

2024

Modernize Homeowner Insights Report



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Introduction

We are excited to present the 2024 edition of our Annual Homeowner Insights Report. This marks another year of delivering insights into homeowner behaviors, preferences, and challenges.

Our goal with this report is to provide a comprehensive overview of the key trends and findings in the home improvement industry. We delve into the various factors that influence homeowner decisions, the challenges they face, and the opportunities for contractors to improve their processes. This report would not be possible without the dedication and expertise of our research team and the contributions from our homeowners. Their combined efforts enable us to analyze and interpret the data, offering actionable insights for businesses of all sizes.

We've noticed changing trends among homeowners, from how they budget to the value they place on having a network of reliable home professionals. We've observed creative ways to finance projects and a growing interest in educational resources that help homeowners make informed decisions. The world of home improvement is constantly evolving, with homeowners looking for more customized and efficient solutions to meet their needs.

By understanding the insights shared in this report, home improvement businesses can better align their strategies with homeowner expectations, ultimately driving customer satisfaction and business success.

As Modernize Home Services, we help home service professionals from inquiry to install. Because we're plugged directly into a vast network of homeowners, we can deliver insights that capture what's happening on the ground in the home improvement industry. We know what homeowners want and need because we're hearing it straight from them.



04

•————•
Practical Support



About the 2024 Homeowner Insights Data

This report, prepared by Modernize, contains comprehensive data collected from April to July 2024, surveying 150,987 homeowners interested in a range of projects including Bathrooms, Flooring, Gutters, HVAC, Roofing, Siding, Solar, and Windows. The 2024 survey data is the primary focus of this report, but we also reference data from the previous three years to highlight trends within the industry.

The time between the end of data collection in July 2024 and this report's publication has been spent acquiring, anonymizing, and aggregating the data. Note that the values displayed throughout this report accurately represent the data, but some may not total 100% due to rounding. Our team meticulously analyzed the dataset, created graphics, and authored the report.

Why Do We Do It

We're in the business of connecting high-quality leads with the companies that can serve them best. Our data helps you identify untapped market opportunities and craft impactful marketing messages. Ultimately, our insights are designed to assist you in developing strategies that drive growth and address the evolving needs of homeowners.

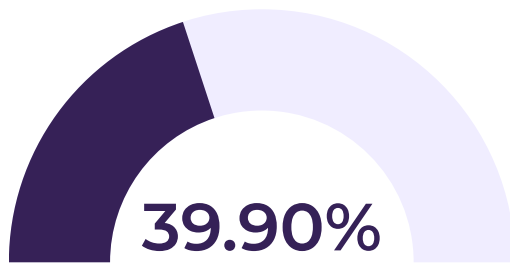
When using statistics, figures, and information from this report, please cite "Modernize 2024 Homeowner Insights Report," and don't alter the content. For sharing, please provide this link: <https://modernize.com/contractor-resources/ebooks/2024-homeowner-insights>

06

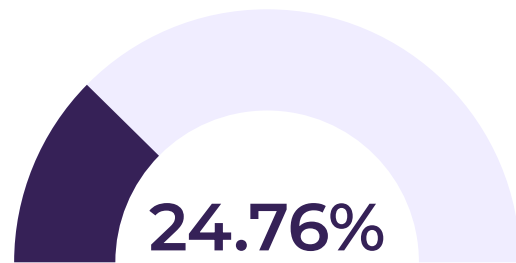
**Motivations and
Research Behavior**

Primary Motivation for Home Improvement Projects

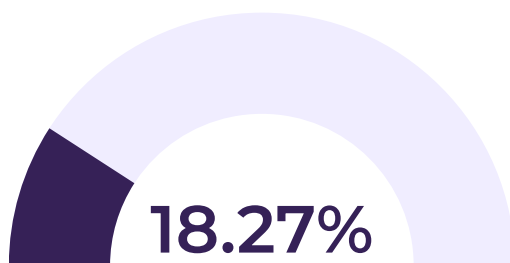
FIG 1: What is your primary motivation for your upcoming project?



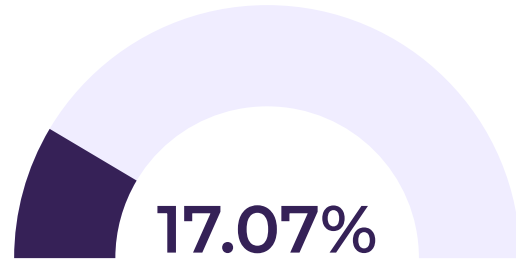
I need to repair
or replace due to
damage.



I want to increase
the value of my
home.



I want to increase
my home's safety.



I want to save
money on my
utility/electric bills.



FIG 1

IN-DEPTH ANALYSIS

Home Value and Efficiency Are Key Motivators

While 39.90% of homeowners are driven by the need to fix damage, many others are focused on bigger improvements. 24.76% want to increase their home's value, 17.07% are looking to cut down on energy bills, and 18.27% are prioritizing making their homes safer.

From this, we can see that 60.10% of homeowners are looking at comprehensive remodels and upgrades, not just repairs.

Investing for Future Gains

Enhancing home value is a strategic move for 24.76% of homeowners. This means for nearly a quarter of homeowners, home improvement projects are investments made with an eye on future financial returns.

What to Do With This Data

At Modernize, thousands of homeowners visit our site to read articles detailing the ROI of projects like Windows, Siding, and HVAC upgrades. Create a marketing campaign showcasing the return on investment for specific home improvements, such as kitchen remodels or adding energy-efficient windows. Use before-and-after photos and data on how these upgrades can significantly boost home value. Feature testimonials from homeowners who have seen their property values increase due to these improvements.

Homeowner Emotions Before the Project

FIG 2: How are you feeling ahead of your project?

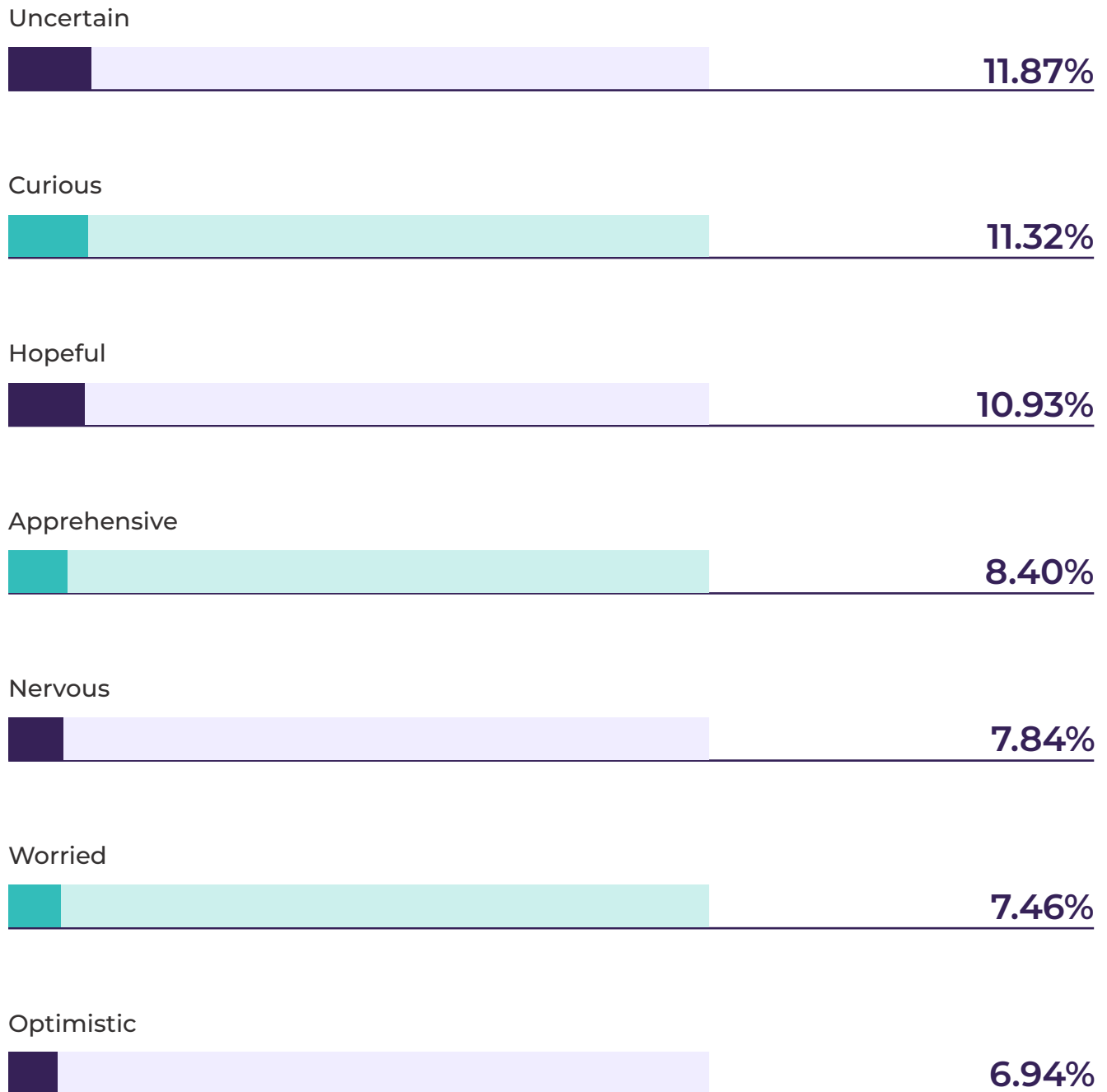
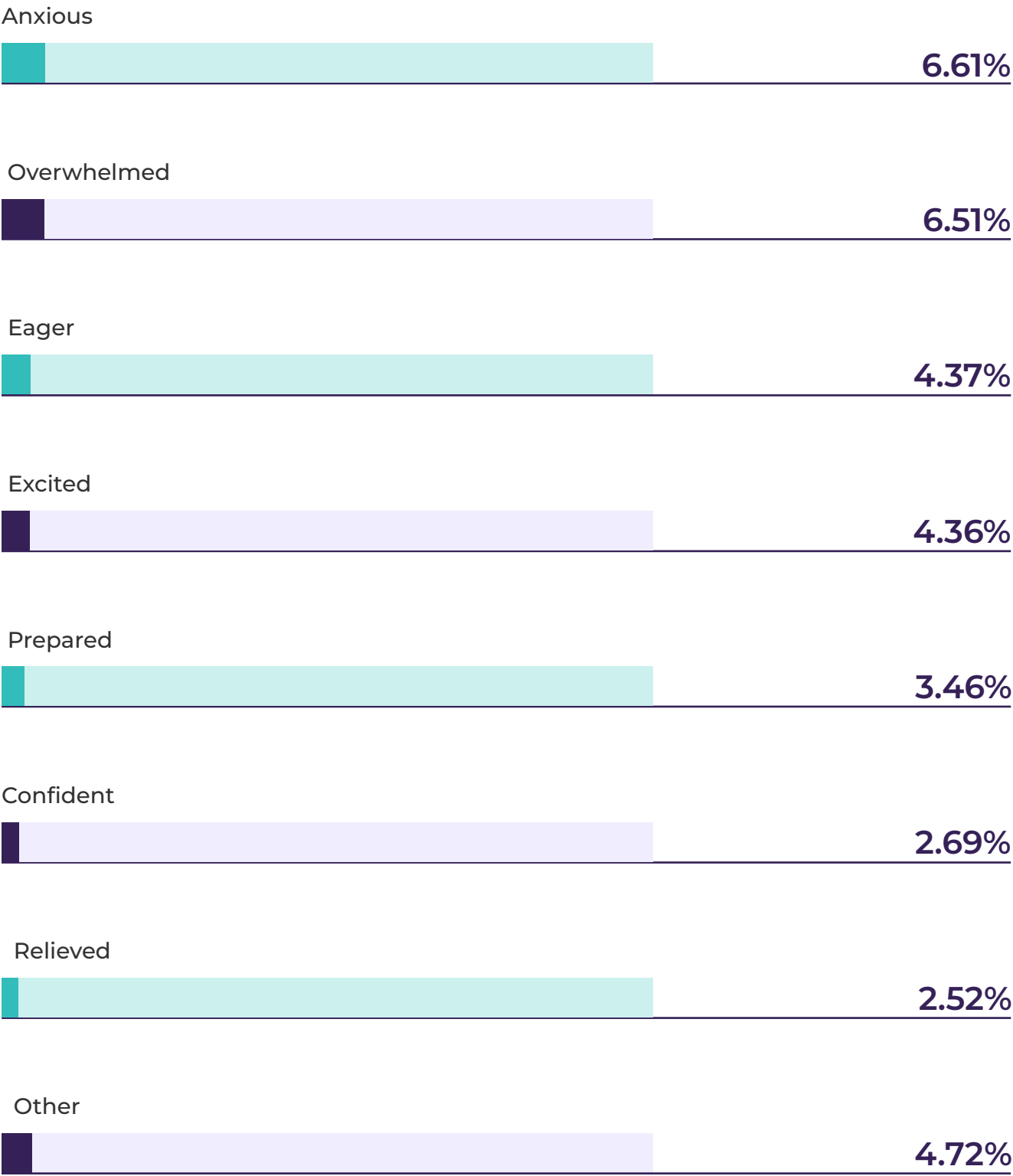


FIG 2: Continued



*Responses: 13,017



FIG 2

IN-DEPTH ANALYSIS

😊 Homeowner Emotions

Homeowners have many different feelings when they start their projects. The two most common responses are “uncertain” at nearly 12% and “curious” at around 11%. This indicates a need for more information to help homeowners make confident decisions.

More critically, feelings like worry (7.5%), nervousness (nearly 8%), and fear (8.4%) are common. These feelings are mostly about the project cost, how well the project will turn out, and whether they can trust their contractor. In addition, few homeowners feel excited or hopeful.

Time Dedicated to Project Research

FIG 3: How much time have you dedicated to researching your project?

