

# 2025

# Modernize Homeowner Insights Report



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# Introduction

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Each year, Modernize Home Services takes a closer look at the evolving mindset of homeowners, their motivations, challenges, and expectations for the professionals they trust with their homes. The **2025 Homeowner Insights Report** reflects not just what homeowners are doing, but why they're doing it and what that means for the future of our industry.

As the home improvement landscape continues to shift, one thing remains clear: homeowners are more informed, more intentional, and more driven to find the right partner for their projects. From changing budgeting habits to increasing reliance on trusted professional networks, we're seeing a generation of homeowners who expect transparency, expertise, and results.

At Modernize, we sit at the intersection of homeowners and home service professionals. Every day, we connect people ready to invest in their homes with contractors ready to deliver. That unique vantage point gives us real-time visibility into homeowner needs and expectations, insights that help our partners stay competitive and deliver exceptional customer experiences.

The findings in this report are more than data points, they're a roadmap for where the home improvement industry is headed. By understanding what homeowners value most, businesses can evolve with confidence, strengthen relationships, and position themselves for long-term success.



**Scott Fleming**

*Vice President*

Modernize Home Services



## About the 2025 Homeowner Insights Data

This report, prepared by Modernize, contains comprehensive data collected from July to October 2025, surveying over 150,000 homeowners interested in a range of projects including Bathrooms, Flooring, Gutters, HVAC, Roofing, Siding, Solar, and Windows. The 2025 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 October 2025 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 2025 Homeowner Insights Report," and don't alter the content. For sharing, please provide this link: <https://modernize.com/homeowner-insights>.





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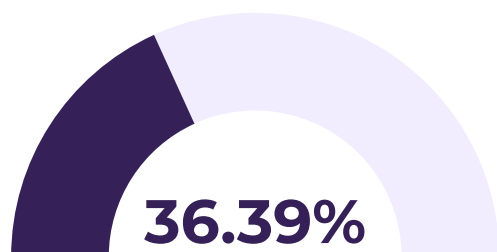


**Motivations and  
Research Behavior**

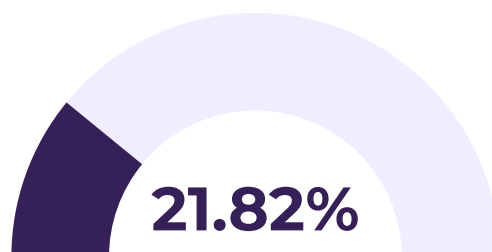


## Primary Motivation for Home Improvement Projects

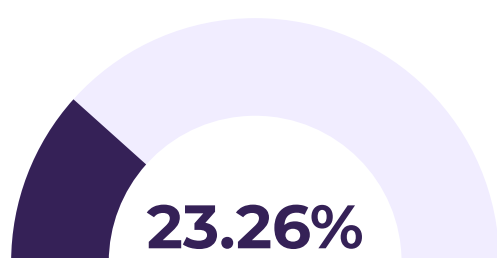
FIG 1: What is your primary motivation for your upcoming project?



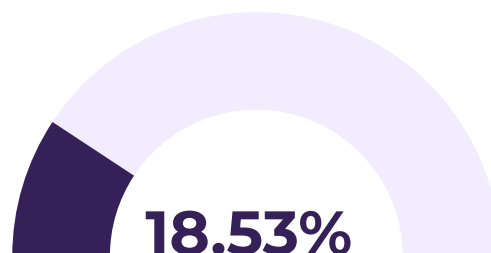
I need to repair or replace due to damage.



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.

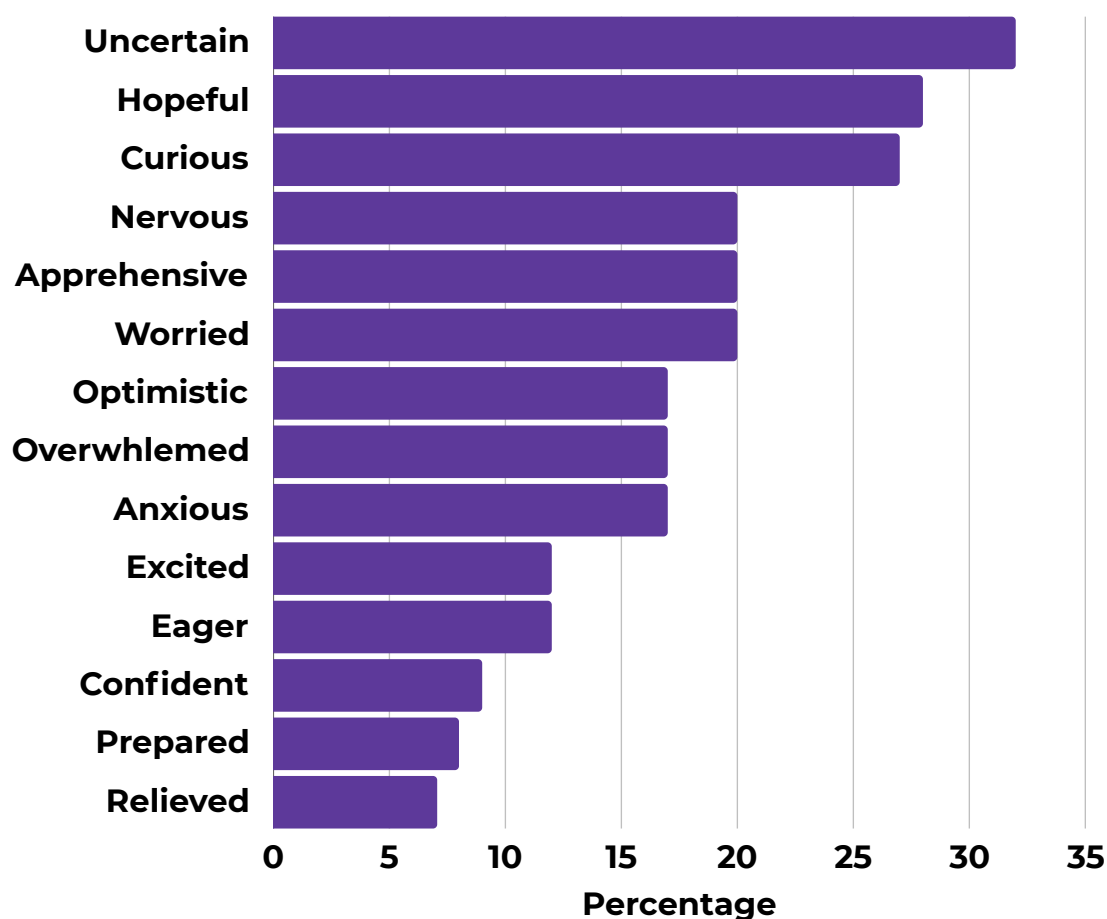


Repair remains the top motivator (36%), but safety-focused projects are up 5 points YoY, while value-driven upgrades have dipped slightly. Service pros should lean into trust, reliability, and protection messaging, especially for windows and bathrooms. Pair this with follow-up insights (like satisfaction or conversion data) to turn motivation into measurable action.



## Homeowner Emotions Before the Project

FIG 2: How do you feel before the start of your project?\*



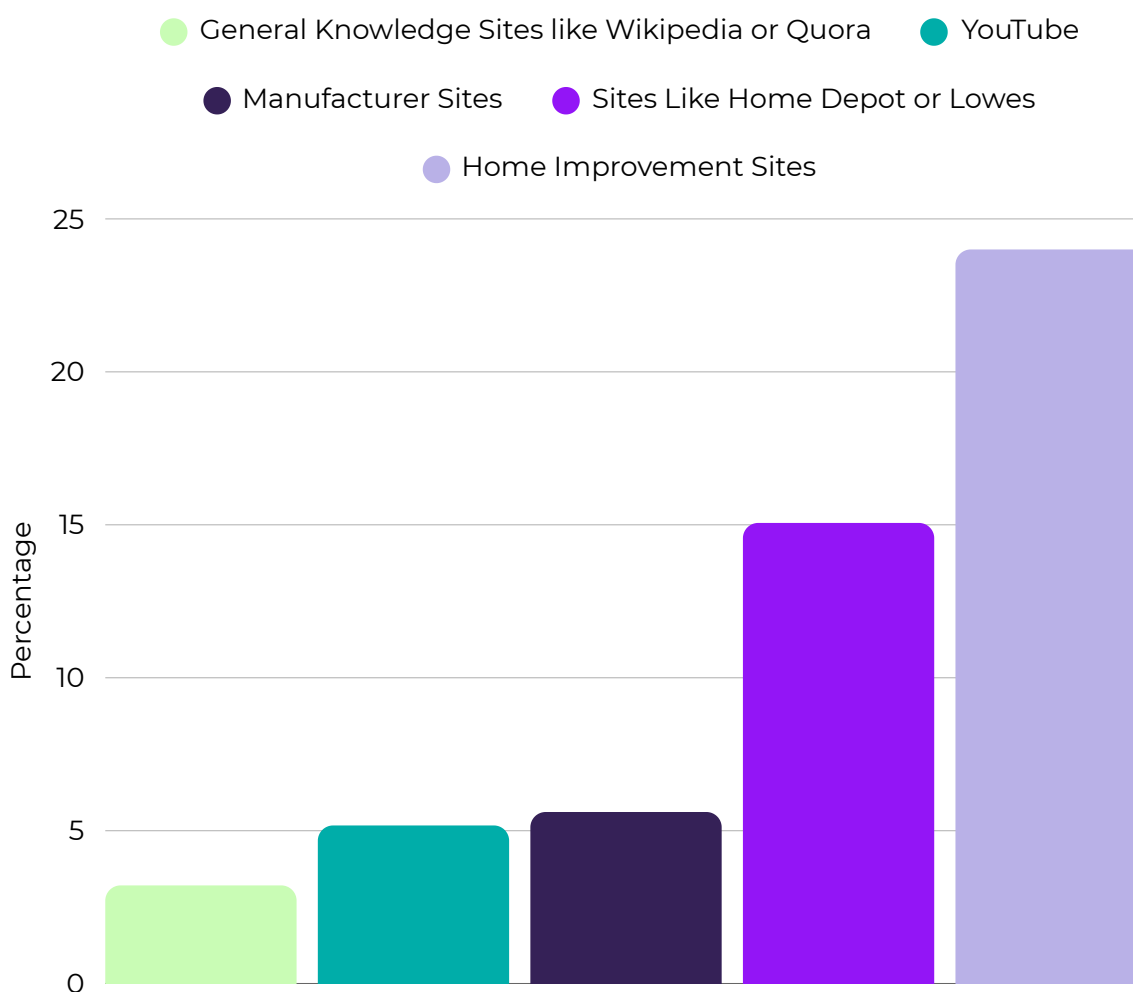
Nearly 1 in 5 homeowners feel anxious, worried, or overwhelmed ahead of a project. This signals an opportunity to lead with reassurance and education. Simplify the process, set clear expectations early, and use visuals or testimonials. A confident, well-informed homeowner is far more likely to move forward, and even recommend your services.

