2019 Remodeling Impact Report

National Association of REALTORS® Research Group
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Introduction

Homeowners and renters remodel, redesign, and restructure their home for a variety of reasons. This report takes a deep dive into the reasons for remodeling, the success of taking on projects, and the increased happiness found in the home once a project is completed. It also contains:

- The typical cost of 20 remodeling and replacement projects, as estimated by members of the National Association of the Remodeling Industry (NARI)
- How much appeal each project is likely to have for buyers, according to REALTORS®
- How much REALTORS® estimate that homeowners can recover on the cost of the projects if they sell the home.

Americans spend $400 billion annually on remodeling their homes.1 However, many find the idea of taking on a remodeling project too overwhelming to attempt. Thirty-five percent of U.S. homeowners would rather move to another home than remodel their current home. Fifty-five percent of owners in suburban areas and 52 percent of owners in urban areas say they would be willing to remodel their home. This jumps to 70 percent for owners in rural areas.

When consumers remodel, it is to upgrade worn-out surfaces, finishes, and materials (34 percent); because it is time for a change (18 percent); and to add features and improve livability (15 percent).

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Introduction

Taking on projects is often worth the investment and time. After remodeling, 74 percent of owners have a greater desire to be in their home. Sixty-five percent have increased enjoyment in their home. Fifty-eight percent feel happy and 38 percent feel satisfied when they see their completed project with a typical Joy Score of 9.6. Seventy-seven percent feel a major sense of accomplishment when they think of their completed project.

Thirty-two percent of owners report the single most important result from remodeling is better functionality and livability, 21 percent report durable and long-lasting results, materials, and appliances, and 16 percent report beauty and aesthetics.

Thirty-six percent of the owners did the project themselves, 35 percent hired a professional for all of the job, and 14 percent hired the labor but purchased the materials. Twelve percent contributed some do-it-yourself (DIY) labor.

The report covers both interior and exterior home improvement projects. This report provides a cost recovery estimate for representative remodeling projects. The actual cost of each remodeling project and cost recovery are influenced by many factors, including project design, quality of materials, location, age and condition of the home, and homeowner preferences.
There are many ways for homeowners to approach remodeling projects and even more ways to analyze the projects’ successful outcome.

REALTORS® are asked to rank interior projects in terms of their appeal to buyers. Complete kitchen renovation, kitchen upgrade, HVAC replacement, and new wood flooring topped the list.

REALTORS® also ranked projects in terms of the expected value at resale, without regard to price. Again, complete kitchen renovation, kitchen upgrade, HVAC replacement, and a new master suite topped the list.

REALTORS®’ rankings matched closely with what homeowners themselves said. NAR calculated a Joy Score for each project based on the happiness homeowners reported with their renovations. Interior projects with a Joy Score of 10 were complete kitchen renovation, closet renovation, full interior and individual room paint, kitchen upgrade, and basement conversion to a living area.

Finally, REALTORS® provided an estimate of the likely dollar value each project would add to the house at resale. In comparing that dollar value to the estimated cost of each project provided by NARI members, a Recovered Project Cost percentage was calculated. For interior projects, the highest percentage cost recovered was from new wood flooring at 106 percent, hardwood flooring refinish at 100 percent, HVAC replacement at 85 percent, and insulation upgrade at 84 percent.

While not all measurements yield the same outcome, there are some similarities and patterns to be found.
### Interior Projects

**REALTOR® rank of projects’ appeal to buyers (highest to lowest)**

1. Complete Kitchen Renovation
2. Kitchen Upgrade
3. HVAC Replacement
4. New Wood Flooring
5. Bathroom Renovation
6. Hardwood Flooring Refinish
7. New Master Suite / Owners’ Suite
8. Add New Bathroom
9. Basement Conversion to Living Area
10. Attic Conversion to Living Area
11. Insulation Upgrade
12. Closet Renovation

