants allows customers to experience something different from their everyday lives.

It's a chance to indulge and let someone else take care of the details. Because of that, customer expectations for the quality of atmosphere are high. If your restaurant is beginning to look rundown or out of date, it could be preventing return visits.

It's not always possible to do a full-scale renovation, but there are a lot of little and less

expensive ways you can improve the look and feel of your restaurant — for your customers, for your employees, and for yourself!

We've compiled 12 ways to fix up your restaurant for under \$1,000 that are sure to impress and make even the pickiest guests to sit up and take notice.



## 1. Paint something small on your exterior.

It could be shutters, trim, or even your door itself, but choose something that will take a single day to freshen up. It will help brighten up your exterior and draw customers' eyes right to you as they pass by.



## 2. Plant flower beds.

Not only will the color draw the eye, but tended flowers (and trimmed lawn and foliage) tell your prospective customers that the details matter to you, and you run your restaurant business with pride.



## 3. Install a window sign.

Unlike a free-standing sign or backlit display, window signs can be installed at a relatively low cost. Applying pre-made decals or hiring a professional to hand-paint your name and logo can boost your curb visibility.



## 4. Refinish your chairs.

If you can't do them all at once, work on them a little at a time. Move the ones that can wait into a darker area or away from the front.



## 5. Invest in aprons.

A fresh, coordinated uniform look for your staff — even just matching shirts — can go a long way toward making you look and feel like a team plus enhance your visual brand!



## 6. Put in task lighting.

Having a small light at each table, like candles, or battery-powered lamps can not only help set the mood, but also provide sufficient light for important tasks like reading the menu.



## 7. Repaint your bathrooms.

Keeping your facilities clean goes without saying, but freshening them up with a coat of paint or by replacing cracked, cloudy, or scratched mirrors eliminates a bad impression with your guests.



## 8. Bring in new artwork.

What you hang in your dining room doesn't have to be expensive. It could be as simple as creatively-arranged blank canvases painted in solid, pleasing colors. The canvas itself can help with soundproofing your space if it tends to be too loud.



## 9. Get organized in the kitchen.

This may not impact your customers directly, but updating the little things in your kitchen that keep you organized, like plastic bins for food storage, can improve the efficiency of service and make cleaning an easier task.



## 10. Reprint your table menus.

Nothing says "We're old and tired" like faded, scratched, or ripped menus handed to a guest looking for a great, fresh experience. This is a good time to re-check the profitability of your menu prices, too.



## 11. Replace your check presenters.

This is another small, but impactful way to make a good impression on guests that can get overlooked. Your servers will appreciate not having customers distracted by a worn folio before deciding on their tip amount.



## 12. Install new safety floor mats in the kitchen.

This is a critical and inexpensive item to keep maintained to prevent slips, fatigue, and accidents. Make sure you find a brand that resists grease and mildew growth, so cleaning will be easier.



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— Lisa Hirt, Owner  
*Nuevo Modern Mexican & Tequila Bar, Cleveland & Akron, OH*  
*Rewards Network client since 2014*

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