\*This question allowed respondents to select all options that applied to them. As a result, percentages are calculated based on the number of respondents selecting each option, and therefore may exceed or fall short of 100 percent.



## Online Resources for Homeowner Project Research

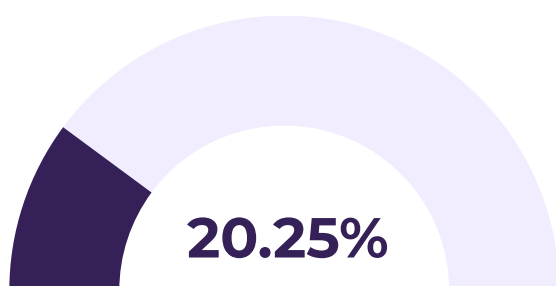
**FIG 3:** In addition to searching on Google, which online resources have been the most helpful with researching your project?



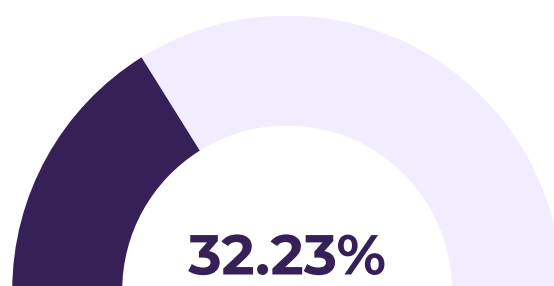


## Planned Research Time Before Hiring

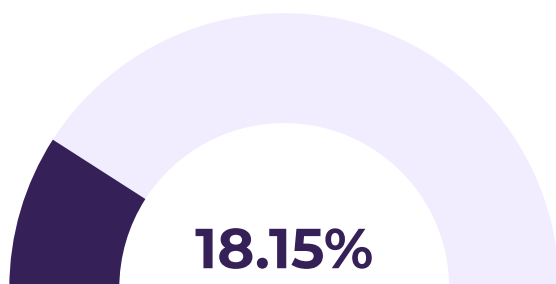
**FIG 4:** How much time do you plan to spend researching your project between now and hiring your contractor?



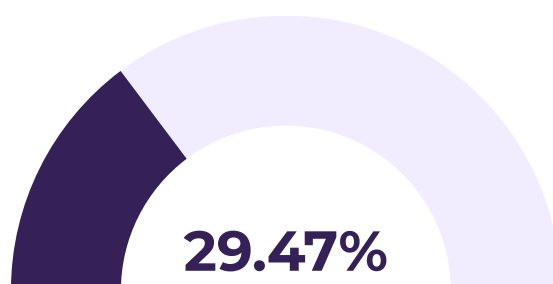
Zero Hours / Ready to Hire



1-5 Hours



6-10 Hours



10+ Hours



In 2025, 80% of homeowners plan to spend time researching before hiring, nearly identical to 2024. A slight rise in ready-to-hire homeowners (20.25%) suggests growing confidence or urgency. Offer clear, accessible information, like pricing, reviews, and project guidance, to capture both decisive and still-researching homeowners.



# In Depth Analysis of Motivations and Research Behaviors

## Homeowner Motivations and Mindset

While 36.39% of homeowners start projects to fix damage, many aim higher. 23.26% prioritize safety, 21.82% want to boost home value, and 18.53% seek energy savings. These motivations show that most homeowners view improvement as an investment, not just a repair.

Emotionally, uncertainty (32.04%), hope (27.86%), and curiosity (27.29%) lead the way, while anxiety and nervousness remain common. This mix highlights the need for reassurance, clear communication, and education throughout the homeowner journey.

## Research Commitment and Behaviors

Nearly one-third of homeowners (32.23%) spend one to five hours researching their project, while one in five skip research entirely (20.25%). Most homeowners, 80% in total, plan to do at least some research before hiring, and nearly two-thirds plan to increase their research as they get closer to selecting a contractor.

## Some Recommended Actions and Considerations

1. Educate early with simple, transparent resources.
2. Build confidence through clear pricing and process details.
3. Engage on trusted platforms like Modernize and social media.
4. Share testimonials that emphasize value, safety, and satisfaction.



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## Contractor Selection





## Key Factors in Contractor Selection

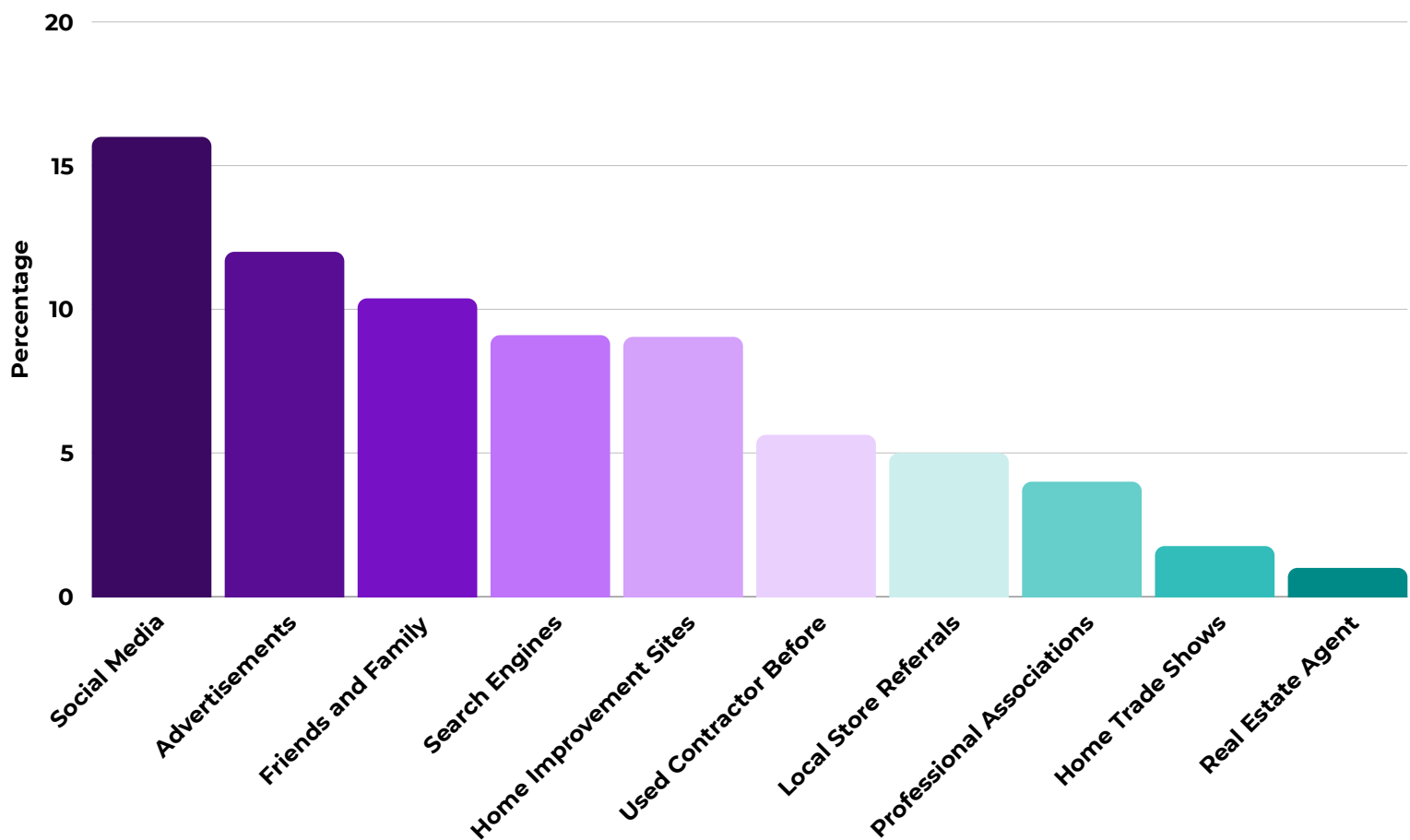
**FIG 5:** What are the most important factors – other than price – for selecting a contractor for your project?