**REALTOR® rank of projects’ likely value to the home for resale (highest to lowest)**

1. Complete Kitchen Renovation
2. Kitchen Upgrade
3. HVAC Replacement
4. New Master Suite / Owners’ Suite
5. Bathroom Renovation
6. Basement Conversion to Living Area
7. Add New Bathroom
8. New Wood Flooring
9. Hardwood Flooring Refinish
10. Attic Conversion to Living Area
11. Insulation Upgrade
12. Closet Renovation

2019 Remodeling Impact Report
New Master Suite / Owner’s Suite

Consumers’ Viewpoint After Completing the Project:

Most important result:

33% better functionality and livability

Top two reasons for doing the project:

31%
- To add features and improve livability

19%
- Upgrade worn-out surfaces, finishes, and materials

65%
- Have a greater desire to be home since completing the project

65%
- Have an increased sense of enjoyment when they are at home

69%
- Feel a major sense of accomplishment when they think of the project

Joy Score: 8.4

2019 Remodeling Impact Report
New Master Suite / Owner’s Suite

Cost Recovery:

$150,000
NARI Remodelers’ cost estimate

$75,000
REALTORS® estimated cost recovered

50 percent
Percent of value recovered from the project

3% of REALTORS® have suggested sellers complete before attempting to sell

Less than 1% said the project helped close a sale
Kitchen Upgrade

Consumers’ Viewpoint After Completing the Project:

Most important result: 29% better functionality and livability

Top two reasons for doing the project:

- Upgrade worn-out surfaces, finishes, and materials (32%)
- Time for a change (20%)

- Have a greater desire to be home since completing the project (85%)
- Have an increased sense of enjoyment when they are at home (74%)
- Feel a major sense of accomplishment when they think of the project (78%)

Joy Score: 9.7

2019 Remodeling Impact Report
Cost Recovery:

- NARI Remodelers’ cost estimate: $38,300
- REALTORS® estimated cost recovered: $20,000
- Percent of value recovered from the project: 52 percent

- 40% of REALTORS® have suggested sellers complete before attempting to sell
- 20% said the project helped close a sale
Complete Kitchen Renovation

Consumers’ Viewpoint After Completing the Project:

Most important result:

46% better functionality and livability

Top two reasons for doing the project:

- Upgrade worn-out surfaces, finishes, and materials (24%)
- Just moved into home and wanted to customize to personal tastes (20%)

Have a greater desire to be home since completing the project (93%)

Have an increased sense of enjoyment when they are at home (95%)

Feel a major sense of accomplishment when they think of the project (87%)

Joy Score: 10

2019 Remodeling Impact Report
Complete Kitchen Renovation

Cost Recovery:

$68,000  
NARI Remodelers’ cost estimate

$40,000  
REALTORS® estimated cost recovered

59 percent  
Percent of value recovered from the project

12% of REALTORS® have suggested sellers complete before attempting to sell

10% said the project helped close a sale

2019 Remodeling Impact Report
Consumers’ Viewpoint After Completing the Project:

**Most important result:**
- 35% better functionality and livability

**Top two reasons for doing the project:**
- 41% • Upgrade worn-out surfaces, finishes, and materials
- 19% • Time for a change

- 70% Have a greater desire to be home since completing the project
- 58% Have an increased sense of enjoyment when they are at home
- 80% Feel a major sense of accomplishment when they think of the project

Joy Score: 9.3
Cost Recovery:

- $35,000: NARI Remodelers’ cost estimate
- $20,000: REALTORS® estimated cost recovered
- 57 percent: Percent of value recovered from the project

- 33% of REALTORS® have suggested sellers complete before attempting to sell
- Only 4% said the project helped close a sale
Add New Bathroom

Consumers’ Viewpoint After Completing the Project:

Most important result:

- 31% better functionality and livability

Top two reasons for doing the project:

- 62% To add features and improve livability
- 15% Upgrade worn-out surfaces, finishes, and materials