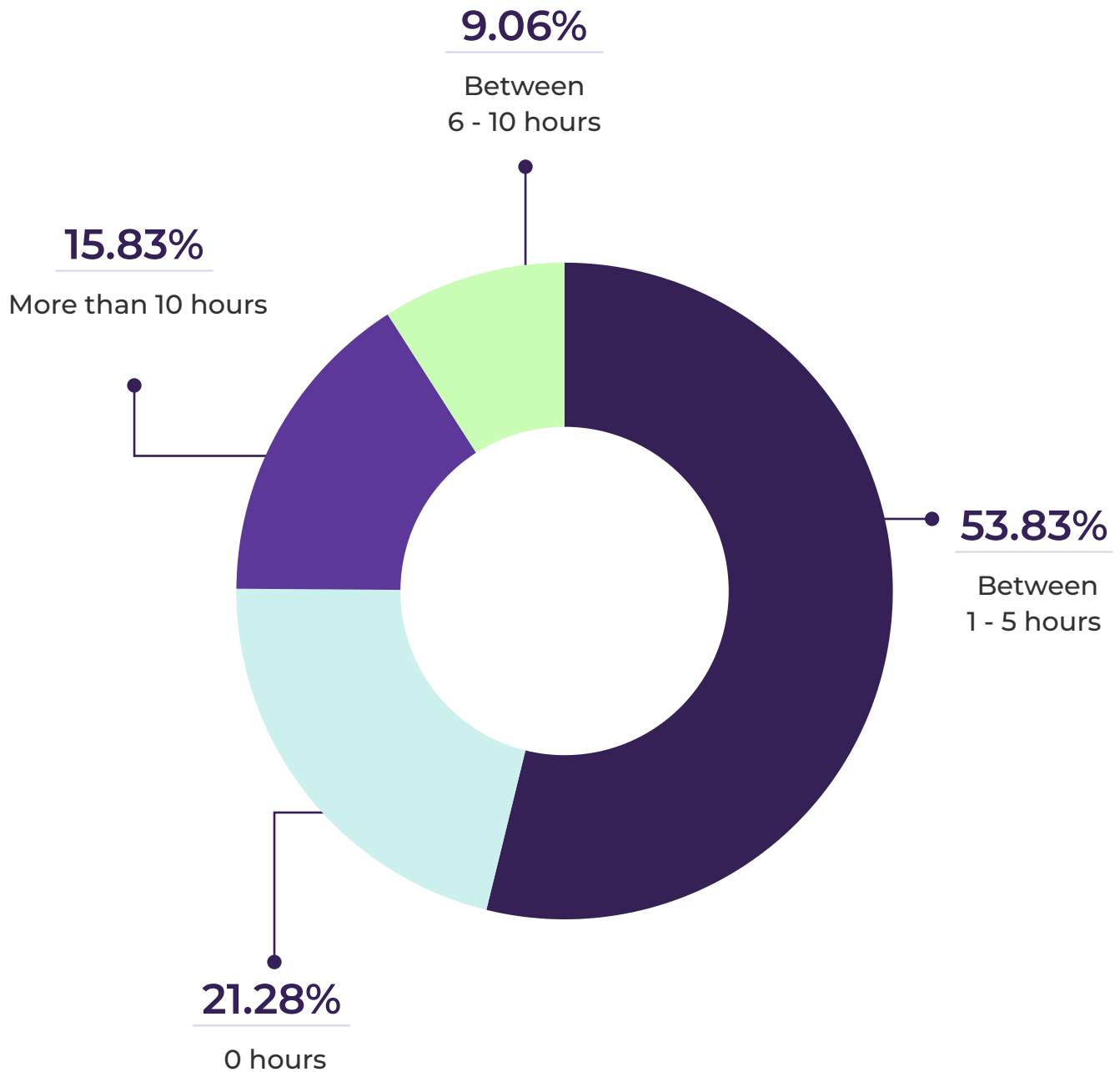




FIG 3

IN-DEPTH ANALYSIS

Research Commitment

The majority (53.83%) of homeowners have invested between one and five hours in project research, pointing to a basic level of engagement that may not fully cover all aspects of project planning. This is contrasted by the 21.28% who have not invested any time in research.

What to Do With This Data

These statistics highlight a preparation gap where contractors can leverage their expertise to positively influence homeowners' buying decisions and enhance project execution and satisfaction.

Here are some ways to add value and promote services throughout the homeowner journey:

1. **Free Testing Kits:** Offer free testing kits (e.g., for water filtration) to engage homeowners early and demonstrate value.
2. **Detailed Checklist:** During the first meeting, use a detailed checklist to thoroughly understand the homeowner's needs and preferences. This shows attention to detail and professionalism.
3. **Needs Assessment Report:** Provide a free initial consultation that includes a comprehensive needs assessment report. This helps homeowners see the value in choosing a contractor who invests time in understanding their project from the outset.

Online Resources for Homeowner Project Research

FIG 4: In addition to searching on Google, which online resources have been the most helpful with researching your project?

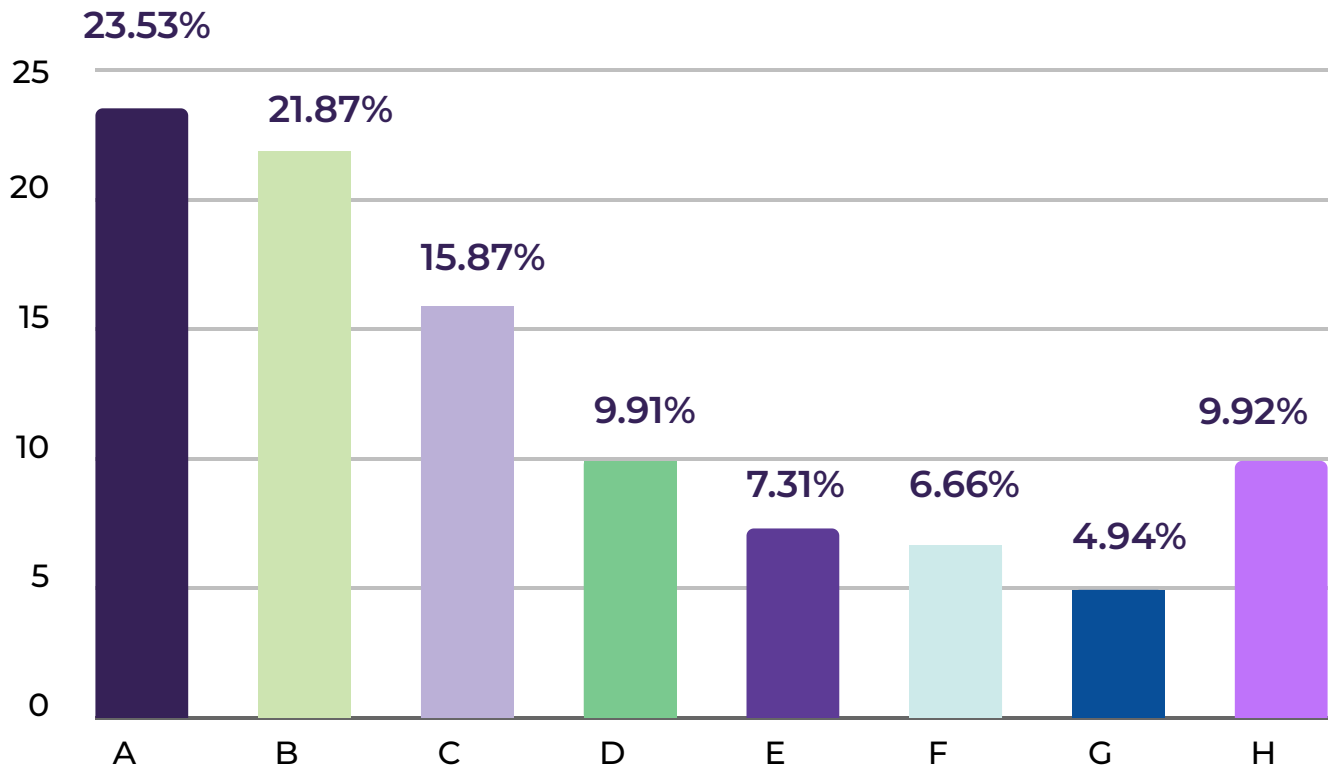




FIG 4

IN-DEPTH ANALYSIS

Popular Research Tools

Specialized home improvement platforms like Modernize, Angi, and Houzz (23.53%) along with retailer websites such as Home Depot and Lowe's (15.87%) are top resources for project research. Social media and YouTube also play important roles in giving project ideas and information.

Recommended Actions

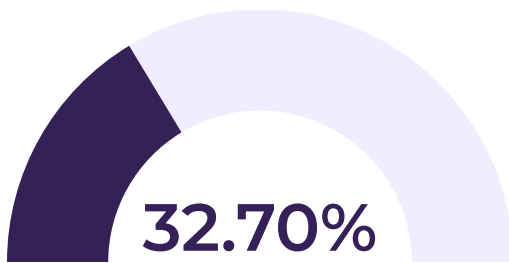
There are several ways to continue supporting homeowners effectively:

1. **Expand Content Depth:** Create detailed guides and step-by-step tutorials to help homeowners make informed decisions.
2. **Develop Interactive Tools:** Add project calculators and visualizers to make planning and budgeting easier for homeowners.
3. **Engage on Social Media:** Improve social media presence by sharing valuable content and talking with homeowners on platforms like YouTube and Facebook.

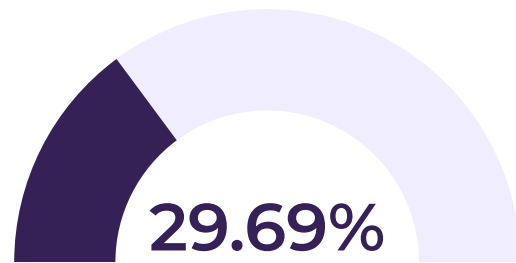


Planned Research Time Before Hiring

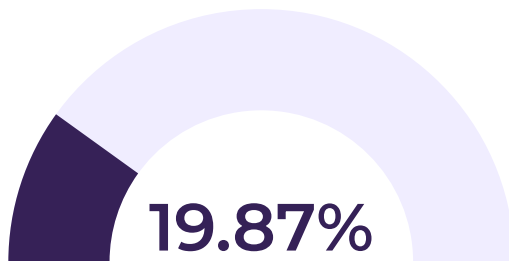
FIG 5: How much time do you plan to spend researching your project between now and hiring your contractor?



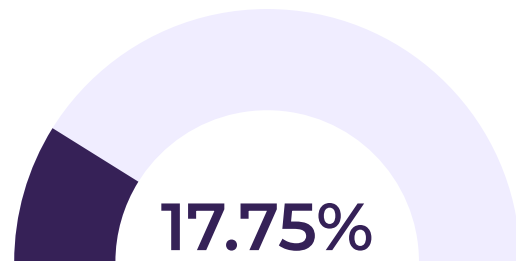
Between 1 - 5
hours



More than 10 hours



0 hours / Ready to
hire



Between 6 - 10
hours



FIG 5

IN-DEPTH ANALYSIS

Homeowners vary widely in how much time they spend researching projects before hiring a contractor. Some are ready to hire immediately, while others spend several hours gathering information. This range in research habits shows that home improvement companies need to provide tailored support and resources to meet homeowners' diverse needs.

Recommended Actions

1. **Clear Communication and Support:** Home improvement companies can significantly reduce homeowner anxiety by being transparent and supportive. By communicating clearly and setting realistic expectations, businesses can address common concerns and build trust, ultimately leading to higher customer satisfaction and loyalty.
2. **Better Use of Resources:** Homeowners frequently turn to specialized websites for guidance, but there's a growing opportunity for home improvement companies to enhance the quality of their online resources. Creating mobile-friendly guides and content allows homeowners to easily access your information on their devices. From January through June, Modernize received 1.5 million engaged sessions from mobile users. By developing detailed, user-friendly, and informative content, businesses can attract and retain more customers, ultimately driving engagement and satisfaction.
3. **Educational Marketing:** With homeowners divided on the amount of time they spend researching before starting a project, there's a clear need for marketing that educates. By offering detailed guides, planning tools, and checklists, home improvement companies can bridge the knowledge gap and assist homeowners in making well-informed decisions, regardless of their initial level of research.



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Contractor Selection

Key Factors in Contractor Selection

FIG 6: What are the most important factors — other than price — for selecting a contractor for your project?

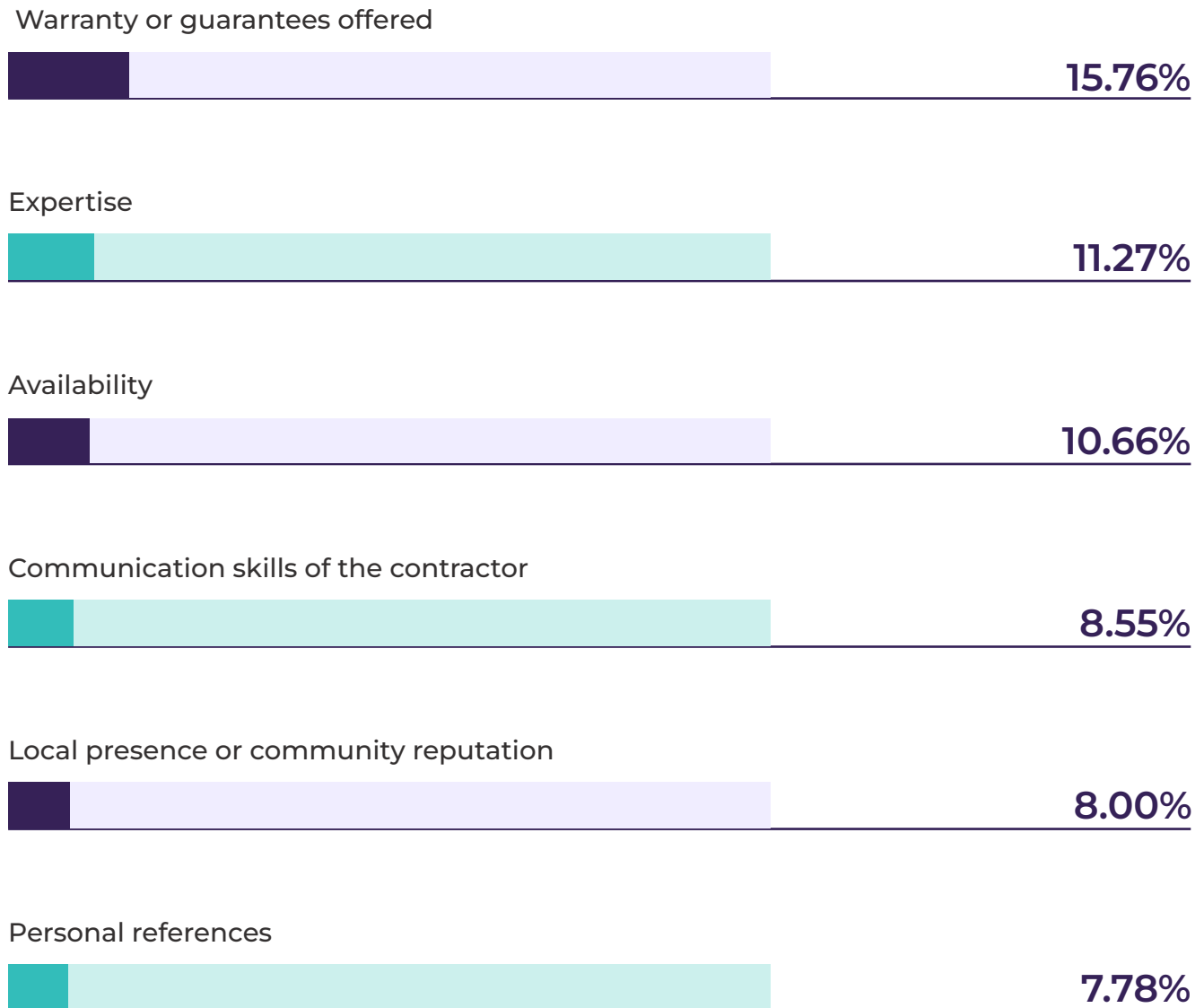


FIG 6: Continued

Online ratings and reviews



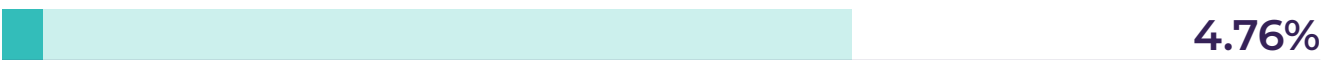
Brand of equipment/materials used



Previous projects/portfolio



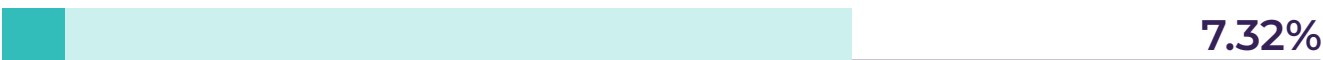
Presentation of contractor



Environmental sustainability practices



Other



*Responses: 7,610



FIG 6

IN-DEPTH ANALYSIS

Trust and Assurance Dominate

The two highest-rated factors — warranties or guarantees offered (15.76%) and expertise (11.27%) — indicate that homeowners prioritize accountability, trust, and assurance in a contractor's abilities. Homeowners seek to mitigate perceived risks associated with quality and reliability of the work.