## Primary Sources for Finding Contractors

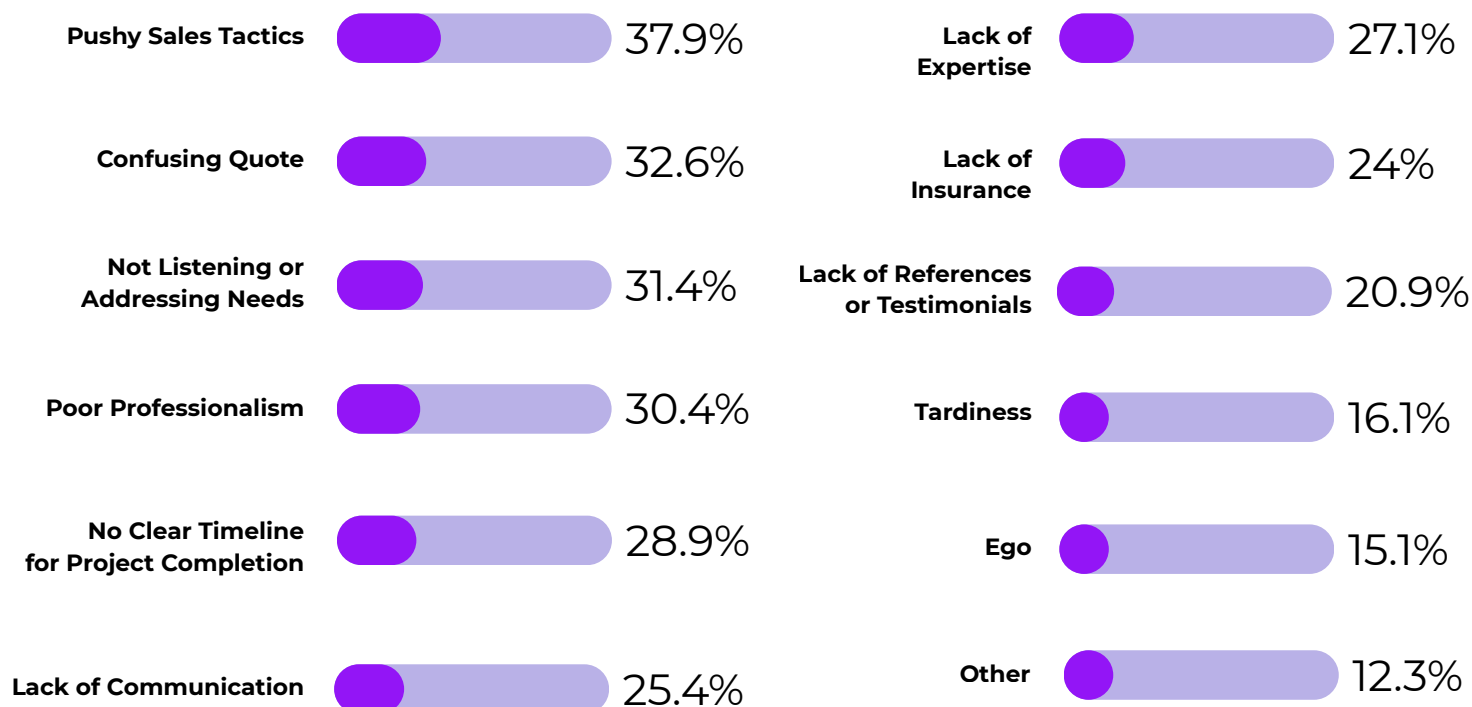
**FIG 6:** What has been your primary source for finding contractors to begin your project?





## Least Desirable Contractor Sales Attributes

**FIG 7:** What attribute of a contractor's sales process would make you least likely to hire them?\*

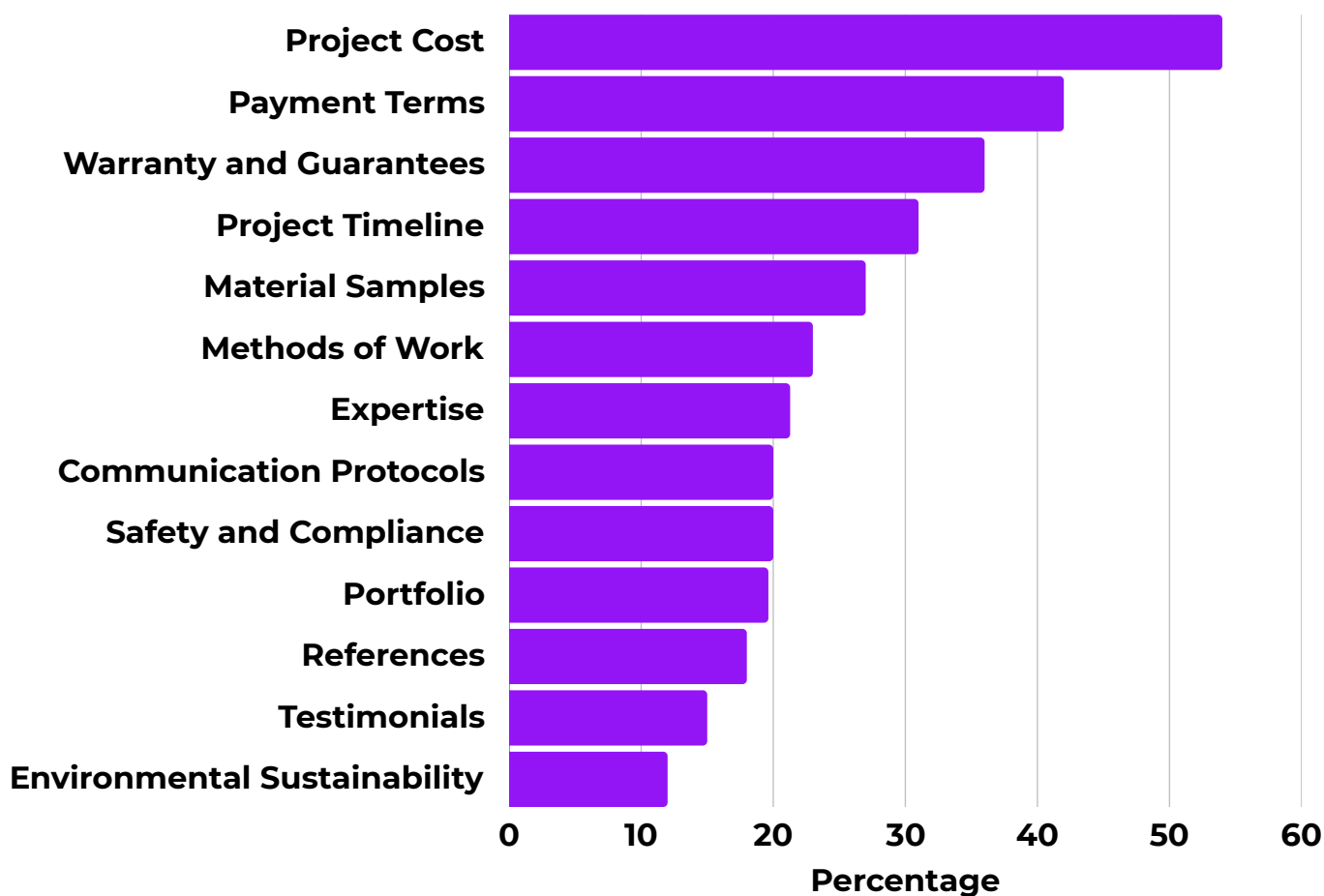


\*This question allowed respondents to select all options that applied to them. As a result, percentages are calculated based on the number of respondents selecting each option, and therefore may exceed or fall short of 100 percent.



## Initial Appointment Discussion Topics

**FIG 8:** What topics do you expect to discuss or review during the initial appointment?\*



\*This question allowed respondents to select all options that applied to them. As a result, percentages are calculated based on the number of respondents selecting each option, and therefore may exceed or fall short of 100 percent.



# In Depth Analysis of Contractor Selection

## Contractor Selection Drivers

Homeowners place strong emphasis on trust, professionalism, and clear communication when choosing a contractor. Reliability and proven skill outweigh flashier selling points like branding or presentation. Online reviews, personal references, and community reputation further influence credibility, underscoring the need for transparency and social proof.

When researching or connecting with professionals, homeowners rely on diverse sources. Professionals who maintain consistent visibility and messaging across these channels are more likely to earn trust early.

## Sales Pitfalls and First Impressions

Pushy sales tactics (37.93%), unclear quotes (32.60%), and lack of communication (25.45%) signal that homeowners quickly disengage when pressure or confusion enters the conversation. They also expect to review tangible proof points during the first appointment, including expertise, warranties, pricing, and payment options.

## Some Recommended Actions and Considerations

1. Lead with clarity. Offer detailed, transparent bids and defined timelines.
2. Replace pressure with education; explain processes, warranties, and value clearly.
3. Strengthen online credibility through verified reviews and Modernize profiles.
4. Maintain consistency across social, ads, and directories to reinforce trust.



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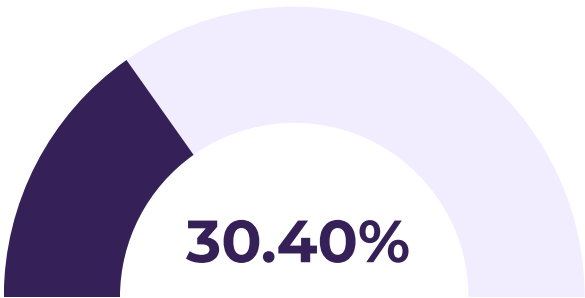
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**Communication  
Preferences**

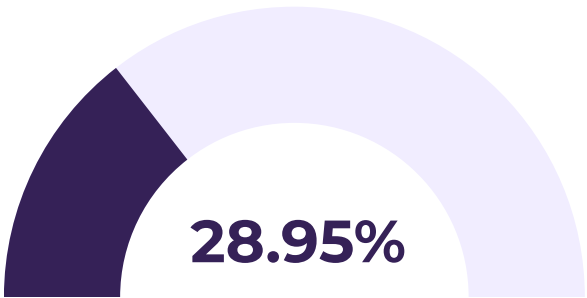


## Preferred Initial Contact Method

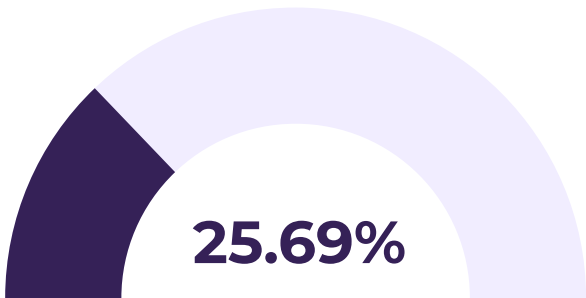
**FIG 9:** When booking a home improvement project, how would you prefer the contractor to reach out to you initially?