- 54% Have a greater desire to be home since completing the project
- 62% Have an increased sense of enjoyment when they are at home
- 85% Feel a major sense of accomplishment when they think of the project

Joy Score: 9.2
Add New Bathroom

Cost Recovery:

$60,000
NARI Remodelers’ cost estimate

$30,000
REALTORS® estimated cost recovered

50 percent
Percent of value recovered from the project

5% of REALTORS® have suggested sellers complete before attempting to sell

Only 1% said the project helped close a sale

2019 Remodeling Impact Report
Basement Conversion to Living Area

Consumers’ Viewpoint After Completing the Project:

Most important result:
- 38% better functionality and livability

Top two reasons for doing the project:
- 72% To add features and improve livability
- 11% Upgrade worn-out surfaces, finishes, and materials

- 85% Have a greater desire to be home since completing the project
- 65% Have an increased sense of enjoyment when they are at home
- 70% Feel a major sense of accomplishment when they think of the project

Joy Score: 9.5

2019 Remodeling Impact Report
Cost Recovery:

$46,900
NARI Remodelers’ cost estimate

$30,000
REALTORS® estimated cost recovered

64 percent
Percent of value recovered from the project

5% of REALTORS® have suggested sellers complete before attempting to sell

Only 2% said the project helped close a sale
Cost Recovery:

- **$80,000**
  - NARI Remodelers’ cost estimate

- **$45,000**
  - REALTORS®’ estimated cost recovered

- **56 percent**
  - Percent of value recovered from the project

Only 2% of REALTORS® have suggested sellers complete before attempting to sell.

No respondents said the project helped close a sale.
Consumers’ Viewpoint After Completing the Project:

**Most important result:**

- 47% better functionality and livability

**Top two reasons for doing the project:**

- 93% • To improve energy efficiency
- 7% • Recently moved into home and wanted to customize

- 60% Have a greater desire to be home since completing the project
- 40% Have an increased sense of enjoyment when they are at home
- 47% Feel a major sense of accomplishment when they think of the project

Joy Score: 9.3

2019 Remodeling Impact Report
Cost Recovery:

- **NARI Remodelers’ cost estimate**: $2,400
- **REALTORS®’ estimated cost recovered**: $2,000
- **Percent of value recovered from the project**: 83 percent

- 4% of REALTORS® have suggested sellers complete before attempting to sell
- No respondents said the project helped close a sale

2019 Remodeling Impact Report
Closet Renovation

Consumers’ Viewpoint After Completing the Project:

Most important result:

56% better functionality and livability

Top two reasons for doing the project:

- To improve organization and storage (54%)
- Time for a change (15%)

Joy Score: 10

- Have a greater desire to be home since completing the project (72%)
- Have an increased sense of enjoyment when they are at home (59%)
- Feel a major sense of accomplishment when they think of the project (68%)

2019 Remodeling Impact Report
**Cost Recovery:**

- **$6,300**
  - NARI Remodelers’ cost estimate

- **$2,500**
  - REALTORS®' estimated cost recovered

- **40 percent**
  - Percent of value recovered from the project

Only 4% of REALTORS® have suggested sellers complete the project before attempting to sell.

No respondents said the project helped close a sale.

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2019 Remodeling Impact Report
New Wood Flooring

Consumers’ Viewpoint After Completing the Project:

Most important result:

- 24% better functionality and livability

Top two reasons for doing the project:

- 52% Upgrade worn-out surfaces, finishes, and materials
- 15% Time for a change

- 78% Have a greater desire to be home since completing the project
- 67% Have an increased sense of enjoyment when they are at home
- 78% Feel a major sense of accomplishment when they think of the project

Joy Score: 9.2

2019 Remodeling Impact Report
Cost Recovery:

- NARI Remodelers’ cost estimate: $4,700
- REALTORS® estimated cost recovered: $5,000
- Percent of value recovered from the project: 106 percent