Actionable Steps

Share detailed profiles of your team members, showing their qualifications, certifications, and years of experience. These can be displayed on your website as well as texted or emailed to homeowners in advance of a professional arriving at their house for the first time.

Real-Life Example

Companies like Einstein Moving in Texas have found success by [showcasing their team](#) and adding a personal touch to their "About Us" pages. Goettl Air Conditioning is another example of how effectively a company can highlight its long history and commitment to quality. An ["About Us"](#) page like Goettl's not only provides background and credibility but also humanizes the brand, making it more relatable and trustworthy to potential customers.

Primary Sources for Finding Contractors

FIG 7: What has been your primary source for finding contractors to begin your project?

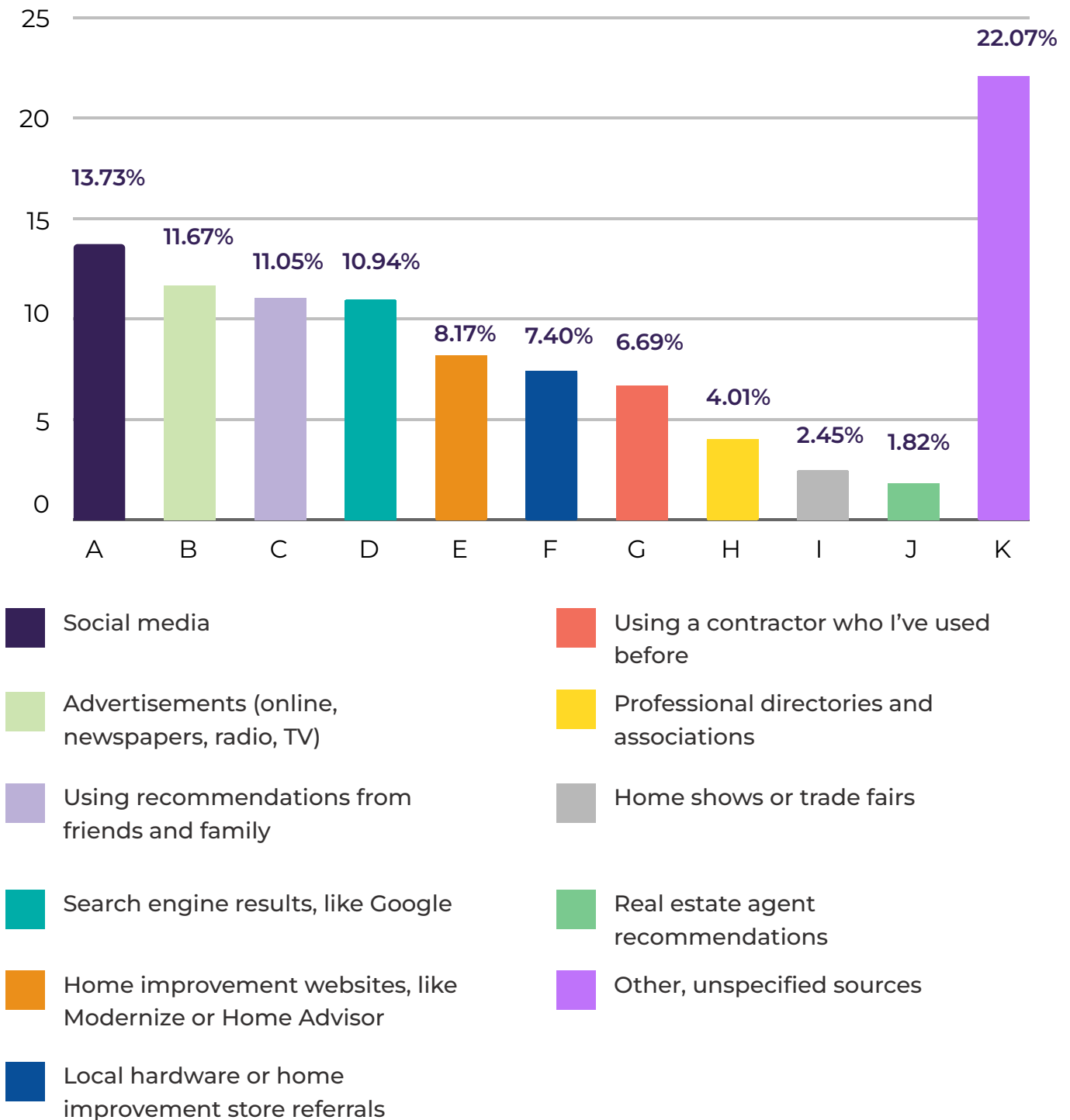




FIG 7

IN-DEPTH ANALYSIS

Primary Sources for Finding Contractors

Social media takes the lead as a go-to source at 13.73%, closely followed by ads (11.67%) and recommendations from friends and family (11.05%). A significant segment (22.07%) taps into a mix of other, unspecified sources despite a wide range of options to select, suggesting that homeowners may be using alternative methods like neighborhood forums, specialized apps, or other personal networks that fall outside traditional categories. This use of diverse sources highlights a fragmented market where homeowners are casting a wide net to find reliable contractors.

How to Use This Information

There is a valuable opportunity for contractors to strengthen their presence across multiple channels. By optimizing visibility on social media, investing in targeted ads, and leveraging word-of-mouth recommendations, contractors can effectively reach and engage with a broader audience. Embracing a multi-channel approach maximizes the opportunity for contractors to increase brand exposure and recognition among homeowners seeking trustworthy and dependable services.

Real-Life Example

At Modernize, we've seen increased engagement and set appointment rates — almost doubling in some cases — thanks to BestCompany.com, part of our Branded Programs. A big reason for this success is that homeowners can see both the brand and customer testimonials, which act like a digital brochure. This profile allows you to tell your company's story, highlight your unique selling points, expertise, and experience with written content, and showcase your commitment to quality by including positive reviews and video testimonials from satisfied customers. There's no reason not to replicate this success on your social media channels — go where your customers are.

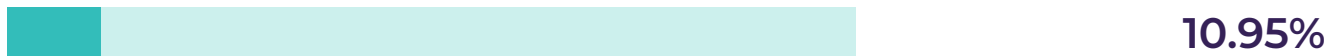
Least Desirable Contractor Sales Attributes

FIG 8: What attribute of a contractor's sales process would make you least likely to hire them?

Pushy sales tactics



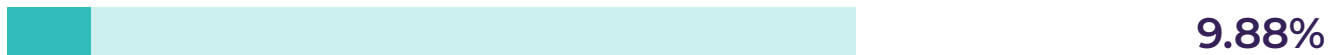
Poor professionalism (e.g., unprofessional appearance or behavior)



Not listening to or addressing your specific needs



No clear timeline for project completion



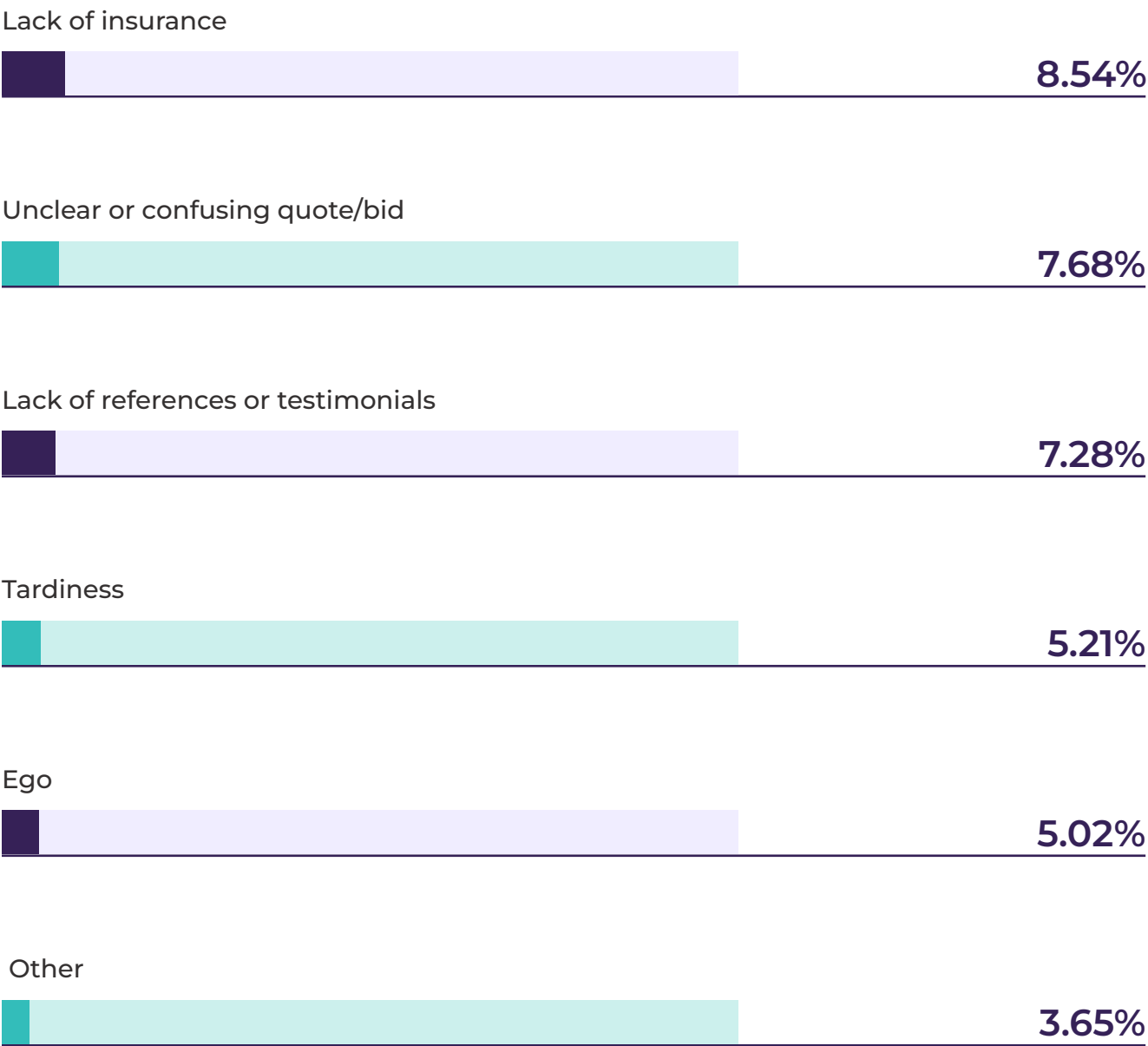
Lack of expertise



Lack of communication



FIG 8: Continued



*Responses: 9,258



FIG 8

IN-DEPTH ANALYSIS

Contractor Selection Criteria

Pushy sales tactics (12.82%) and poor professionalism (10.95%) top the list of reasons likely to deter homeowners from hiring a contractor. These issues reflect the importance of soft skills and customer service in the contractor selection process. Additional major concerns include lack of clear communication (9.13%) and expertise (9.27%), underscoring the demand for transparency and competency in interactions.

How to Use This Information

There is a valuable opportunity for contractors to stand out through exceptional customer service and professionalism. Avoiding aggressive sales tactics and demonstrating respect can build trust with potential customers. Clear communication and showcasing expertise address homeowners' needs for transparency and competency, improving a contractor's appeal and hiring chances. It's important to recognize the distinction between respect and likeability, however; [based on data](#) from Objective Management Group, it's clear that being likable isn't the primary driver of success in sales. The top performers (Elite 95-100) are not necessarily the nicest but are highly effective in their sales processes. They excel in quickly building rapport and demonstrating their expertise.

Initial Appointment Discussion Topics

FIG 9: What topics do you expect to discuss or review during the initial appointment? Select all that apply.