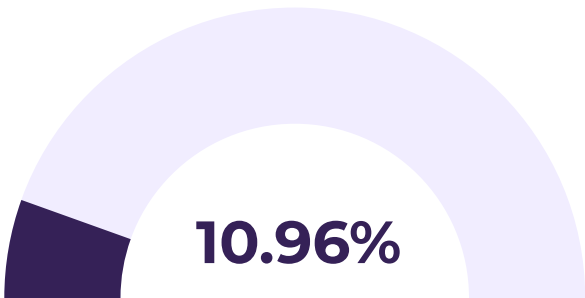
Phone Call



Text Message



Email



I Want to Book Online



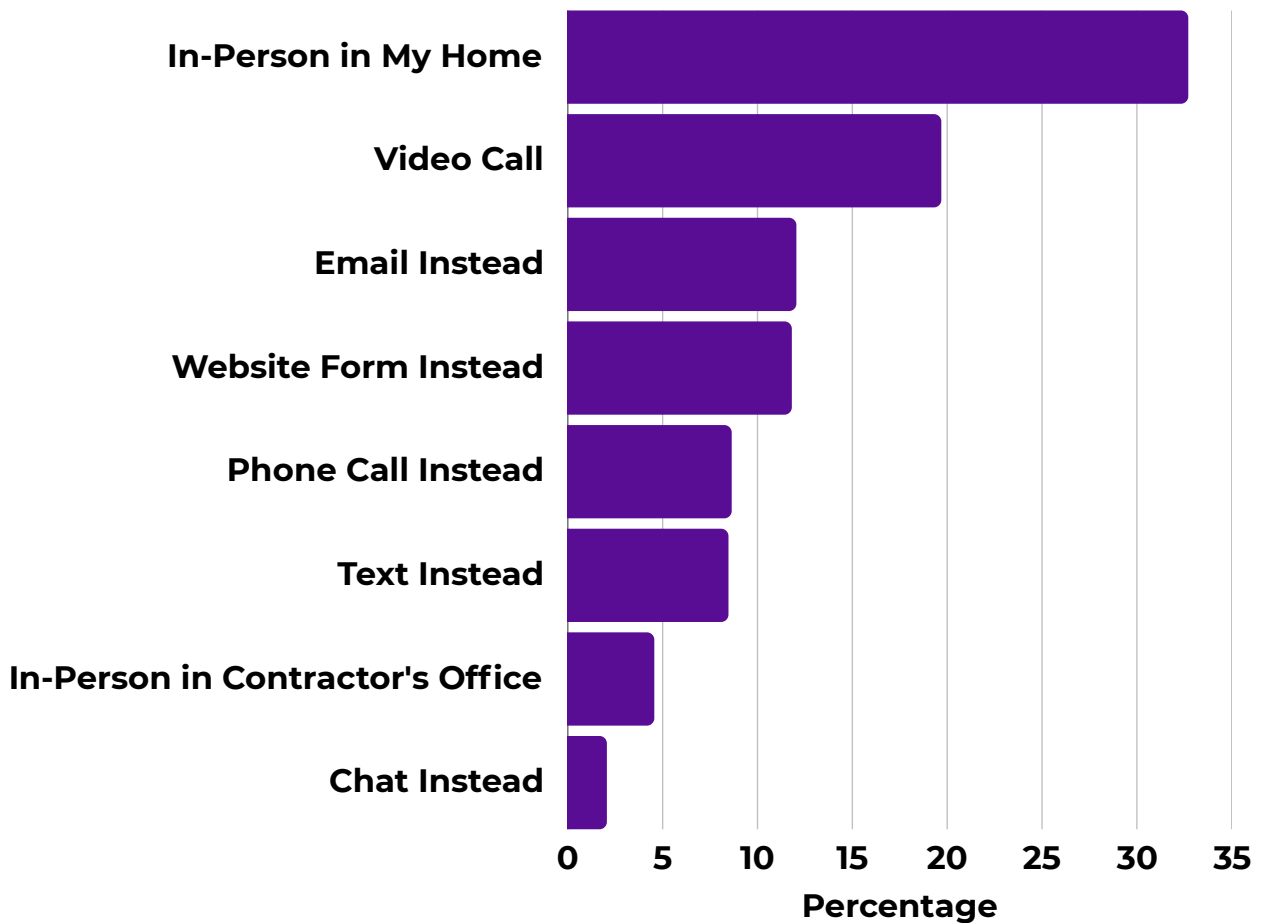
Homeowners are becoming more text-friendly. Preference for text outreach rose from 19% in 2024 to 29% in 2025. This shift shows homeowners want faster, more flexible communication. Prioritize text and online scheduling options to meet modern expectations and speed up the connection from inquiry to appointment.





## Preferred Method for Initial Meeting

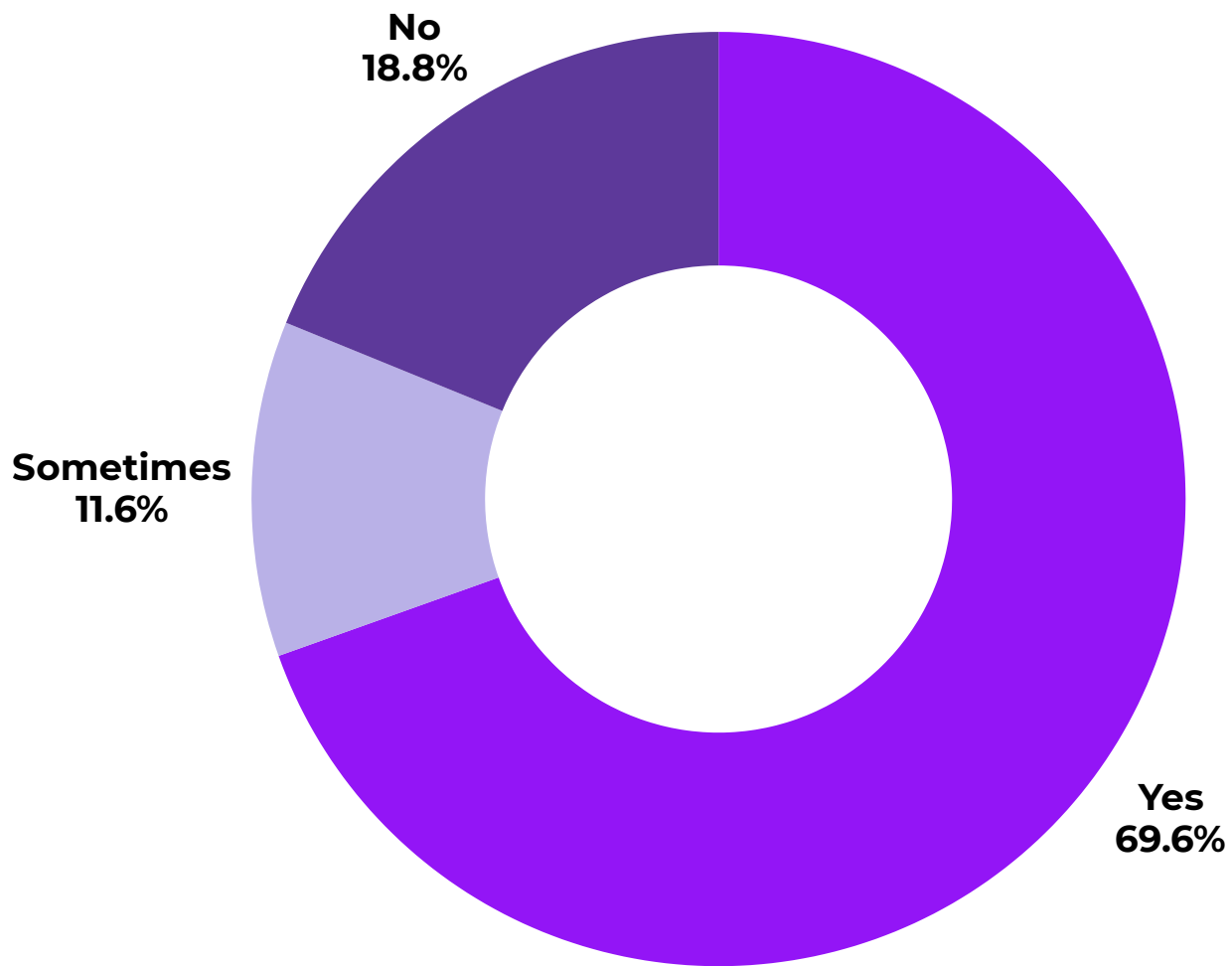
**FIG 10:** How would you prefer to initially meet with a professional to discuss the scope of your project?





## Preferred Meeting Duration Awareness

**FIG 11:** Before you meet with the professional for the first time, would you like to know how long the meeting will last?





# In Depth Analysis of Communication Preferences

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## Evolving Communication Expectations

Homeowners value quick, convenient communication, with initial outreach preferences split among phone (30.40%), text (28.95%), and email (25.69%). This balance shows a strong desire for flexibility and the ability to engage on their own terms.

When moving into project discussions, more personal interaction becomes important. About one-third prefer their first detailed meeting to take place in their home, emphasizing the continued importance of trust and connection once communication begins. Additionally, nearly 70% want to know how long that meeting will last, highlighting homeowners' need for clear expectations and respect for their time.

## Implications for Contractors

Offering flexible communication options like phone, text, email, or video helps you meet homeowners where they are. Maintaining consistent, timely communication builds reliability, while setting clear expectations around scheduling, meeting length, and next steps reduces friction and strengthens trust.

## Some Recommended Actions and Considerations

1. Offer flexible communication options, like text, for speed, calls for connection.
2. Use automated tools to confirm appointments and share reminders.
3. Set and communicate meeting duration upfront to show professionalism.
4. Prioritize in-home consultations to strengthen trust.