16% of REALTORS® have suggested sellers complete before attempting to sell

5% said the project helped close a sale

2019 Remodeling Impact Report
Consumers’ Viewpoint After Completing the Project:

Most important result:
- 26% better functionality and livability, beauty and aesthetics

Top two reasons for doing the project:
- 39% Upgrade worn-out surfaces, finishes, and materials
- 22% To modernize
- Time for a change

Results:
- 68% Have a greater desire to be home since completing the project
- 65% Have an increased sense of enjoyment when they are at home
- 78% Feel a major sense of accomplishment when they think of the project

Joy Score: 9.5

2019 Remodeling Impact Report
Cost Recovery:

- **NARI Remodelers’ cost estimate**: $2,600
- **REALTORS®’ estimated cost recovered**: $2,600
- **Percent of value recovered from the project**: 100 percent

- **27% of REALTORS® have suggested sellers complete before attempting to sell**
- **5% said the project helped close a sale**
HVAC Replacement

Consumers’ Viewpoint After Completing the Project:

Most important result:
46% better functionality and livability

Top two reasons for doing the project:

- 52% • To improve energy efficiency
- 23% • Upgrade worn-out surfaces, finishes, and materials

- 66% Have a greater desire to be home since completing the project
- 54% Have an increased sense of enjoyment when they are at home
- 54% Feel a major sense of accomplishment when they think of the project

Joy Score: 8.6

2019 Remodeling Impact Report
HVAC Replacement

Cost Recovery:

- **$8,200**
  - NARI Remodelers’ cost estimate

- **$7,000**
  - REALTORS® estimated cost recovered

- 85 percent
  - Percent of value recovered from the project

- 20% of REALTORS® have suggested sellers complete before attempting to sell

- 7% said the project helped close a sale
Consumers’ Viewpoint After Completing the Project:

**Most important result:**

- 29% beauty & aesthetics

**Top two reasons for doing the project:**

- 49% Time for a change
- 23% Upgrade worn-out surfaces, finishes, and materials

- 88% Have a greater desire to be home since completing the project
- 68% Have an increased sense of enjoyment when they are at home
- 86% Feel a major sense of accomplishment when they think of the project

Joy Score: 9.8
Individual Room Paint Job

Consumers’ Viewpoint After Completing the Project:

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>73%</td>
<td>Have a greater desire to be home since completing the project</td>
</tr>
<tr>
<td>61%</td>
<td>Have an increased sense of enjoyment when they are at home</td>
</tr>
<tr>
<td>75%</td>
<td>Feel a major sense of accomplishment when they think of the project</td>
</tr>
</tbody>
</table>

Top two reasons for doing the project:

- 41% • Time for a change
- 26% • Upgrade worn-out surfaces, finishes, and materials

Joy Score: 9.7

2019 Remodeling Impact Report
Exterior Analysis

There are many ways for homeowners to approach remodeling projects and even more ways to analyze the projects’ successful outcome.

REALTORS® are asked to rank exterior projects in terms of their appeal to buyers. New roofing, new vinyl windows, new vinyl siding, and new garage door topped the list.

REALTORS® also ranked projects in terms of the expected value at resale, without regard to price. Again, new roofing, new vinyl windows, new fiber-cement siding, and new wood windows ranked the highest.

REALTORS®’ opinions varied somewhat from those of homeowners. A Joy Score was calculated for each project based on the happiness homeowners reported with their renovations. Exterior projects with the highest Joy Scores were new fiberglass or steel front door, new vinyl and wood windows, and new roofing.

Finally, REALTORS® provided an estimate of the likely dollar value each project would add to the house at resale. In comparing that dollar value to the estimated cost of each project provided by NARI members, a Recovered Project Cost percentage was calculated. For exterior projects, the highest percentage cost recovered was from new roofing at 107 percent, new garage door at 95 percent, and new steel and fiberglass front doors at 75 and 74 percent respectively.