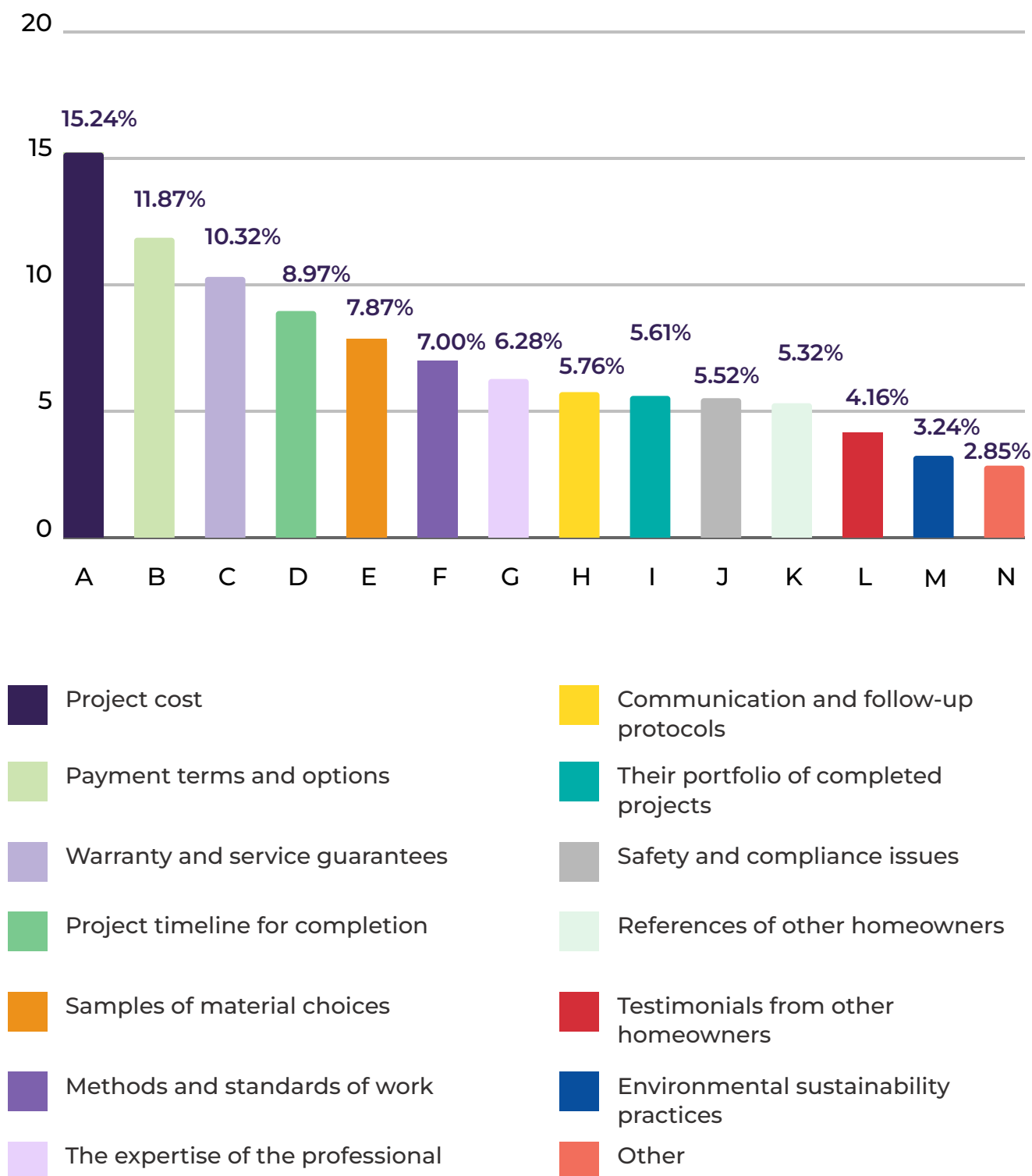




FIG 9

IN-DEPTH ANALYSIS

Initial Appointment Expectations

During initial appointments, homeowners prioritize discussions on project cost (15.24%), payment terms (11.87%), and warranty or service guarantees (10.32%). There is a strong inclination towards a need for clear and structured financial options and assurances on project outcomes.

Actionable Next Steps

Providing transparent cost estimates, detailed payment terms, and robust warranties can build trust with potential customers by addressing their top concerns. Highlighting these aspects in initial discussions demonstrates a commitment to clear communication and reliable service, increasing the likelihood of securing the project.



Branded Programs

Target High-Intent Homeowners With Branded Marketing

We build landing pages and online profiles just for you. No go-betweens — just a direct line between your brand and high-intent homeowners. These are exclusive leads who know you, trust you, and are ready to do business with you.



Benefits of the Branded Program



Custom Campaigns

Your brand, front and center, all the way through. From the first click to the final handshake, it's your name they remember.



Better Conversions

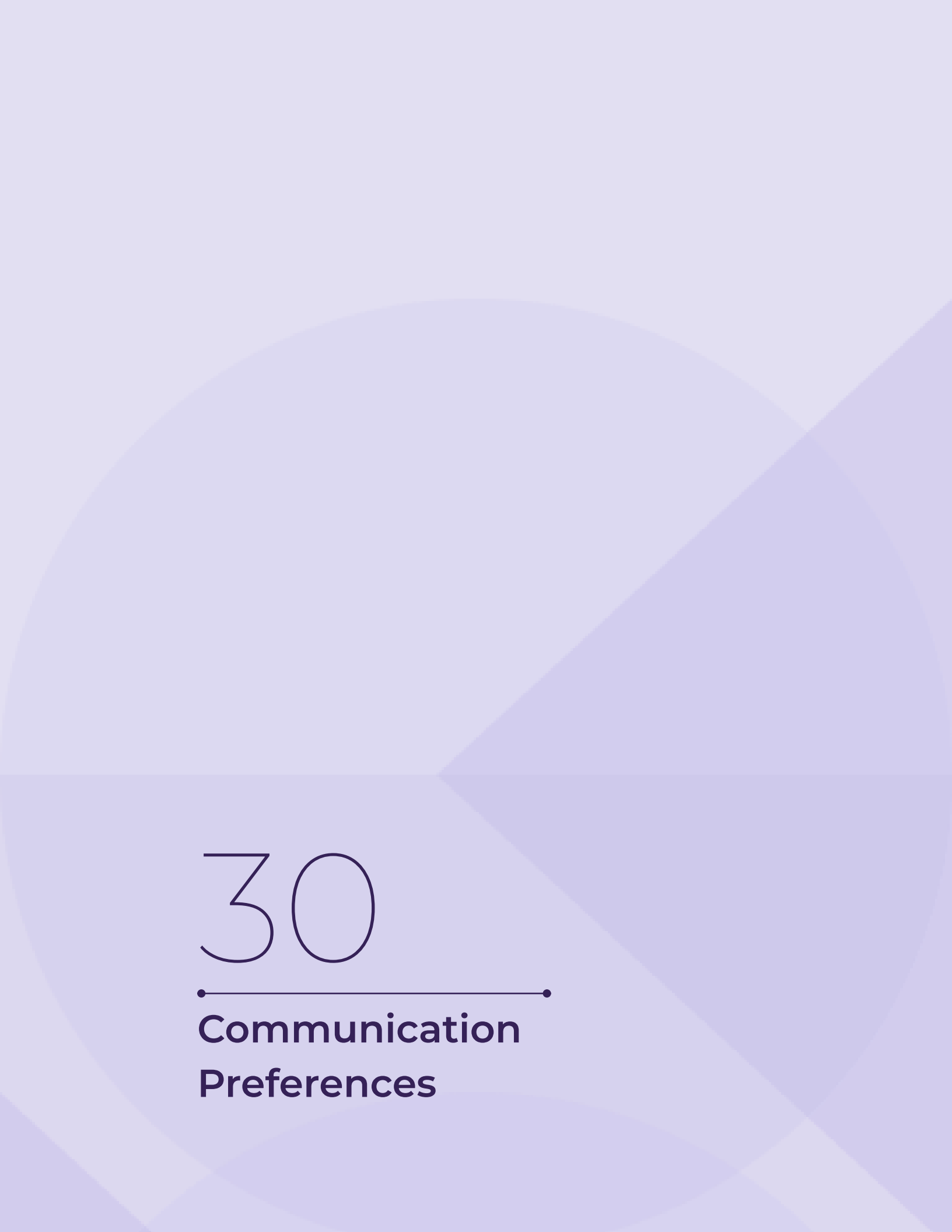
When they know your name, they are more likely to convert.



We've Got Your Back

We handle everything, acting like an extension of your marketing team.

[Learn More →](#)

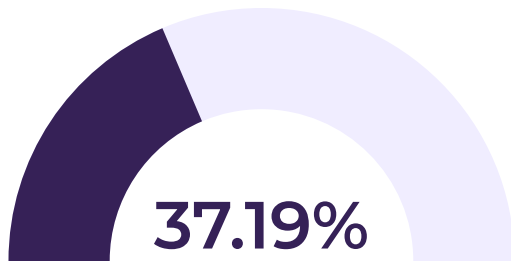


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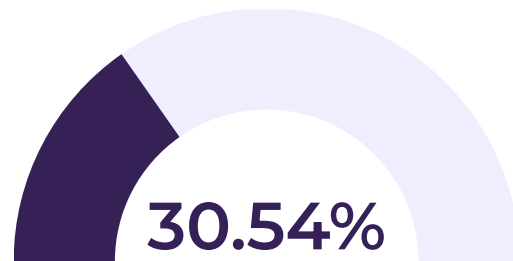
**Communication
Preferences**

Preferred Initial Contact Method

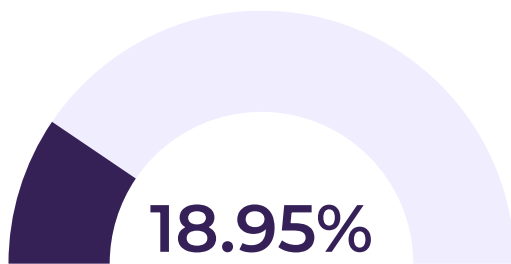
FIG 10: When booking a home improvement project, how would you prefer the contractor to reach out to you initially?



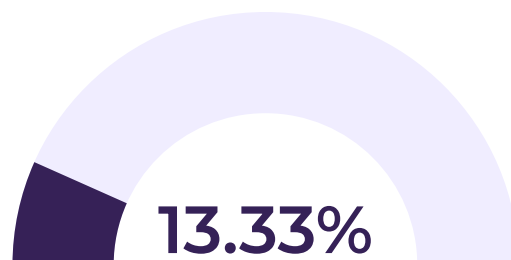
Phone call



Email



Text message



I want to book my
own appointment
online



FIG 10

IN-DEPTH ANALYSIS

Outreach and Appointment Scheduling Preferences

A significant preference exists for initial outreach via phone call (37.19%), with email also being a preferred method (30.54%).

What to Do With This Data

Emphasizing direct and personal communication, such as phone calls, early in the contractor-customer relationship can significantly enhance trust and rapport. Our Inbound Calls program supports this approach by instantly connecting contractors with pre-qualified homeowners, leading to increased engagement and conversions.

Scheduling Initial Appointment Preferences

FIG 11: How do you prefer to schedule the initial appointment?

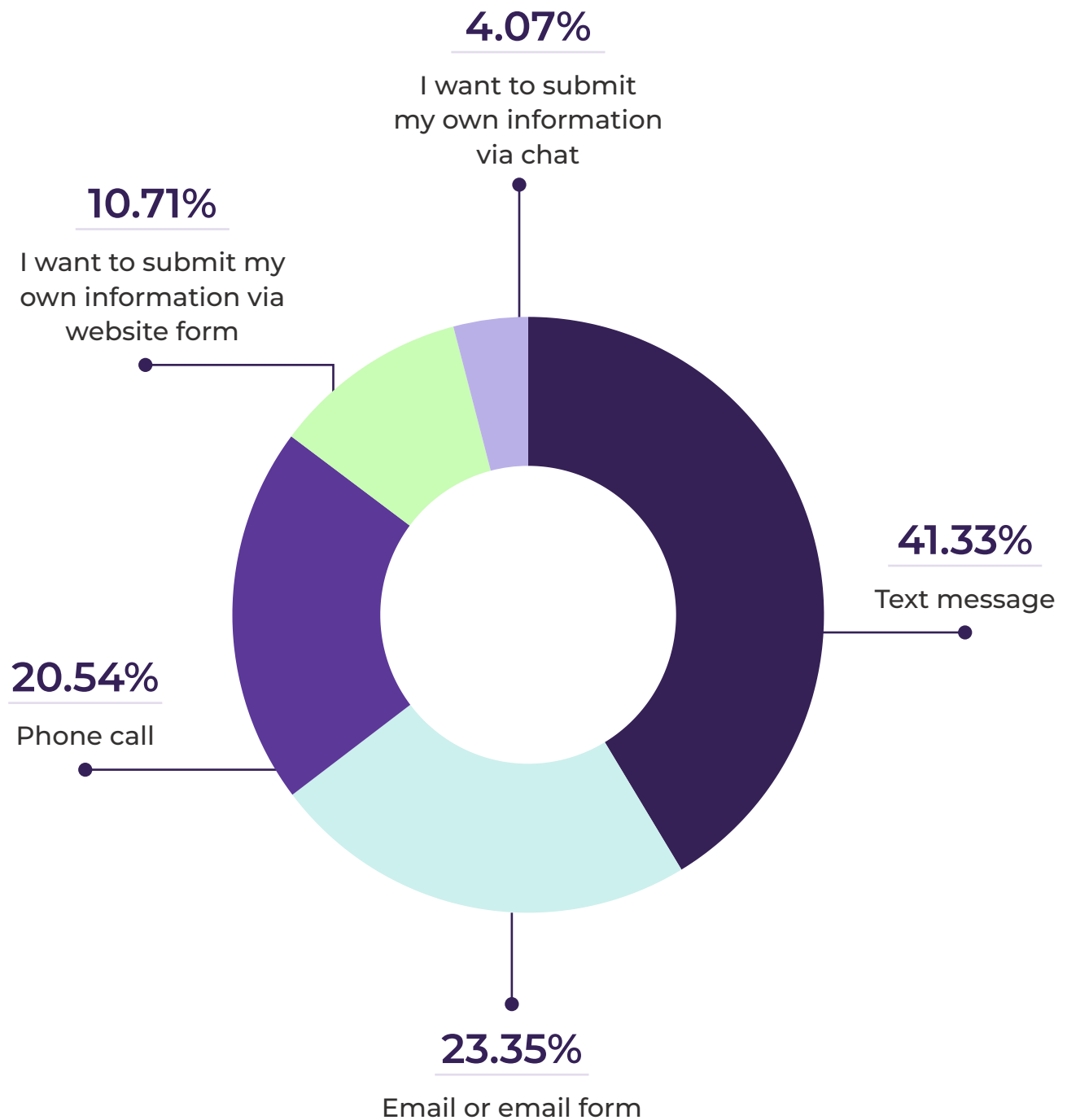




FIG 11

IN-DEPTH ANALYSIS

Scheduling Mechanisms

When it comes to booking the first appointment, text messaging is the preferred method (41.33%).

What This Data Tells Us

We see a clear shift towards convenience and instant communication, emphasizing the importance of efficient and accessible scheduling methods to meet homeowner expectations.

Real-Life Example

Leaf Home has leveraged this insight by implementing an online Self-Scheduler, allowing homeowners to book home visits for estimates with just a few clicks. Nina George, Chief Growth Officer at Leaf Home, noted on LinkedIn, “We strive to deliver a seamless and exceptional customer experience, and our online Self-Scheduler is the latest example of this commitment.” This tool not only increases appointments and reduces cancellation rates but also frees up time for the team, creating a win-win situation from both a customer experience and operational efficiency standpoint.



Preferred Method for Sharing Project Details

FIG 12: How do you prefer to share your project details with a contractor?

