

Homeowner Insights

Modernize surveys thousands of homeowners who are evaluating home improvement projects each quarter. In the first half of 2018, we learned a lot about how homeowners choose contractors and why they start their projects.

How Homeowners Choose Contractors



Nearly **50%** of homeowners polled prefer to gather 3 estimates before making a decision on a home improvement project.



43% of homeowners will select a contractor based on the estimated cost... followed by **28%** who will choose based on ratings.



The majority of homeowners looking to complete a project did not have a contractor preference, but when they did, they overwhelmingly preferred to use a small, local company.

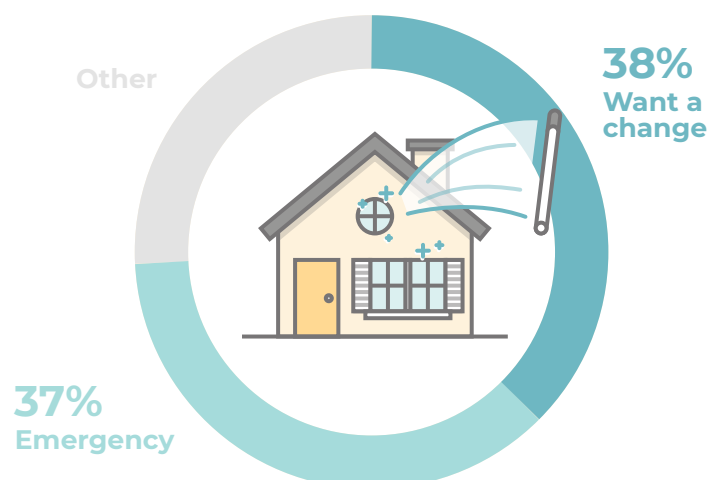


46% of homeowners depend on their contractor for brand/manufacture recommendations.

A majority of homeowners still prefer to be contacted via phone call by contractors.



Why Homeowners Pursue Upgrade Projects

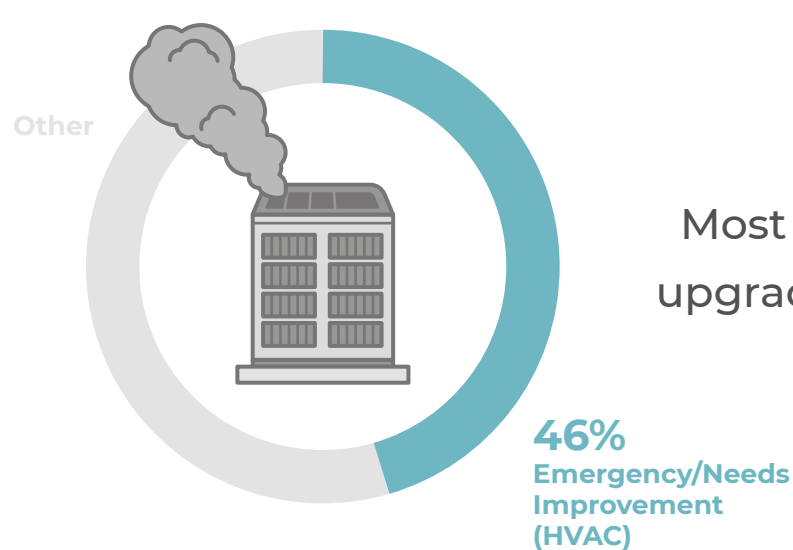
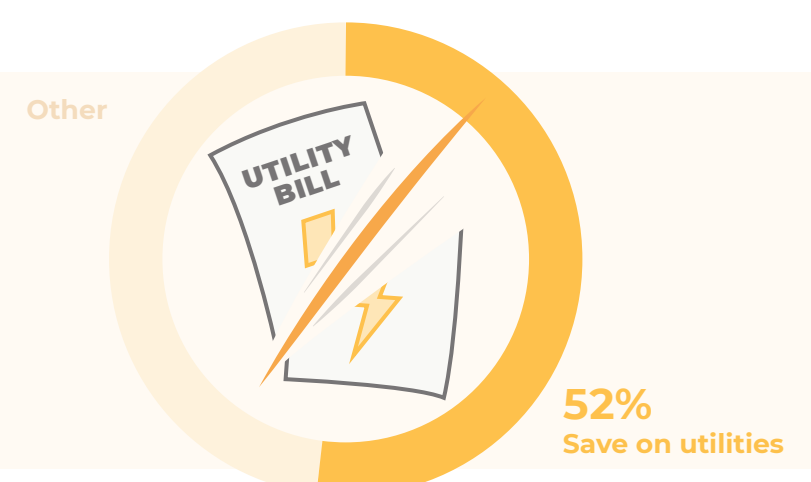


WINDOWS

Window and roofing projects are typically motivated by either (a) a desire for aesthetic change OR (b) a necessary emergency repair/replacement.

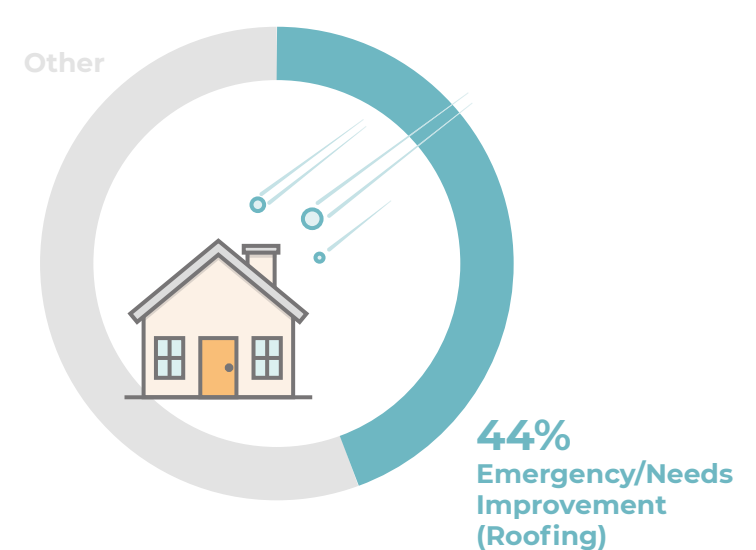
SOLAR

Solar projects are largely motivated by a desire to save on utilities.



HVAC & ROOFING

Most homeowners polled will wait to upgrade their HVAC or roofing until it's an emergency/necessity.



LESS IMPORTANT FACTORS IN UPGRADE DECISIONS



Promotions don't motivate most homeowners to begin a project.

Increasing home value is not a primary consideration when contemplating a project.



Data from Modernize surveys of over 2,500 homeowners throughout Q2 2018.

Ready to grow your business?

LET'S GET STARTED