While not all measurements of outcomes are the same, there are some similarities and patterns to be found.

2019 Remodeling Impact Report
## Exterior Projects

### REALTOR® rank of projects’ appeal to buyers (highest to lowest)

<table>
<thead>
<tr>
<th>Rank</th>
<th>Project</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>New Roofing</td>
</tr>
<tr>
<td>2</td>
<td>New Vinyl Windows</td>
</tr>
<tr>
<td>3</td>
<td>New Vinyl Siding</td>
</tr>
<tr>
<td>4</td>
<td>New Garage Door</td>
</tr>
<tr>
<td>5</td>
<td>New Fiber-Cement Siding</td>
</tr>
<tr>
<td>6</td>
<td>New Wood Windows</td>
</tr>
<tr>
<td>7</td>
<td>New Fiberglass Front Door</td>
</tr>
<tr>
<td>8</td>
<td>New Steel Front Door</td>
</tr>
</tbody>
</table>

### REALTOR® rank of projects’ likely value to the home for resale (highest to lowest)

<table>
<thead>
<tr>
<th>Rank</th>
<th>Project</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>New Roofing</td>
</tr>
<tr>
<td>2</td>
<td>New Vinyl Windows</td>
</tr>
<tr>
<td>3</td>
<td>New Fiber-Cement Siding</td>
</tr>
<tr>
<td>4</td>
<td>New Wood Windows</td>
</tr>
<tr>
<td>5</td>
<td>New Vinyl Siding</td>
</tr>
<tr>
<td>6</td>
<td>New Garage Door</td>
</tr>
<tr>
<td>7</td>
<td>New Steel Front Door</td>
</tr>
<tr>
<td>8</td>
<td>New Fiberglass Front Door</td>
</tr>
</tbody>
</table>

*2019 Remodeling Impact Report*
New Steel Front Door

Consumers’ Viewpoint After Completing the Project:

Top two reasons for doing the project:

42% • To improve energy efficiency

29% • Upgrade worn-out surfaces, finishes, and materials

Most important result:

30% better functionality and livability

- Have a greater desire to be home since completing the project
- Have an increased sense of enjoyment when they are at home
- Feel a major sense of accomplishment when they think of the project

Joy Score: 9.7

2019 Remodeling Impact Report
New Steel Front Door

**Cost Recovery:**

<table>
<thead>
<tr>
<th>$2,000</th>
<th>$1,500</th>
<th>75 percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>NARI Remodelers’ cost estimate</td>
<td>REALTORS®’ estimated cost recovered</td>
<td>Percent of value recovered from the project</td>
</tr>
</tbody>
</table>

Just 4% of REALTORS® have suggested sellers complete before attempting to sell

Only 1% said the project helped close a sale
New Fiberglass Front Door

Consumers’ Viewpoint After Completing the Project:

Most important result:
30% better functionality and livability

Top two reasons for doing the project:
42% • To improve energy efficiency
29% • Upgrade worn-out surfaces, finishes, and materials

79% Have a greater desire to be home since completing the project
67% Have an increased sense of enjoyment when they are at home
69% Feel a major sense of accomplishment when they think of the project

Joy Score: 9.7

2019 Remodeling Impact Report
Cost Recovery:

$2,700
NARI Remodelers’ cost estimate

$2,000
REALTORS® estimated cost recovered

74 percent
Percent of value recovered from the project

Just 4% of REALTORS® have suggested sellers complete before attempting to sell

No respondents said the project helped close a sale
New Garage Door

Consumers’ Viewpoint After Completing the Project:

Most important result:
- 31% beauty and aesthetics

Top two reasons for doing the project:
- 48% Upgrade worn-out surfaces, finishes, and materials
- 11% Time for a change

- 66% Have a greater desire to be home since completing the project
- 52% Have an increased sense of enjoyment when they are at home
- 66% Feel a major sense of accomplishment when they think of the project