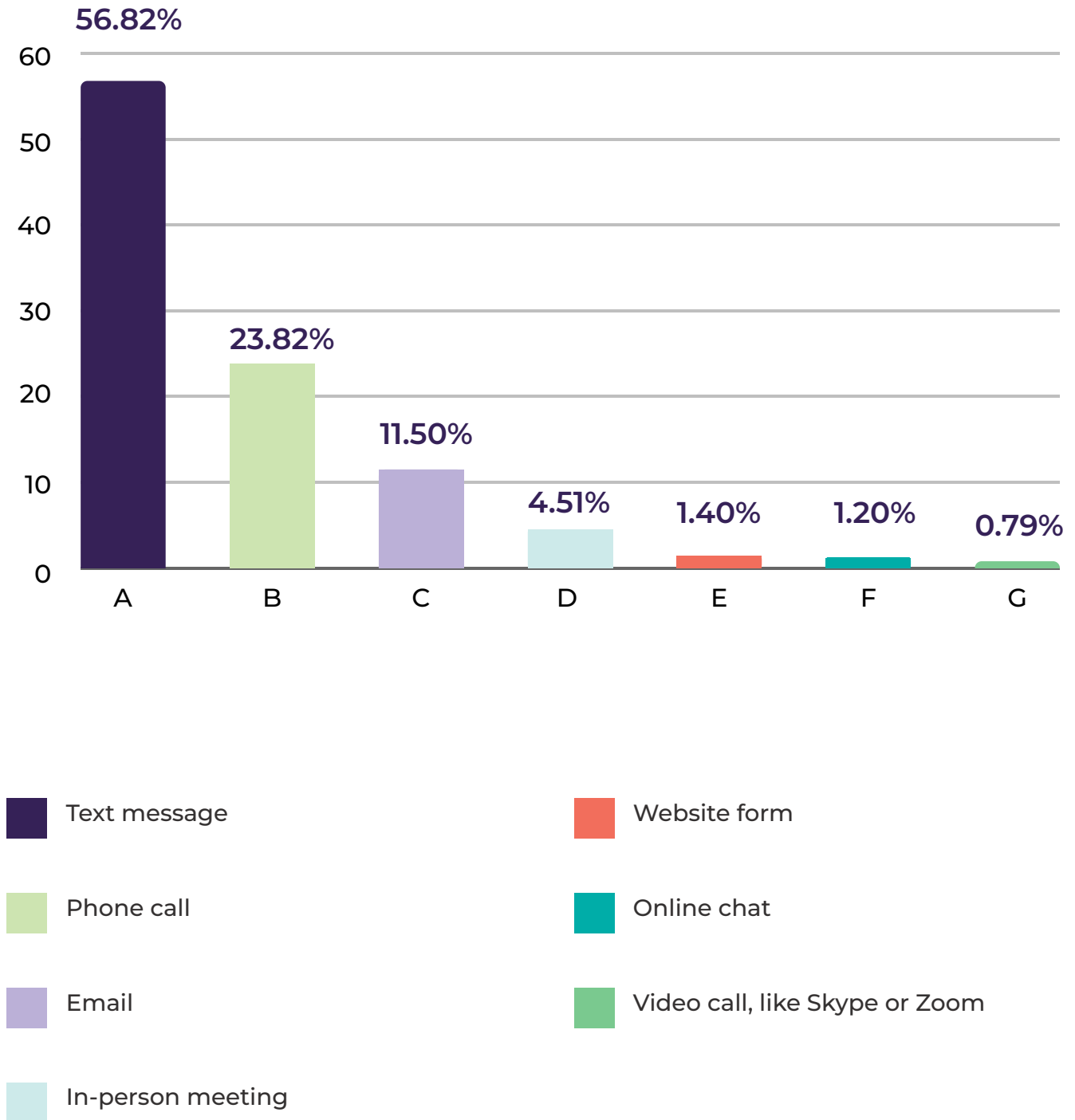




FIG 12

IN-DEPTH ANALYSIS

Communication Preferences

A majority (56.82%) prefer to communicate project details via text message, indicating a significant trend towards quick and accessible communication forms. While traditional methods like phone calls (23.82%) and emails (11.50%) remain relevant, they are becoming less dominant.

What This Data Signifies

Embracing text messaging for project communication can enhance responsiveness and efficiency, as it aligns with the growing preference for quick and accessible communication methods. While traditional communication methods remain relevant, they are becoming less dominant.

Preferred Method for Initial Meeting

FIG 13: How would you prefer to initially meet with a professional to discuss the scope of your project?

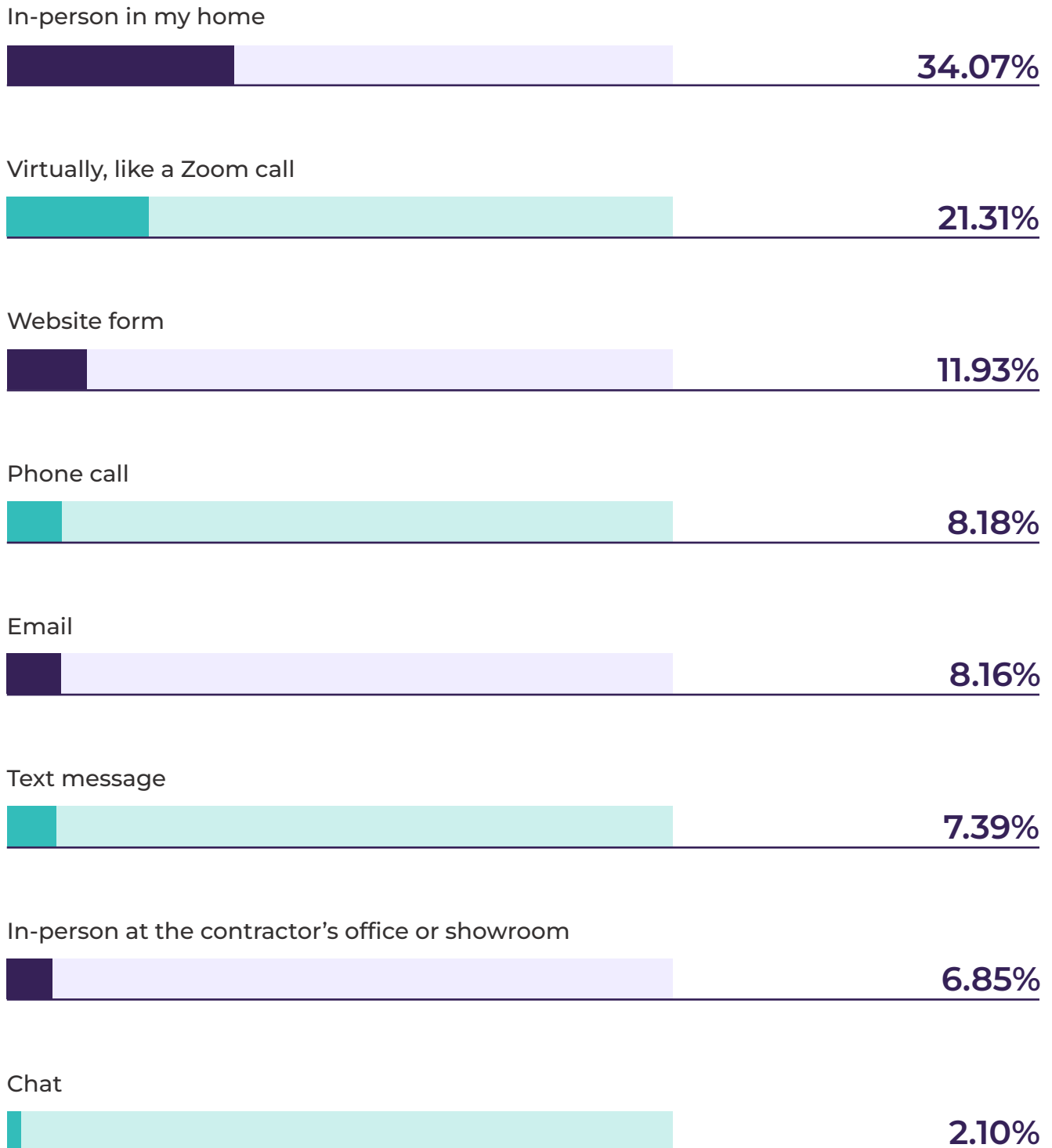




FIG 13

IN-DEPTH ANALYSIS

Meeting Preferences

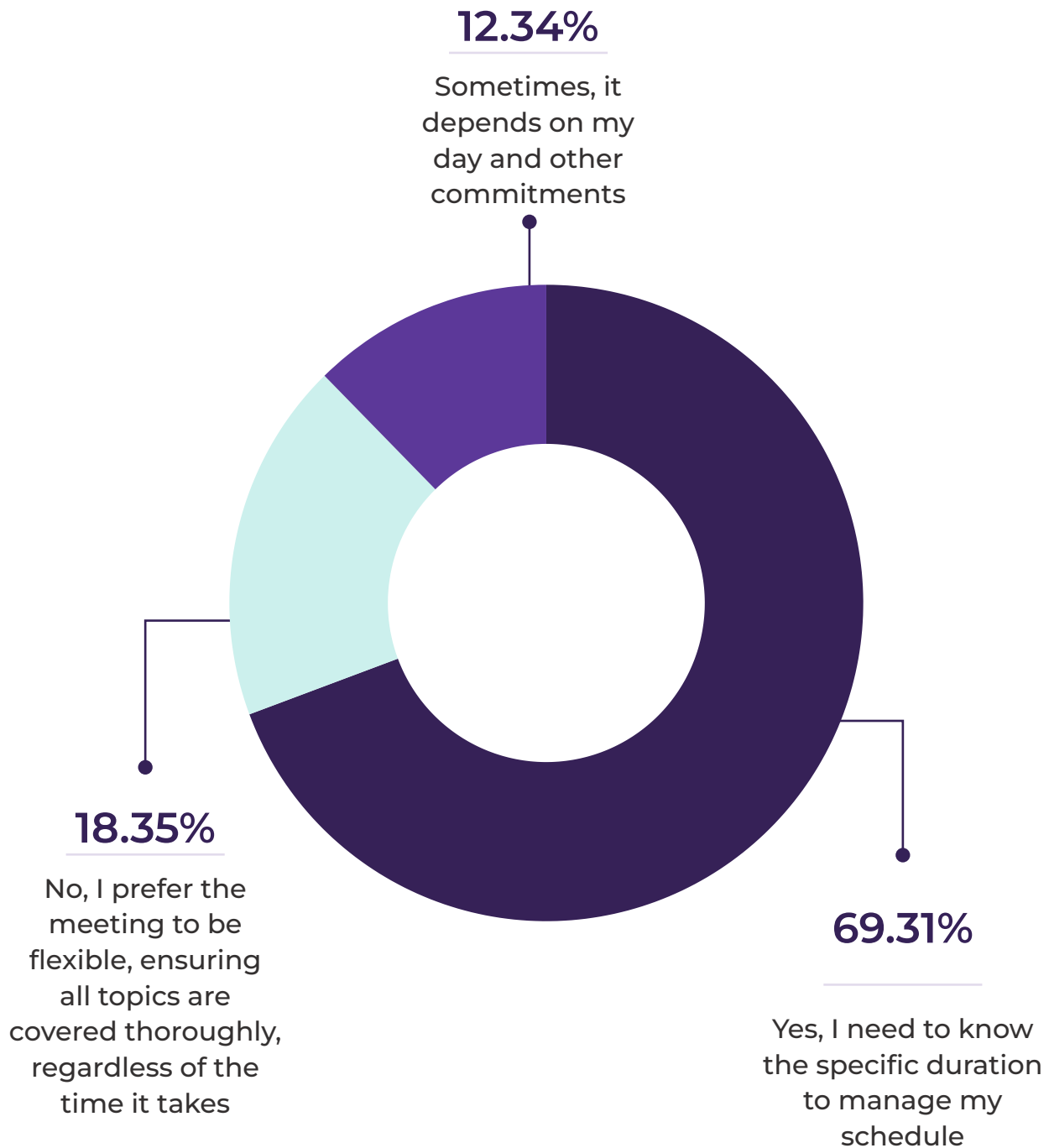
Homeowners show a stronger preference for in-person meetings in their homes (34.07%) to discuss project scopes, followed by virtual meetings (21.31%).

Actionable Insights

While digital tools are gaining ground, personal touch and providing a visual assessment directly in the homeowner's place remain crucial. Prioritizing in-home consultations can build trust and offer a clearer understanding of project requirements, leading to more effective planning and execution.

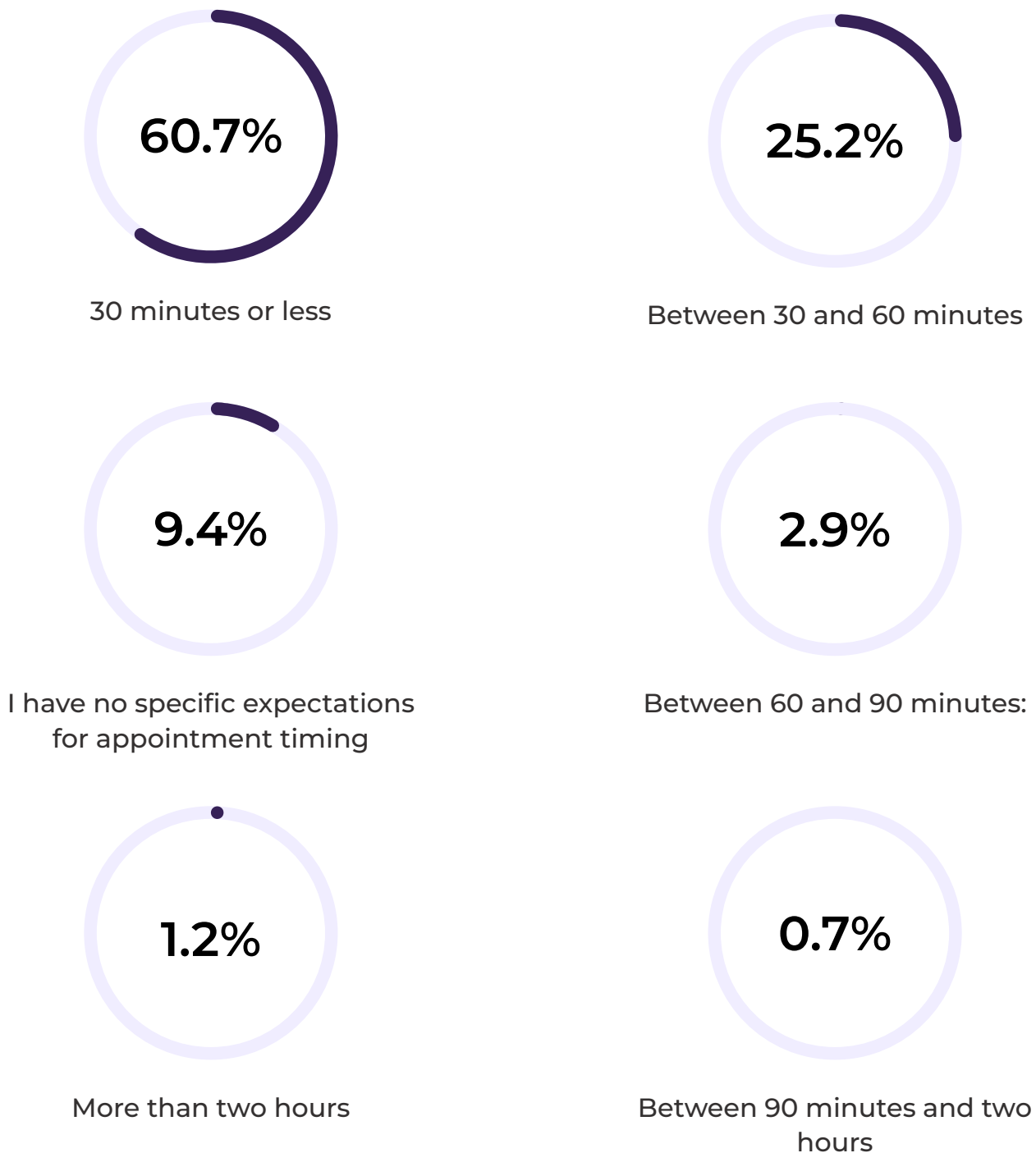
Preferred Meeting Duration Awareness

FIG 14: Before you meet with the professional for the first time, would you like to know how long the meeting will last?