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**Budgeting and  
Financing**



## Homeowner Financing Preferences

**FIG 12:** If financing were available, what percent of your project would you want to finance?

	2022	2023	2024	2025
<b>Up to 25%</b>	15.29%	16.52%	25.33%	23.59%
<b>Up to 50%</b>	33.38%	33.38%	33.21%	31.68%
<b>Up to 75%</b>	3.53%	3.49%	3.13%	3.28%
<b>Entire Project</b>	25.32%	23.42%	16.23%	18.77%
<b>None of the Project</b>	22.48%	23.18%	22.10%	22.68%

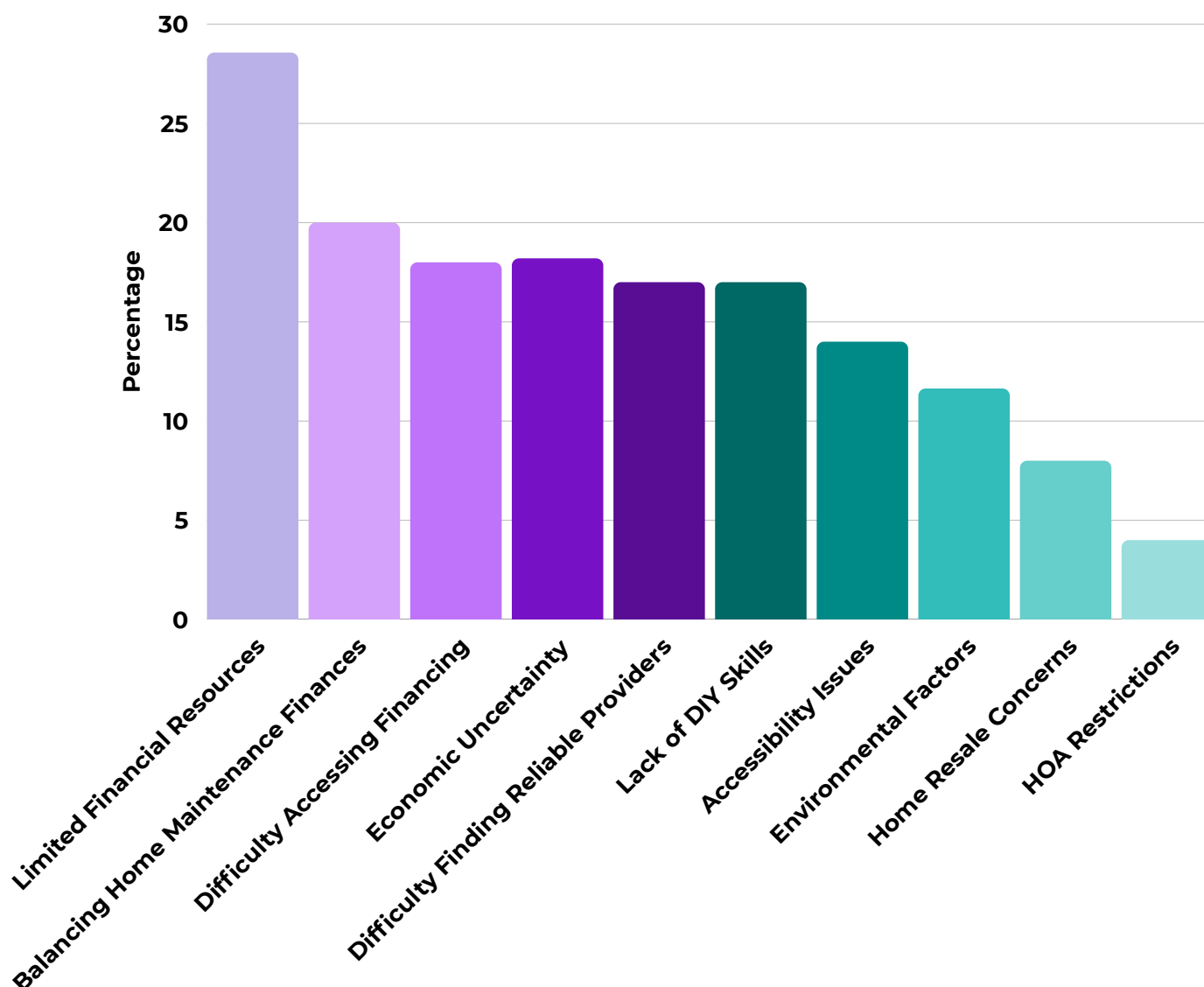


Financing remains a key part of the homeowner journey, with steady year-over-year interest in partial project support. Most homeowners prefer to finance 25% to 50% of their project costs, showing that flexible, mid-range financing options continue to align with how they budget and plan for home improvements.



## Challenges in Home Maintenance and Improvement

**FIG 13:** What are the main challenges you face in maintaining or improving your home in the current economic climate?\*



\*This question allowed respondents to select all options that applied to them. As a result, percentages are calculated based on the number of respondents selecting each option, and therefore may exceed or fall short of 100 percent.



## Challenges in Home Maintenance and Improvement

**FIG 14: How many contractors' quotes will you compare ahead of your upcoming project?**

	2022	2023	2024	2025
<b>1</b>	13.40%	11.84%	14.44%	18.90%
<b>2</b>	36.39%	38.16%	42.02%	40.96%
<b>3</b>	30.33%	30.90%	27.90%	25.72%
<b>4 or more</b>	19.88%	19.10%	15.64%	14.41%



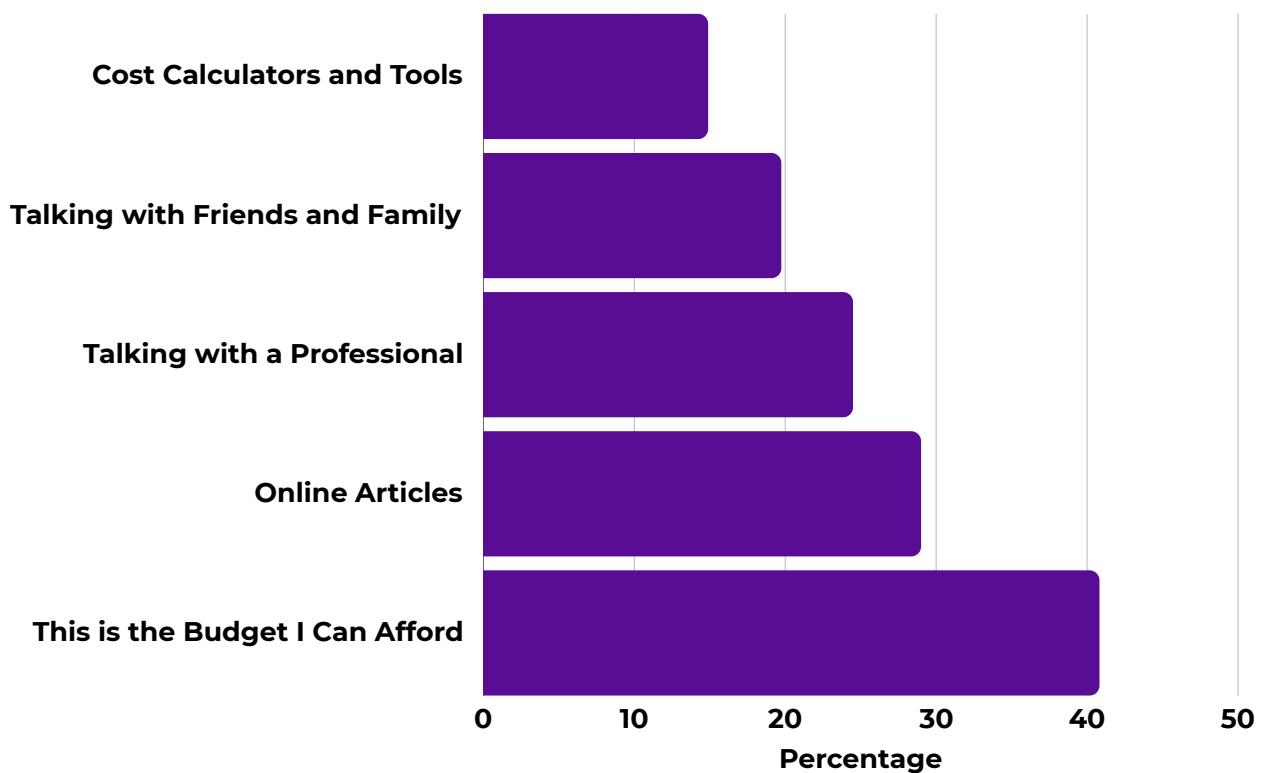
Homeowners continue to compare at least two quotes before committing but, fewer are engaging in extended multi-bid processes. The rise in two-quote comparisons suggests a more targeted, time-efficient approach, where consumers seek reassurance on price and credibility without over-shopping. For contractors, this underscores the need to differentiate early with transparent pricing, fast response times, and clear value propositions.





## Tools for Project Budgeting

**FIG 15: If you created a budget, what tools were the most helpful in creating a budget for your project?\***



\*This question allowed respondents to select all options that applied to them. As a result, percentages are calculated based on the number of respondents selecting each option, and therefore may exceed or fall short of 100 percent.



# In Depth Analysis of Budgeting and Financing

## Financing and Spending Confidence

Homeowners are showing steady confidence in using financing to move projects forward. The majority now expect to finance at least part of their project, with 31.68% willing to cover up to half through financing. This shift reflects growing comfort with borrowing.

Many homeowners are planning more substantial improvements, signaling growing confidence and rising project ambitions. Still, limited resources and competing household priorities remain key barriers that contractors can help address through guidance and flexible financing options.

## Budget Creation and Contractor Opportunity

Nearly half of homeowners still budget informally, with 40.82% basing plans simply on what they can afford. This lack of structure represents an opportunity for contractors to lead with education and support, helping homeowners understand costs, explore financing options, and plan confidently.

## Some Recommended Actions and Considerations

1. Highlight flexible financing options and payment plans early in the sales process.
2. Use cost calculators or guides to help homeowners estimate and plan realistically.
3. Discuss ROI and energy savings to frame projects as smart investments, not expenses.
4. Offer side-by-side quote comparisons to simplify decision-making and build trust.