Expected Duration of First Appointment

FIG 15: How long do you expect the first appointment with your professional to last?



Preferred Communication Methods During Project

FIG 16: After selecting your contractor, how would you like to stay in touch with them throughout your project?

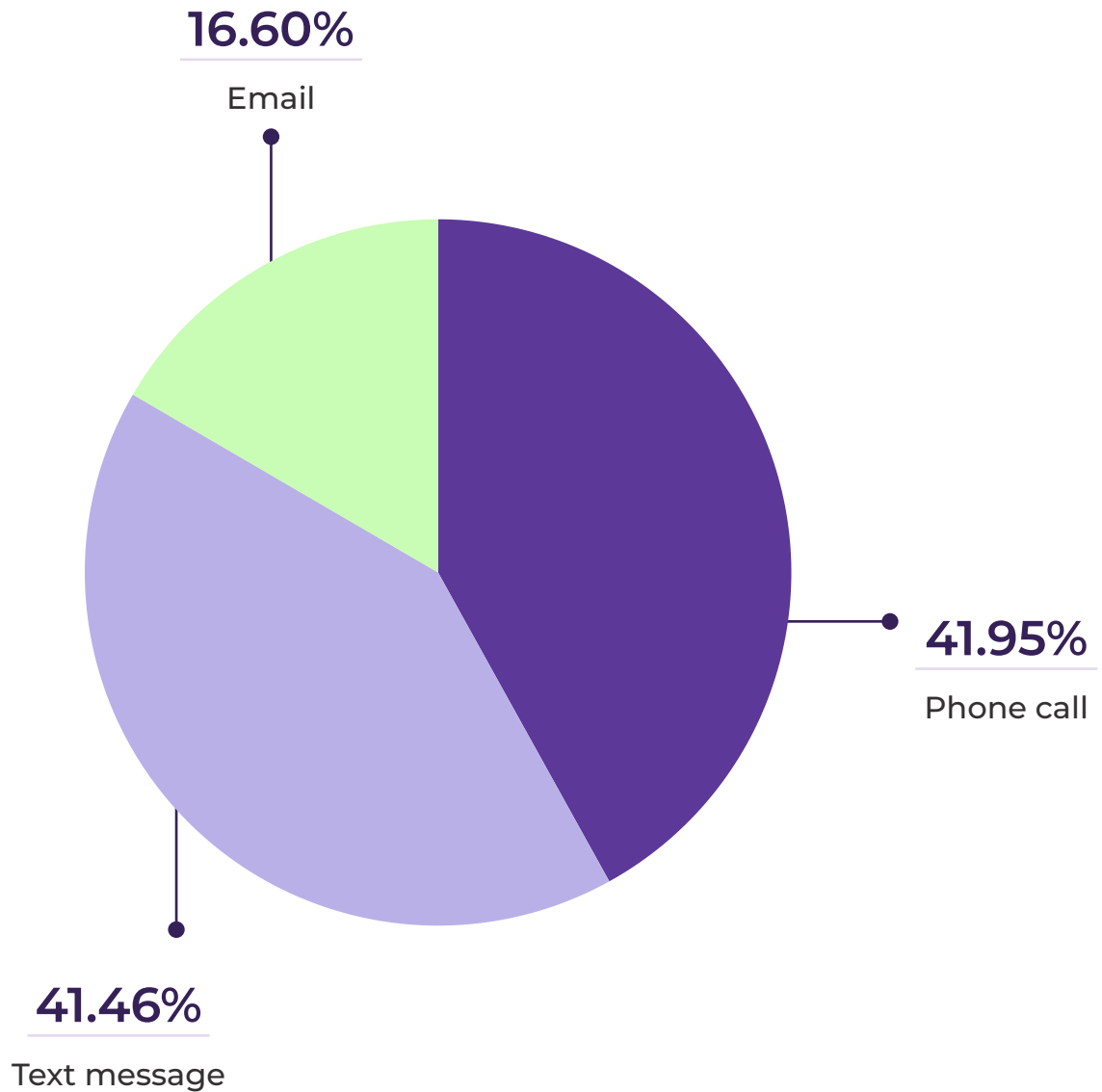




FIG 16

IN-DEPTH ANALYSIS

Communication Preferences

Equally high preferences for staying in touch via phone calls and text messages (approximately 42% each) reflect the demand for immediate and flexible communication channels during project execution.

Recommended Actions

Meeting homeowners' preferences for staying in touch via phone calls and text can enhance responsiveness and satisfaction, ensuring smooth and efficient project management.

- **Improve Communication:** Use phone, text, and online tools to keep clear and responsive communication. Send text updates and use online calendars for appointments.
- **Make Scheduling Easier:** Offer flexible time slots and confirm appointments via text or email to respect homeowners' time.
- **Enhance Initial Meetings:** Clearly state and stick to the meeting duration to build trust and show professionalism.
- **Educate on Projects:** Provide simple guides and videos on materials and products to help homeowners make informed choices.

Real-Life Example

In the sales industry, AI technology like [Siro](#) and [Rilla](#) are used to enhance communication and training, leading to better performance and customer satisfaction.

- **How It Works:** The tools record and transcribe sales conversations, providing instant feedback to improve performance. They analyze conversations to identify areas for improvement, helping sales reps refine their approach in real-time.
- **Benefits:** Many businesses have experienced increased close rates and reduced training times by allowing managers to provide targeted coaching based on real conversations. It offers insights into objection handling and delivery.
- **Application for Contractors:** Contractors can use similar AI tools to analyze customer interactions, improve communication processes, and enhance project management. This helps meet homeowner expectations for communication and fosters a more personalized and efficient experience.



Inbound Calls



Increase Your Inbound Call Volume

We connect you with homeowners ready to discuss their home improvement needs. Homeowners find us through our high traffic websites and call a number that goes directly to the right person on your team.



REAL-TIME CONNECTIONS

Engage with pre-qualified homeowners as they call to discuss their needs in real time.



OPTIMIZED CALL ROUTING

Each call is routed to the right person on your team for effective handling.



COST-EFFECTIVE

Get the most from your marketing budget by generating high-intent leads without the wait.

[Learn More →](#)

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Budget and Finance

Homeowner Financing Preferences

FIG 17: If financing were available, what percent of your project would you want to finance?

	2021	2022	2023	2024
0%	33.21%	22.48%	23.18%	22.10%
UP TO 25%	15.59%	15.29%	16.52%	25.33%
UP TO 50%	11.39%	33.38%	33.38%	33.21%
UP TO 75%	5.34%	3.53%	3.49%	3.13%
100%	34.47%	25.32%	23.42%	16.23%



FIG 17

IN-DEPTH ANALYSIS

Growing Comfort and Reliance on Financing

Between 2021 and 2024, the percentage of homeowners who chose not to finance any part of their project decreased from 33.21% to 22.10%.

What This Data Tells Us

The decreasing number of homeowners financing “none” of their projects indicates a growing reliance on external financing. Attractive options like lower interest rates and favorable terms make financing more appealing than using savings. As financing tools like [360 Finance](#) become more integrated into home improvement services, homeowners see these products as safe and beneficial for managing cash flow and investing in their properties.

Homeowner Project Budget

FIG 18: How much do you plan to spend on your upcoming project?

	2021	2022	2023	2024
< \$2,500	46.31%	62.68%	56.50%	53.04%
\$2,501 - \$5K	26.17%	26.21%	26.19%	29.52%
\$5,001 - \$10K	15.38%	6.25%	9.07%	9.55%
\$10,001 - \$15K	6.83%	2.73%	5.05%	4.28%
> \$15K	5.31%	2.13%	3.18%	3.61%



FIG 18

IN-DEPTH ANALYSIS

Increased Investment in Home Improvements

In 2022, only 37.32% of those surveyed were planning to spend more than \$2,500 on their upcoming project. In 2024, that number has grown to 46.96%.

The greater proportion of homeowners planning to spend above \$2,500 suggests that they are willing to invest more heavily in their properties because they have more confidence in their financial stability or in the housing market itself.

What This Data Tells Us

Our findings using the 360 Finance tool show that offering multiple loan choices from a single request boosts approval rates. This approach makes financing more available, especially for homeowners with different credit scores, helping them get the funds they need for bigger projects. Notably, even homeowners with lower FICO scores have seen substantial increases in approval rates, making it easier for them to secure funding for significant improvements.

Challenges in Home Maintenance and Improvement

FIG 19: What are the main challenges you face in maintaining or improving your home in the current economic climate?

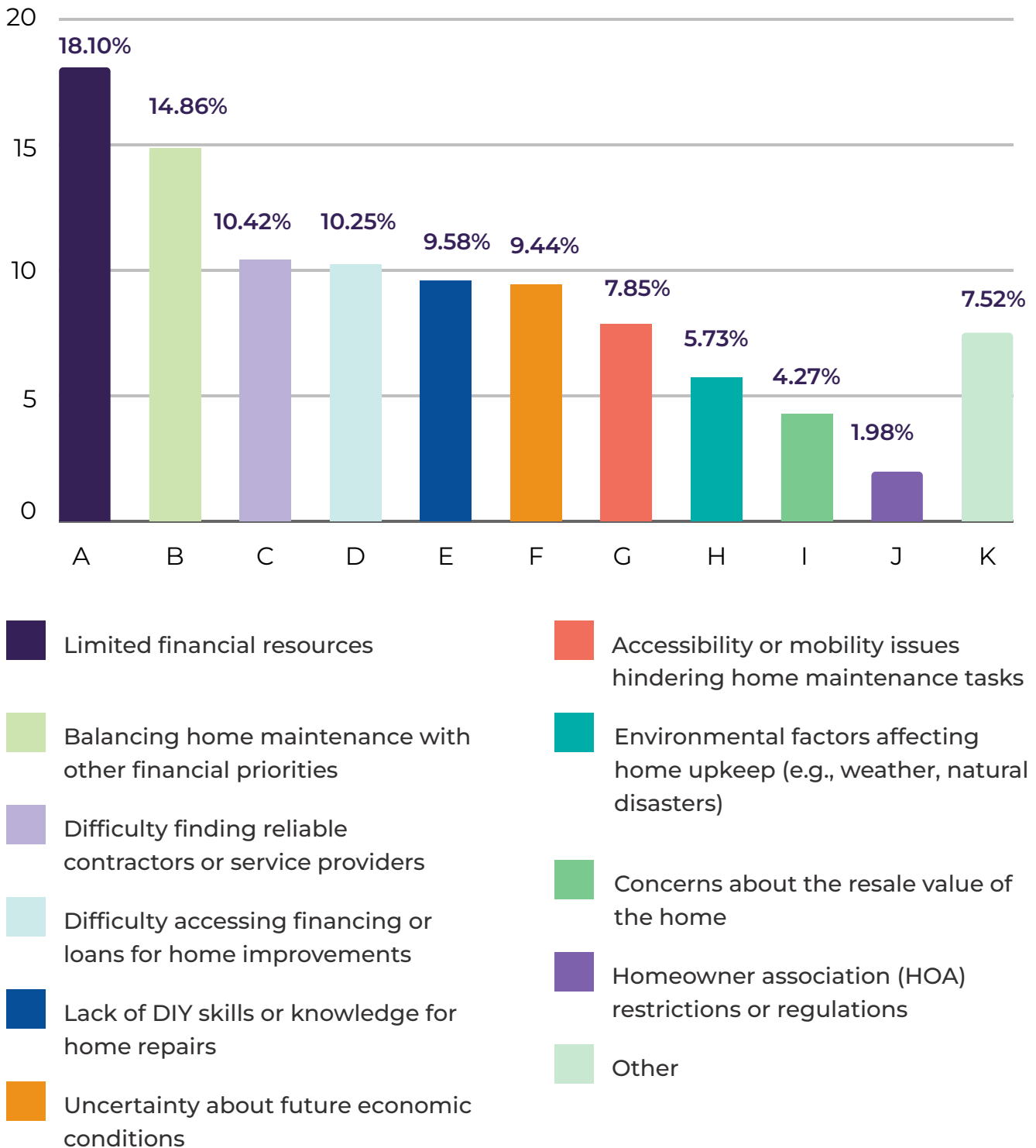




FIG 19

IN-DEPTH ANALYSIS

Main Financial Concerns

Limited financial resources (18.10%) and the challenge of balancing home maintenance with other financial obligations (14.86%) are primary hurdles, indicating financial pressure on homeowners.

Actionable Insights

To address these financial concerns, focus on the return on investment (ROI) of specific projects, such as windows or insulation, which can significantly reduce energy bills. Incorporating these benefits into marketing copy and sales presentations will help homeowners understand the long-term value and savings of home improvements, making it easier for them to commit to projects.

Contractor Reliability and Financing Obstacles

Difficulties in finding reliable contractors (10.42%) and accessing suitable financing (10.25%) represent significant operational and financial barriers for homeowners.

Contractors can address these challenges by building a reputation for reliability through consistent, high-quality work and transparent communication. Additionally, offering flexible financing options [or partnering with services like 360 Finance](#) can help alleviate financial barriers, making it easier for homeowners to proceed with their projects.

Challenges in Home Maintenance and Improvement

FIG 20: How many contractor's quotes will you compare ahead of your upcoming project?

	2021	2022	2023	2024
1	7.82%	13.40%	11.84%	14.44%
2	38.49%	36.39%	38.16%	42.02%
3	34.10%	30.33%	30.90%	27.90%
4+	19.58%	19.88%	19.10%	15.64%



FIG 20

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Increased Preference for Comparing Two Quotes

There is a clear increase in the percentage of homeowners who compare two quotes, rising from 38.49% in 2021 to 42.02% in 2024. This trend suggests that a growing number of homeowners are seeking to balance the need for multiple options without overwhelming themselves with too many choices.

Tools for Project Budgeting

FIG 21: If you created a budget, what tools were the most helpful in creating a budget for your project? Select all that apply.

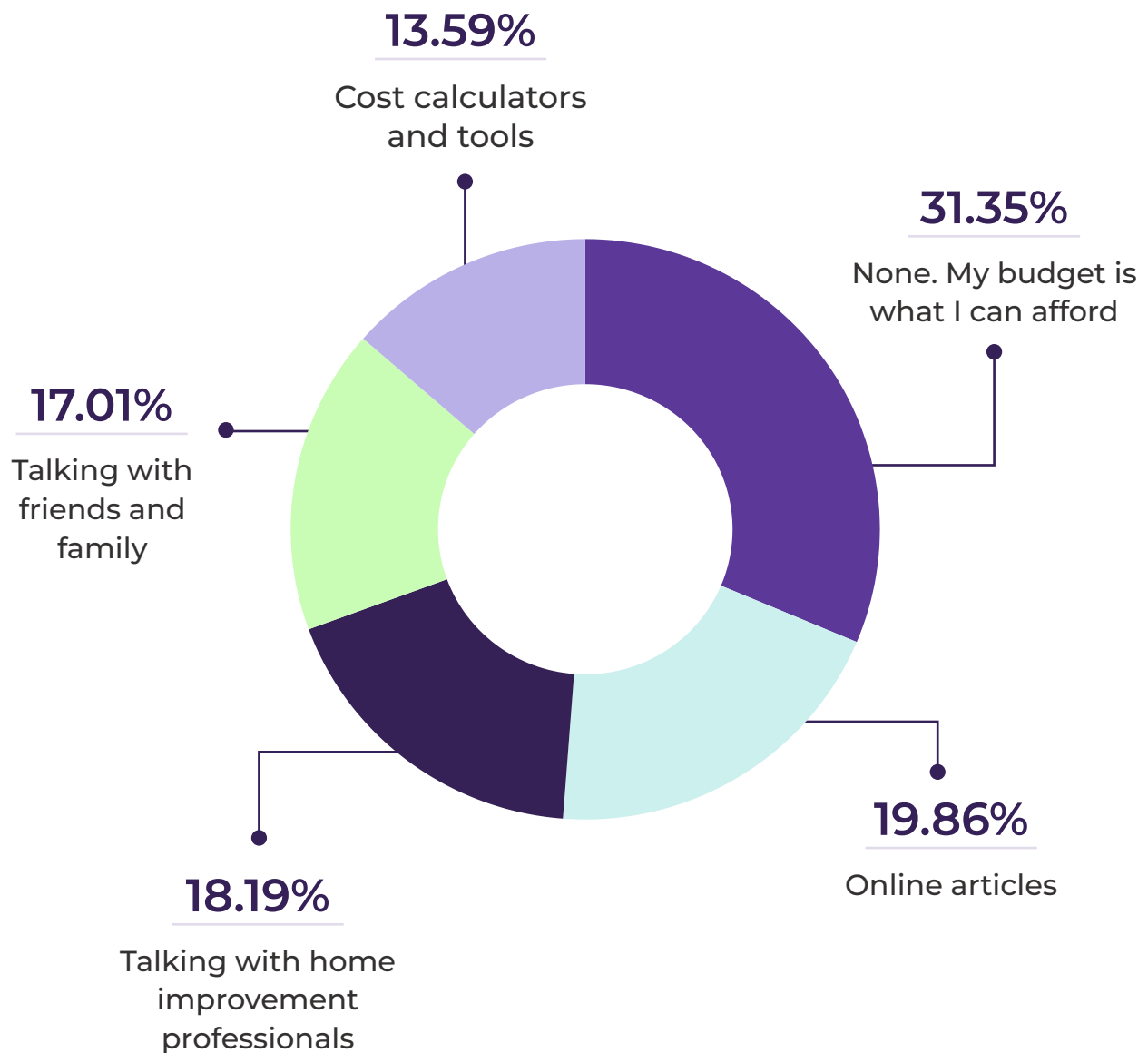




FIG 21

IN-DEPTH ANALYSIS

Tools for Budget Creation

For those who have budgeted, reliance on discussions with friends, family, and professionals, as well as on straightforward online resources, dominates. Notably, 31.35% of budgeters simply base their budgets on available funds, indicating a lack of structured financial planning.

Recommended Actions

Contractors can assist homeowners by offering detailed budget planning and financing tools that provide a clearer financial roadmap. By educating homeowners on creating structured budgets and demonstrating how to maximize their available funds, contractors can help facilitate more informed decision-making and encourage investment in home improvement projects.

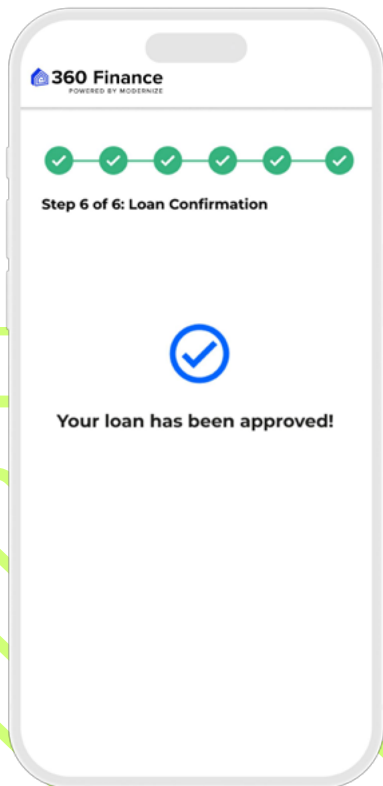
Real-Life Example

Modernize has developed several cost calculators that have proven to be valuable resources for homeowners trying to budget for their home improvement projects. From January 1 to July 31, 2024, our calculators for HVAC, Siding, and Window Replacements reached a combined total of 253,765 users. These tools help homeowners quickly estimate the costs associated with their projects, allowing them to plan more effectively.

Step Into the Elite Network of Top Tier Financing!

How? By bringing a marketplace of trusted lenders, covering all credit spectrums, to the table.

[Learn More](#)



Drive Lead Retention and Conversion Rates to Boost Your Business's Growth!

✓ One Inquiry, Multiple Offers, One Solution

Moving Financing Forward: Simple Solutions = Sales Successes

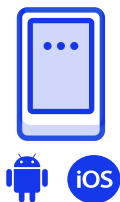
- ✉ Digital application process
- 📊 Reduced rates and deferred interest programs
- 🏠 Maximum credit offers

Where Can Work Be Performed?

- 🏠 Primary Residence
- ☀️ Vacation Home
- 🏢 Rental Property

Unlock the Potential of 360 Finance

Seamlessly accessible on both mobile and desktop devices.



📞 855-590-9734

✉ register@360finance.us

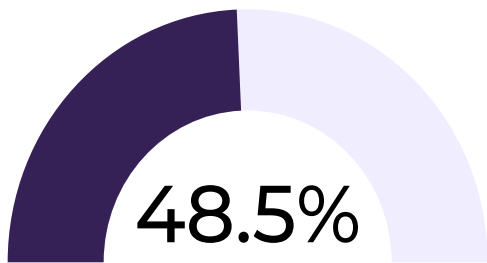
🔗 www.360Finance.us

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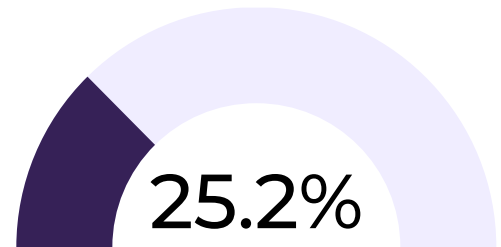
**Project Planning
Preferences**

Research on Project Materials and Brands

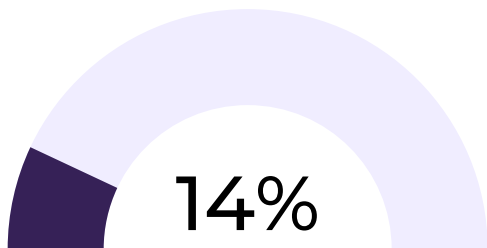
FIG 22: How much research have you done into your upcoming project's materials, products, and brands?



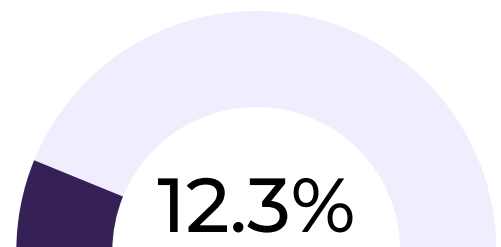
One hour or less



Between 1 - 3 hours



More than 7 hours



Between 4 - 6 hours



FIG 22

IN-DEPTH ANALYSIS

Research and Product Selection

Nearly half of the homeowners (48.55%) have spent an hour or less researching materials, relying heavily on professionals for guidance.

What the Data Tells Us

Professionals play a critical role in educating and guiding homeowners, highlighting the importance of providing clear, expert advice to enhance homeowner confidence and satisfaction.

Preferred Methods for Selecting Project Materials

FIG 23: How would you prefer to review and select the products and materials for your project?



Confidence in Product and Material Selection

FIG 24: Ahead of meeting with a professional, how confident are you with the products and materials you want to purchase?

Very confident, I've thoroughly researched and know exactly what I want



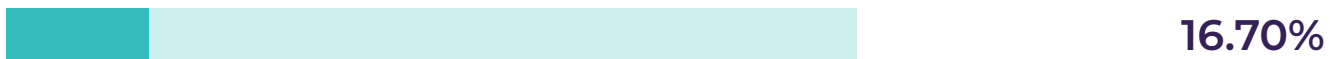
Somewhat confident, I've done some research but still have a few questions



I haven't done any research yet; I'm looking for guidance during the meeting



Not very confident, I have a general idea but need more information



Not confident at all, I'm still quite unsure about my choices



Contractor Influence on Material Choices

FIG 25: Do you think your chosen contractors might influence your choices when it comes to materials, products, and selections?





FIG 25

IN-DEPTH ANALYSIS

Contractor Influence

Homeowners highly value contractor expertise, with 31.89% expecting it to heavily influence their decisions and another 37.55% appreciating it while still conducting their own research.

Recommended Actions

Homeowners prefer to blend their personal taste with expert advice.

- **Provide Comprehensive Research Tools:** Homeowners have varying levels of research into materials, products, and brands. Contractors should offer comprehensive tools and resources, such as detailed product guides and comparison charts, to help homeowners make informed decisions.
- **Facilitate Product Selection:** Simplify the process of reviewing and selecting products and materials by providing curated options that meet quality and budget expectations. Offer in-person or virtual consultations to guide homeowners through the selection process.
- **Build Confidence Through Education:** Educate homeowners about the products and materials available for their projects. This can be achieved through workshops, webinars, or detailed content on your website. Educating homeowners enhances their confidence and ensures they feel supported in their choices.
- **Influence With Expertise:** Clearly communicate your expertise and recommendations regarding materials, products, and brands. Highlighting past successful projects and providing testimonials can help influence homeowner decisions positively and build trust.
- **Transparent Influence:** Address homeowners' concerns about being influenced by contractors by being transparent about your recommendations. Explain the reasons behind your choices, including benefits and cost-effectiveness, to ensure homeowners feel informed and respected.

By addressing these aspects of project planning preferences, contractors can provide valuable support to homeowners, build trust, and enhance overall project satisfaction, leading to increased success rates and customer loyalty.

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Demographics and Influences

Homeownership Status

FIG 26: Which of the following best describes your homeownership?

I am a first-time homeowner



I am a second-time homeowner



I live in my forever home



I own/have lived in multiple homes





FIG 26

IN-DEPTH ANALYSIS

Homeownership Profile

A substantial 40.27% of respondents are first-time homeowners, highlighting a significant market segment that may be inexperienced with home improvements but are likely eager to customize their living spaces.

Actionable Insights

Businesses can offer tailored guidance and services to first-time homeowners, helping them transform their new homes with confidence.



Social Media Platforms Used by Homeowners

FIG 27: What social media platforms do you use for home improvement ideas, inspiration, and research? Select all that apply.

Facebook



YouTube



Pinterest



Instagram



FIG 27: Continued



*Responses: 5,797



FIG 27

IN-DEPTH ANALYSIS

♥ Social Media Usage for Home Improvement Inspiration

Facebook (39.43%) and YouTube (18.20%) are the top sites homeowners use for home improvement ideas, underscoring the importance of visual content in their decision-making process. While not as popular, Pinterest (7.88%) and Instagram (6.09%) remain valuable platforms, particularly for visual inspiration and the latest design trends.

📝 Recommended Actions

On Pinterest, pin high-quality images of completed projects and before-and-after comparisons to help homeowners visualize outcomes and inspire them to start projects. Try posting a few pins each week for six weeks. Use UTMs to track traffic and see if visits to your site increase. If successful, continue adding pins to keep interest.

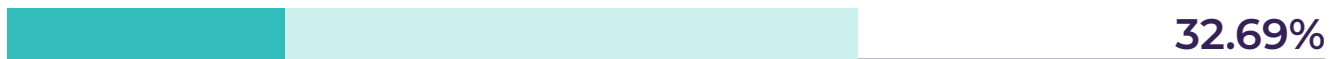
Preferred Channels for Home Product Information

FIG 28: How do you prefer to receive information about home-related products and services?

Online ads and websites



Direct mail and brochures



Referrals from friends and family



Social media platforms



Other





FIG 28

IN-DEPTH ANALYSIS

Preferences for Receiving Home-Related Information

A significant majority of homeowners prefer receiving information through online ads and websites (39.34%) and direct mail/brochures (32.69%), indicating that both digital and traditional marketing strategies remain effective.

Actionable Next Steps

Businesses can maximize their reach and impact by combining online ads and websites with direct mail to cater to diverse homeowner preferences.

- **Understand Homeownership Demographics:** Tailor business marketing and communication strategies based on the type of homeownership (e.g., first-time homeowners, experienced owners). This understanding helps customize your approach to meet their specific needs and preferences.
- **Leverage Social Media Platforms:** Utilize popular social media platforms like Facebook, YouTube, Pinterest, and Instagram to engage with homeowners. Create engaging visual content such as project showcases, tutorials, and inspiration posts to attract and inspire potential customers.
- **Diversify Information Channels:** Cater to homeowners' varied preferences for receiving information about home-related products and services. Use a mix of digital ads, websites, direct mail, and brochures to reach a broader audience. This multi-channel approach ensures that your message gets to homeowners through their preferred medium.

By addressing these homeowner demographics and influences, contractors can effectively tailor their services and marketing strategies to meet the diverse needs and preferences of homeowners, ultimately driving engagement and project success.

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Investment and Sustainability Concerns

Sensibility of Repairs Amid Rising Home Values

FIG 29: Given the current rise in home values, do you believe it is sensible to make repairs or upgrades now?