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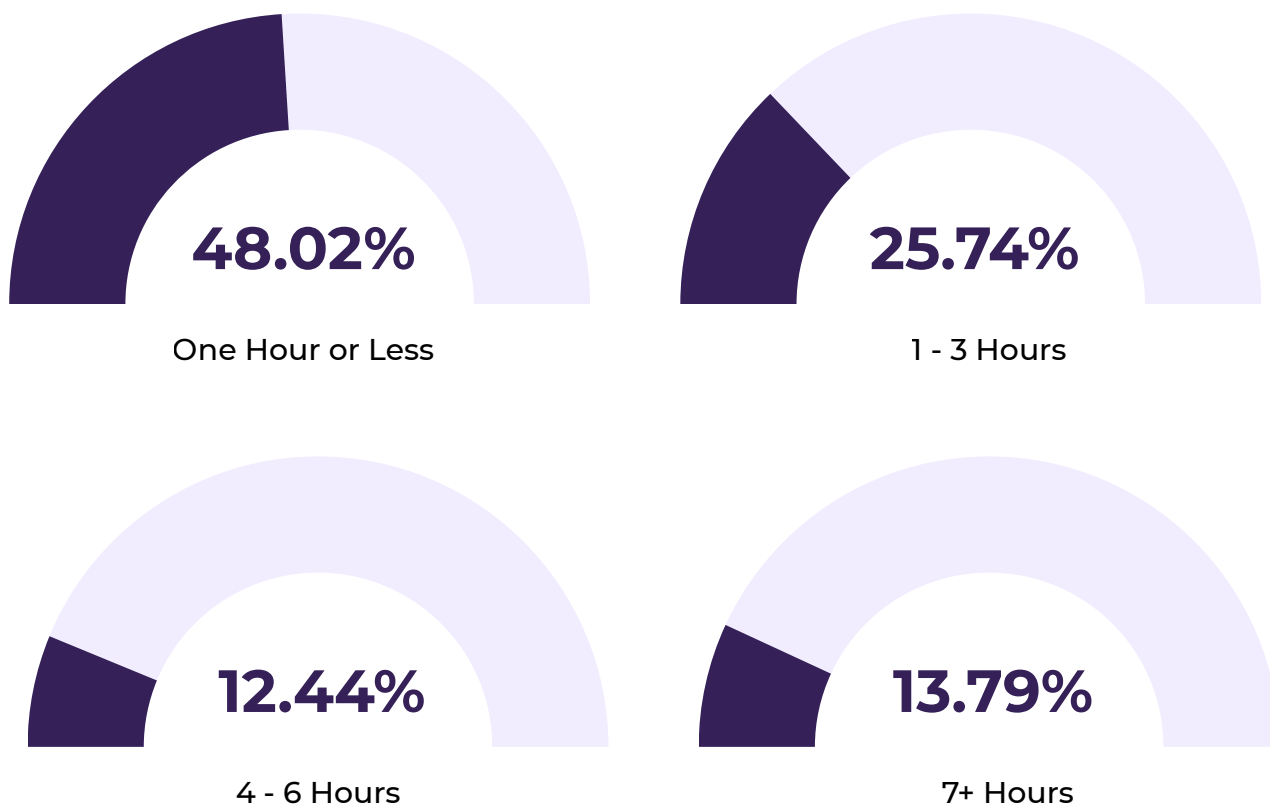
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**Project Planning  
Preferences**



## Research on Project Materials and Brands

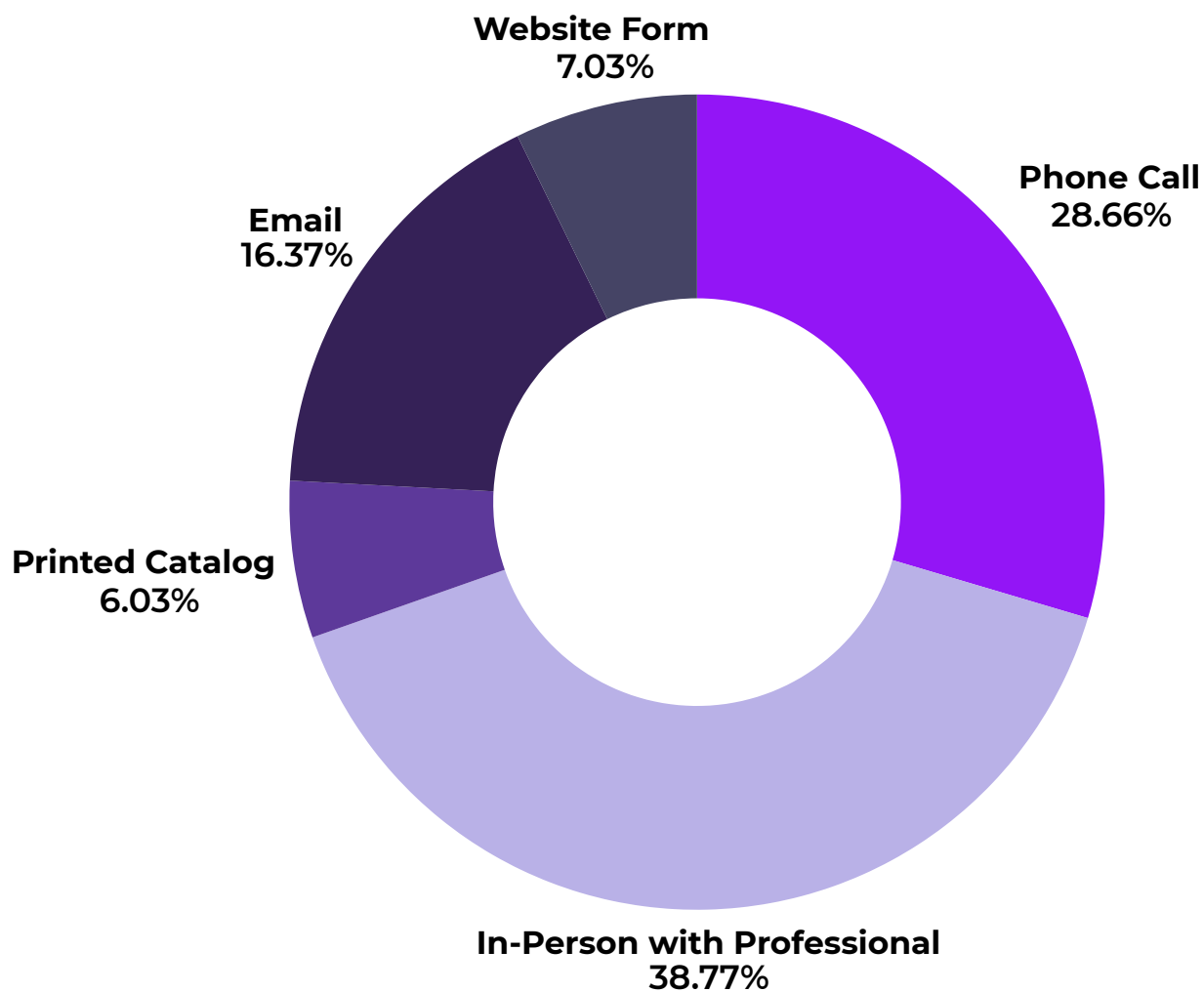
**FIG 16:** How much research have you done into your upcoming project's materials, products, and brands?





## Preferred Methods for Selecting Project Materials

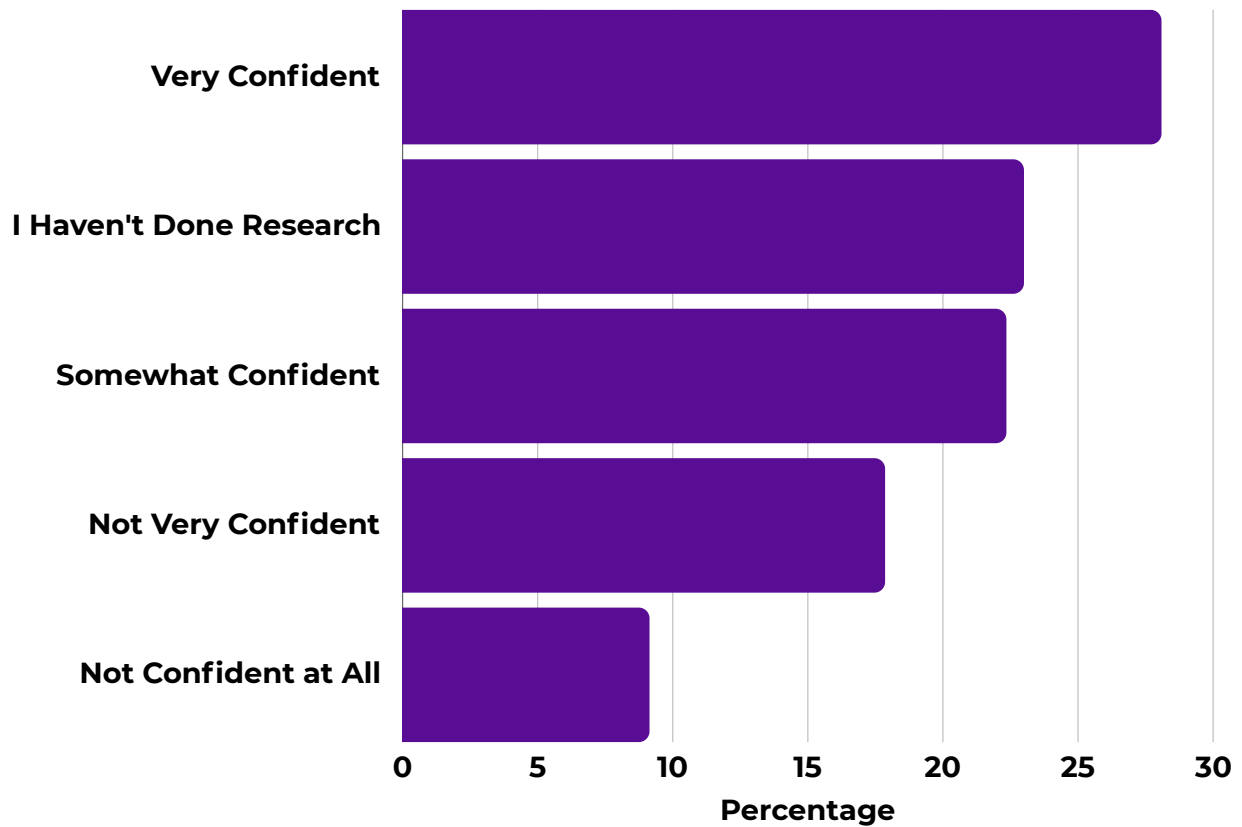
**FIG 17:** How would you prefer to review and select the products and materials for your project?





## Confidence in Product and Material Selection

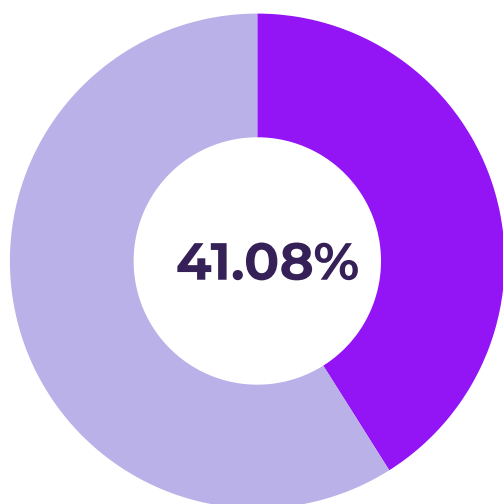
**FIG 18:** Ahead of meeting with a professional, how confident are you with the products and materials you want to purchase?