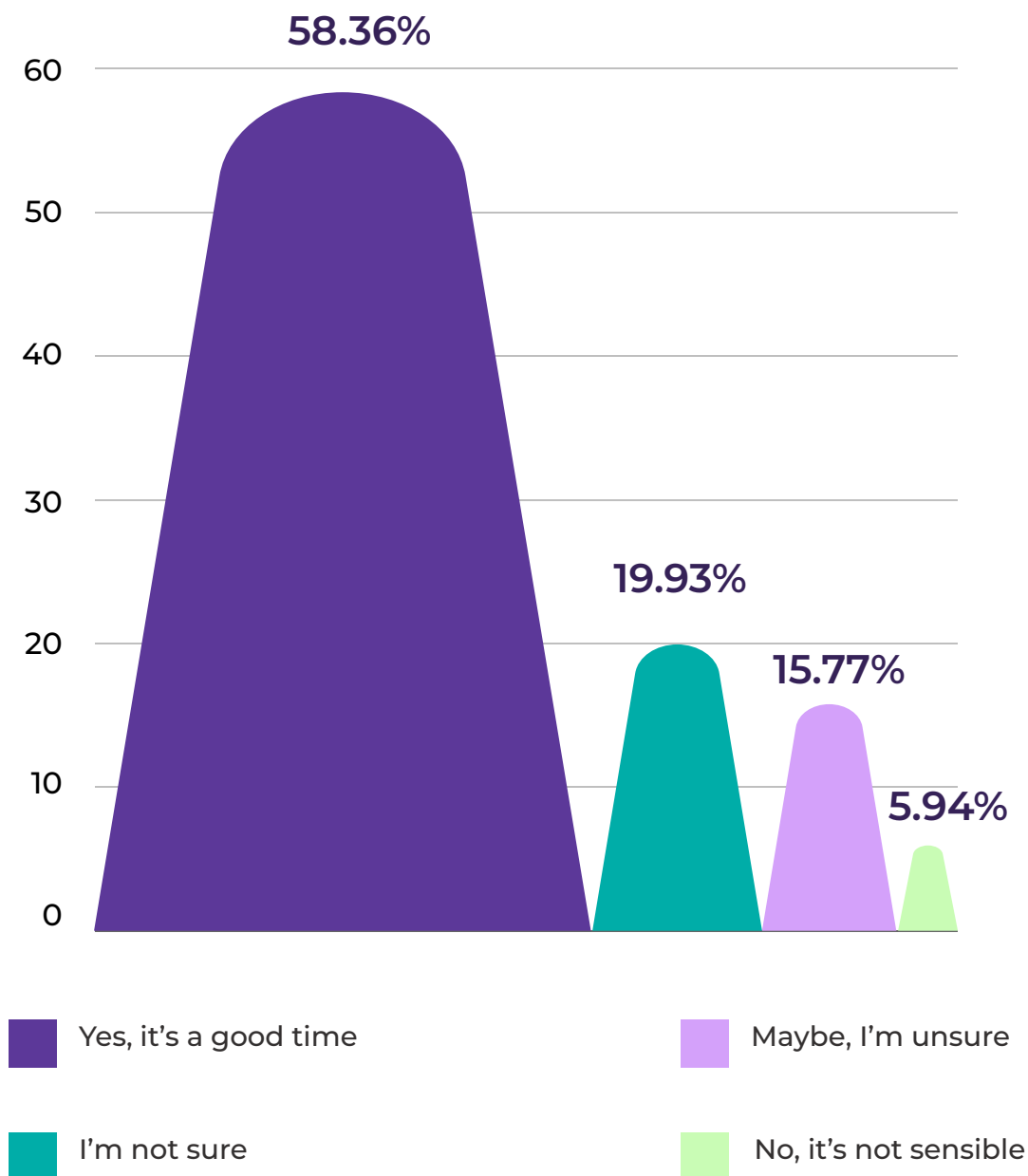




FIG 29

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😊 Positive Sentiment Towards Upgrades

With rising home values, 58.36% of homeowners believe it is a sensible time to make repairs or upgrades. This indicates a strong confidence in the current market and a willingness to invest in their homes.

The industry has a valuable opportunity to promote renovations as worthwhile investments, encouraging homeowners to enhance their property value.



Importance of Increasing Resale Value

FIG 30: How important is it to you to increase the resale value of your home through improvements?

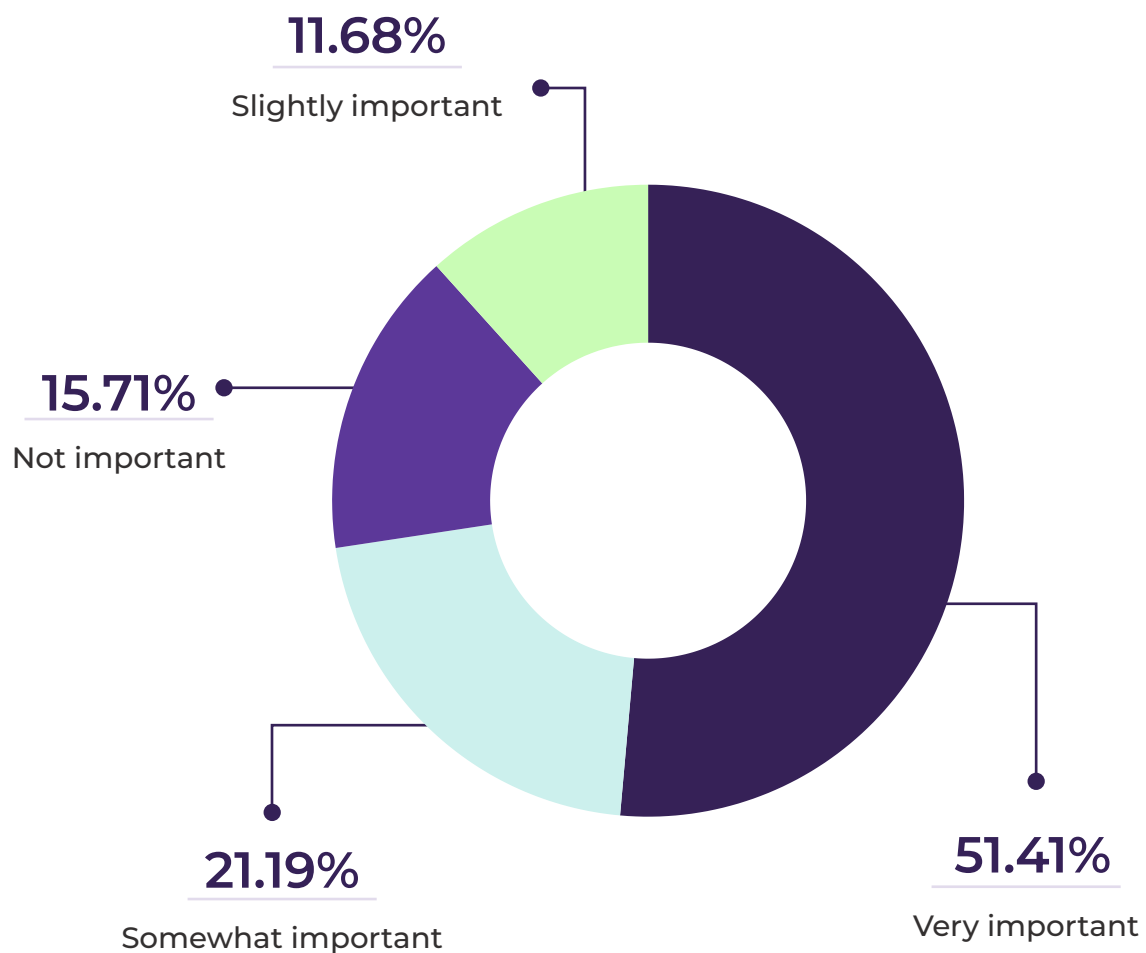




FIG 30

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High Priority on Resale Value

Over half (51.41%) of homeowners consider increasing resale value through improvements very important.

Homeowners view home improvement as an investment rather than just cosmetic changes. Businesses can capitalize on this by highlighting the long-term financial benefits of their services.

Importance of Energy Efficiency and Sustainable Materials

FIG 31: How much do you consider energy efficiency and sustainable materials in your home improvement plans?

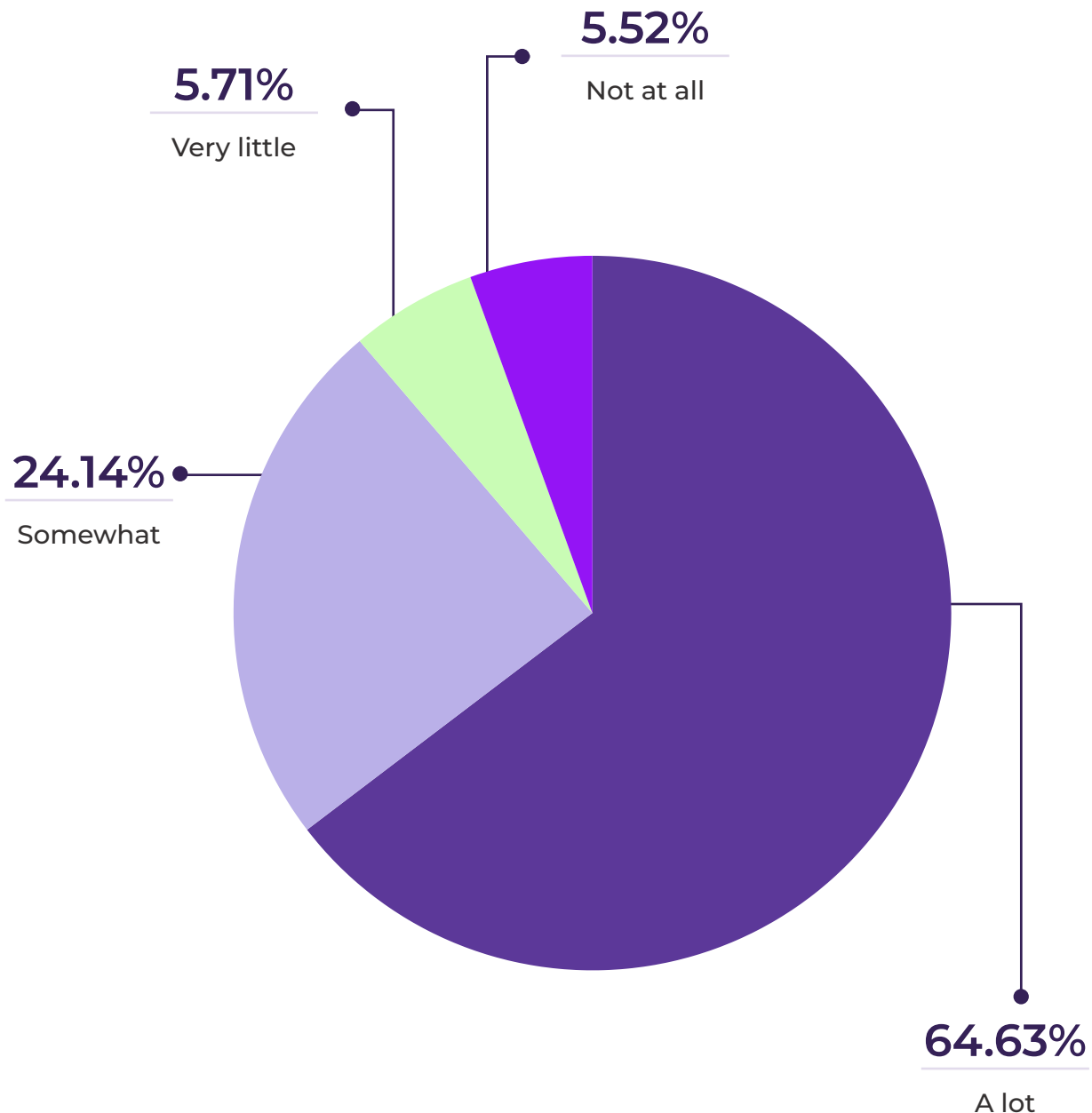




FIG 31

IN-DEPTH ANALYSIS

Strong Emphasis on Sustainability

A large majority (64.63%) places a great deal of importance on energy efficiency and sustainable materials, highlighting a shift towards environmentally conscious home improvement practices.

Recommended Actions

The shift towards environmentally conscious home improvement presents a valuable opportunity for businesses to emphasize eco-friendly options and sustainable solutions in their offerings.

- **Focus on Value Enhancement:** Promote the financial and aesthetic benefits of timely upgrades, especially in a market with rising home values. Highlighting how these upgrades can increase resale value and improve living conditions can motivate homeowners to invest in improvements and drive more project engagements.
- **Address Resale Concerns:** Reassure homeowners that the changes they make will appeal to future buyers. Provide examples of popular, high-ROI improvements and share data on how specific upgrades have positively impacted resale values.



“Sustainability is foundational at James Hardie. Our goals are integrated into our business operations, governance structure and company culture. From our frontline employees to the builders who use our products, each person plays a role in putting sustainability into action.”

”

“Every product in and around the home has an impact, and our company strives to lead the building products industry to ensure all homes are future ready.”

————— Aaron Erter, Chief Executive Officer with James Hardie

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Increase Your Leads and Conversions With Our Products

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Leads

Lead Generation

Homeowners who have expressed interest in home improvement services are connected with your team instantly. Using our expertise in social media marketing, SEO, and SEM, we ensure a constant flow of high-intent leads to your sales team.

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Live Transfers

Live Transfers

Our call center pre-screens leads and transfers them directly to your sales team. Engage with homeowners in real-time to boost your chances of conversion and increase your sales team's efficiency.

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Inbound Calls

Inbound Calls

Connect with homeowners ready to discuss their home improvement needs. Calls are routed directly to the right person on your team, providing real-time connections and high-intent leads.

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HOME SERVICES



Branded Programs

Branded Programs

We connect your brand directly with high-intent homeowners, delivering exclusive leads straight to your CRM. Increase your visibility and conversions with online placements and customized campaigns.

Discover More Resources



Stream Our Podcast



Built Better Podcast



Explore Our Blog



Read the Latest Articles



View Our Case Studies



Read the Latest Case Studies

About Modernize

Modernize helps home improvement companies find and win more projects through our specialized marketing services. Our expertise encompasses the entire customer journey from inquiry to installation.

We operate across 22+ residential sectors including Bathrooms, Gutters, HVAC, Roofing, Solar, and Windows. Our offerings include SEO expertise, optimized websites, and technological tools. Backed by a network of over one thousand contractors, we ensure diverse options for homeowners.

Modernize is a subsidiary of QuinStreet, Inc. (Nasdaq: QNST).



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Questions? Comments? Want to share photos of completed home improvement projects or happy homeowners?

Let us know! Send us a note at modmail@modernize.com, find us on LinkedIn @Modernize or Facebook, Instagram, X @ModernizePros with #homeownerinsights.

If your organization is interested in having us present the findings of our Annual Homeowner Insights Report at your event, email us at events@modernize.com





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