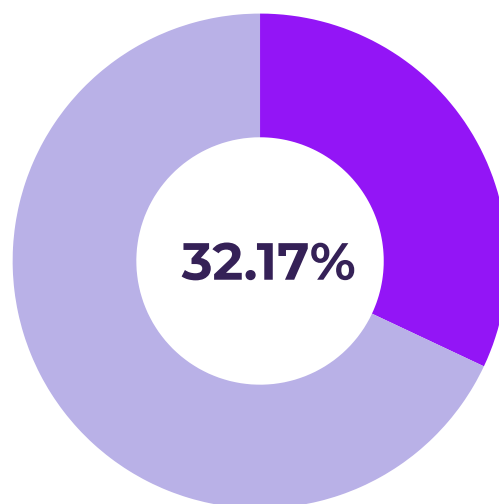


## Contractor Influence on Material Choices

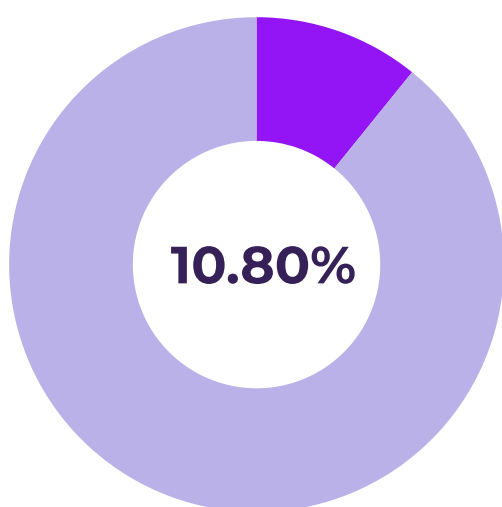
**FIG 19: Do you think your chosen contractors might influence your choices when it comes to materials, products, and selections?**



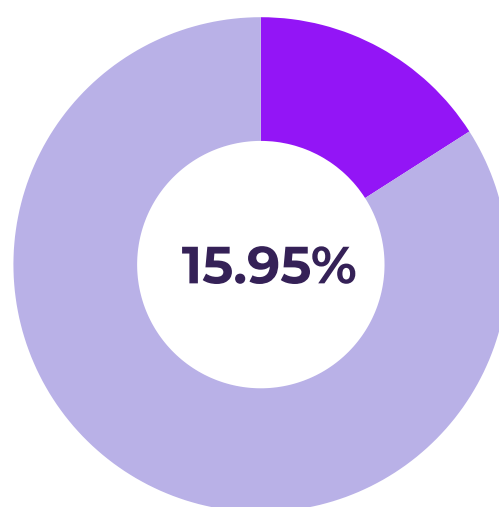
Yes



Somewhat



Not Significantly



No





# In Depth Analysis of Project Planning Preferences

## Homeowner Planning and Confidence

Nearly half of homeowners (48.02%) spend an hour or less researching products and materials, indicating a continued reliance on contractor guidance. While some arrive with clear ideas, most fall somewhere between “somewhat confident” and “seeking help,” highlighting an ongoing need for education and reassurance during the planning phase.

When it comes to selection, in-person collaboration remains most preferred (38.77%), followed by remote options like phone calls (28.66%) and email (16.37%). This balance between digital convenience and hands-on review shows homeowners value efficiency but still want professional support to validate their decisions.

## Contractor Influence and Opportunity

Homeowners trust expertise. 41.08% say a contractor’s input will strongly influence their material choices, while another 32.17% value professional advice alongside their own research. This demonstrates a clear opportunity for contractors to position themselves as trusted advisors rather than just service providers.

## Some Recommended Actions and Considerations

1. Simplify product selection with curated options that fit budget and quality needs.
2. Provide educational tools like guides, videos, or visualizers to boost homeowner confidence.
3. Emphasize transparency when making recommendations to strengthen trust.
4. Offer both in-person and virtual consultations



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**Demographics and Influences**



## Homeownership Status

FIG 20: Which of the following best describes your homeownership?

**I am a first-time homeowner.**



**I am a second-time homeowner.**



**I own/have lived in multiple homes.**



**I live in my forever home.**





## Social Media Platforms Used by Homeowners

FIG 21: What social media platforms do you use for home improvement ideas, inspiration, and research?\*

### Facebook



### YouTube



### Pinterest



### Instagram



### TikTok





# In Depth Analysis of Demographics and Influences

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## Homeownership and Audience Segments

First-time homeowners continue to represent a large share of the market (38.01%), followed by second-time owners (27.25%) and those settled in their “forever homes” (20.32%). This mix highlights a diverse customer base, ranging from new homeowners seeking education and reassurance to experienced ones focused on long-term investments and personalization. Tailoring communication and services to each group helps contractors better meet differing motivations and expectations.

## Influence and Information Channels

When it comes to inspiration, Facebook (64.05%) and YouTube (23.71%) remain dominant platforms for home improvement research, while Pinterest (9.83%) and Instagram (8.45%) serve niche audiences focused on design and aesthetics.

## Some Recommended Actions and Considerations

1. Segment messaging for first-time vs. seasoned homeowners to increase relevance.
2. Use Facebook and YouTube for education and storytelling; highlight results and trust.
3. Pair online campaigns with direct mail for consistent, cross-channel reach.
4. Feature visual inspiration like before-and-after photos or short videos to engage homeowners early in their research.



38

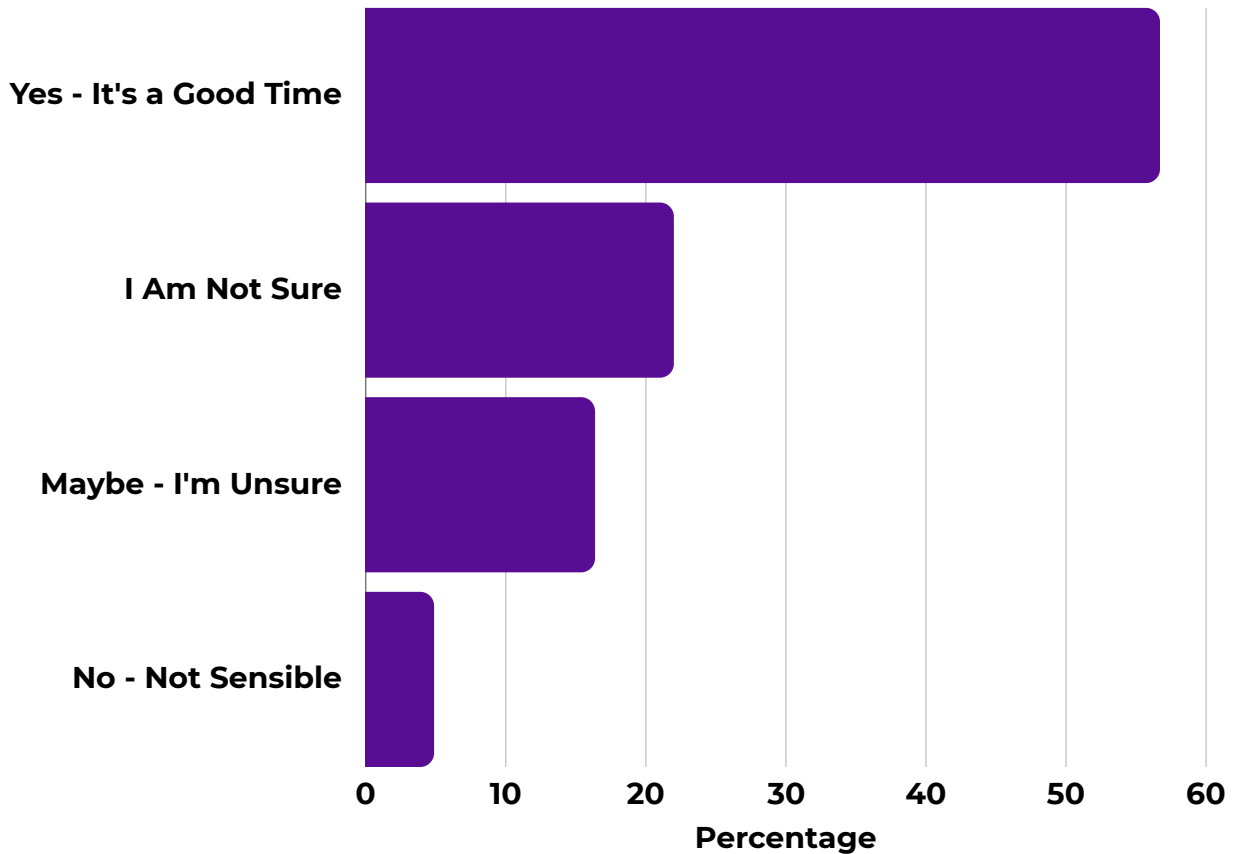
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**Investment and Sustainability  
Concerns**



## Sensibility of Repairs Amid Rising Home Values

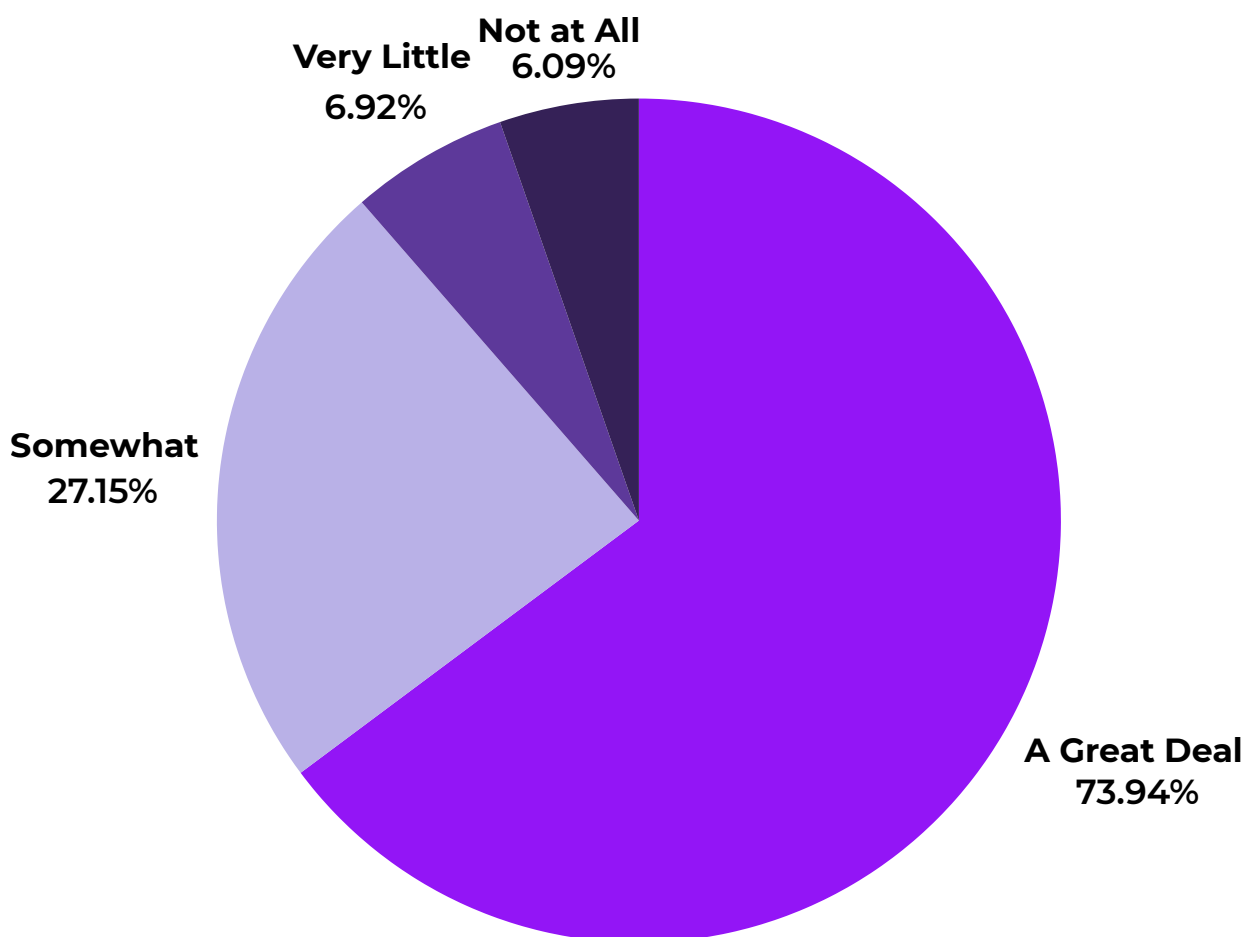
**FIG 22:** Given the current rise in home values, do you believe it is sensible to make repairs or upgrades now?





## Importance of Energy Efficiency and Sustainable Materials

**FIG 23:** How much do you consider energy efficiency and sustainable materials in your home improvement plans?

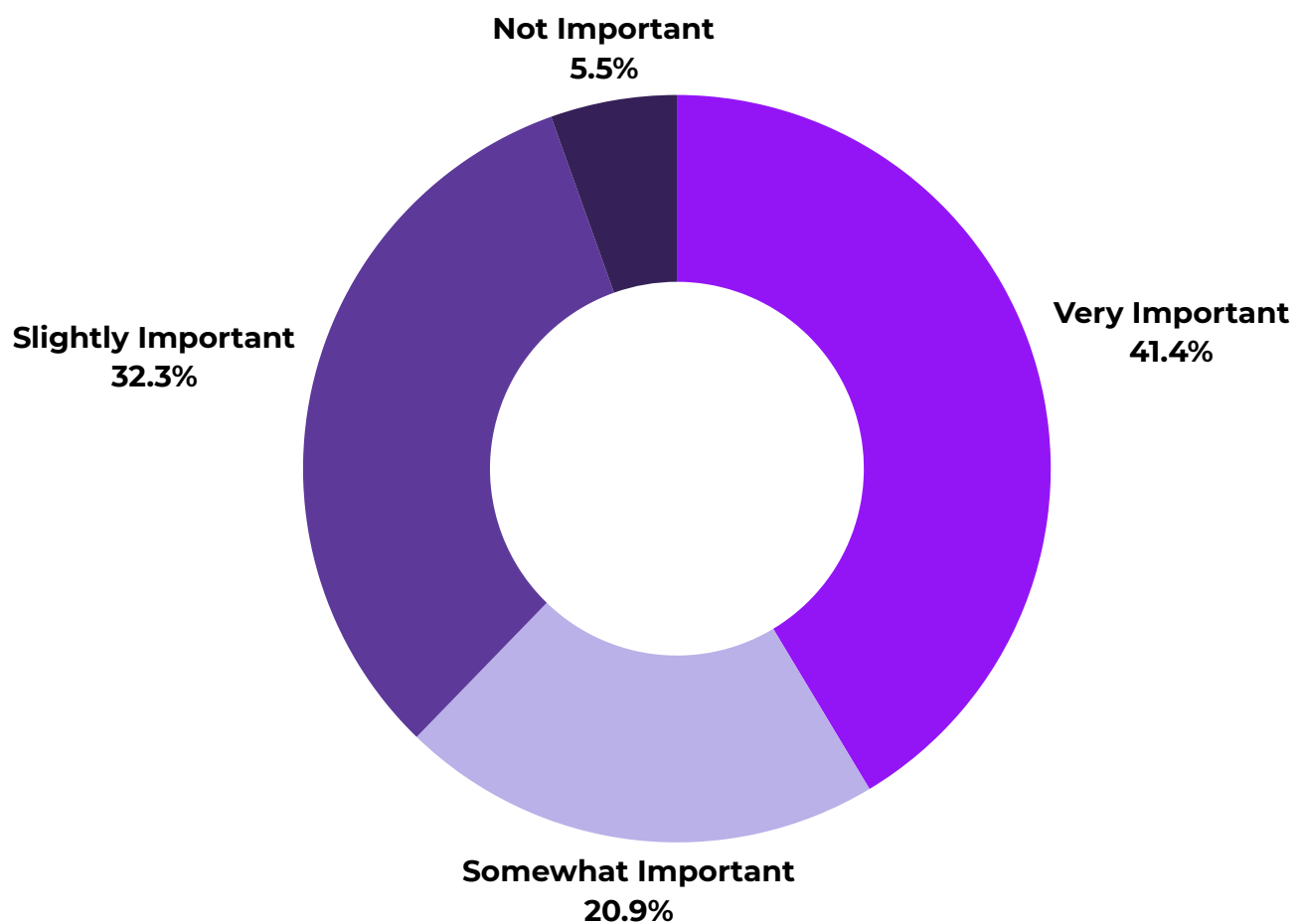






## Importance of Increasing Resale Value

**FIG 24:** How important is it to you to increase the resale value of your home through improvements?





# In Depth Analysis of Investment and Sustainability Concerns

## Investment Confidence and Market Outlook

More than half of homeowners (56.71%) believe now is a good time to make upgrades, showing optimism about home values and confidence in long-term returns. Even among those unsure, few view it as a poor time to invest, suggesting steady demand despite economic fluctuations. Over 60% also consider increasing resale value important, reinforcing that homeowners see renovations not just as maintenance, but as a financial strategy.

## Sustainability and Energy Efficiency Priorities

Sustainability continues to shape homeowner decisions. 90% consider energy efficiency and eco-friendly materials in their plans to some degree. This reflects growing awareness of long-term savings, environmental responsibility, and market appeal. Contractors who highlight energy-efficient options, sustainable materials, and resale value benefits can better align with these evolving priorities.

## Some Recommended Actions and Considerations

1. Emphasize the financial ROI of timely upgrades in marketing and sales messaging.
2. Showcase high-efficiency and sustainable solutions to appeal to value- and eco-minded homeowners.
3. Use data and case studies to demonstrate how energy-efficient projects enhance resale value.
4. Position your brand as a partner in long-term home improvement, not just a service provider.



# 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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866-702-7321

## 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](mailto:modmail@modernize.com), find us on LinkedIn @Modernize 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](mailto:events@modernize.com)

**modernize**<sup>®</sup>  
HOME SERVICES

QuinStreet

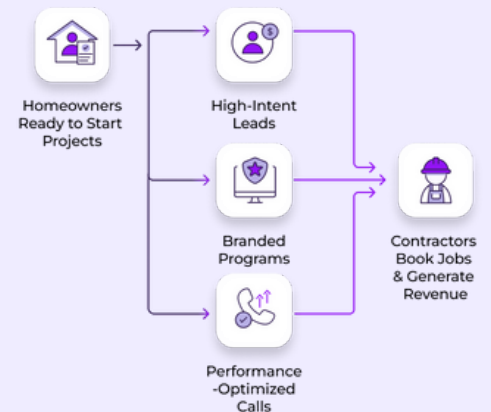


# Powering Growth for Home Service Professionals

Our multi-product platform is designed to help you attract, engage, and convert more customers.

## marketplace

Modernize is the data-driven lead generation partner for home improvement professionals. We connect contractors with homeowners who are actively planning and ready to start projects. Through high-intent leads, branded programs, and performance-optimized calls, we help you reach serious buyers at the moment they are ready to move forward. Every channel is designed to drive trust, boost conversions, and accelerate revenue growth.



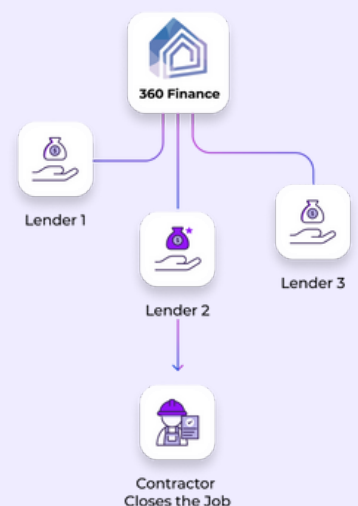
## marketing services

Modernize Marketing Platform Services is your dedicated growth engine: a full-funnel, performance marketing partner built for home service businesses. We blend cross-channel strategy, expert execution, and deep industry insight to lower acquisition costs and boost ROI. Our services span paid media, SEO, content, CRO, creative, and analytics, all backed by full data visibility and a platform built to optimize performance. With a results-obsessed team rooted in home services, we turn complexity into clarity, and marketing into measurable growth.



## 360 finance®

360Finance is our next-level financing solution built for home service professionals. We give sales teams a seamless way to offer transparent, homeowner-ready financing at the point of sale. By partnering with trusted lenders, contractors can present clear, flexible loan options that help homeowners say yes to bigger projects without the burden of upfront costs or high-interest credit. It's a proven game changer for closing more jobs, faster.





[modernize.com/homeowner-insights](https://modernize.com/homeowner-insights)