Joy Score: 9.3

2019 Remodeling Impact Report
## Cost Recovery:

<table>
<thead>
<tr>
<th>Cost Estimate</th>
<th>Value Recovered</th>
<th>Percent of Value Recovered</th>
</tr>
</thead>
<tbody>
<tr>
<td>$2,100</td>
<td>NARI Remodelers’ cost estimate</td>
<td>95 percent of value recovered from the project</td>
</tr>
<tr>
<td>$2,000</td>
<td>REALTORS® estimated cost recovered</td>
<td></td>
</tr>
</tbody>
</table>

16% of REALTORS® have suggested sellers complete before attempting to sell

Only 2% said the project helped close a sale
New Fiber-Cement Siding

Consumers’ Viewpoint After Completing the Project:

Most important result:
38% durable and long-lasting results, materials, & appliances

Top two reasons for doing the project:
70% • Upgrade worn-out surfaces, finishes, and materials
8% • Selling the home in the next two years

59% Have a greater desire to be home since completing the project
64% Have an increased sense of enjoyment when they are at home
80% Feel a major sense of accomplishment when they think of the project

Joy Score: 9.3

2019 Remodeling Impact Report
New Fiber-Cement Siding

Cost Recovery:

$19,700  
NARI Remodelers’ cost estimate

$15,000  
REALTORS® estimated cost recovered

76 percent  
Percent of value recovered from the project

Just 2% of REALTORS® have suggested sellers complete before attempting to sell

No respondents said the project helped close a sale
New Vinyl Siding

Consumers’ Viewpoint After Completing the Project:

Most important result:
- 38% durable and long-lasting results, materials, & appliances

Top two reasons for doing the project:
- 70% Upgrade worn-out surfaces, finishes, and materials
- 8% Selling the home in the next two years

- 59% Have a greater desire to be home since completing the project
- 64% Have an increased sense of enjoyment when they are at home
- 80% Feel a major sense of accomplishment when they think of the project

Joy Score: 9.3

2019 Remodeling Impact Report
New Vinyl Siding

Cost Recovery:

$15,800
NARI Remodelers’ cost estimate

$10,000
REALTORS® estimated cost recovered

63 percent
Percent of value recovered from the project

4% of REALTORS® have suggested sellers complete before attempting to sell

Only 1% said the project helped close a sale
New Roofing

Consumers’ Viewpoint After Completing the Project:

Most important result:

50% durable and long-lasting results, materials, & appliances

Top two reasons for doing the project:

61% • Upgrade worn-out surfaces, finishes, and materials
15% • Time for a change

65% Have a greater desire to be home since completing the project
49% Have an increased sense of enjoyment when they are at home
75% Feel a major sense of accomplishment when they think of the project

Joy Score: 9.5

2019 Remodeling Impact Report
Cost Recovery:

- NARI Remodelers’ cost estimate: $7,500
- REALTORS®’ estimated cost recovered: $8,000
- Percent of value recovered from the project: 107 percent

39% of REALTORS® have suggested sellers complete before attempting to sell

33% said the project helped close a sale
New Vinyl Windows

Consumers’ Viewpoint After Completing the Project:

Most important result:

- 42% better functionality and livability

Top two reasons for doing the project:

- 47% To improve energy efficiency
- 23% Upgrade worn-out surfaces, finishes, and materials

- 64% Have a greater desire to be home since completing the project
- 63% Have an increased sense of enjoyment when they are at home
- 80% Feel a major sense of accomplishment when they think of the project

Joy Score: 9.6

2019 Remodeling Impact Report
New Vinyl Windows

Cost Recovery:

- NARI Remodelers’ cost estimate: $22,500
- REALTORS®’ estimated cost recovered: $16,000
- Percent of value recovered from the project: 71 percent

- 12% of REALTORS® have suggested sellers complete before attempting to sell
- 4% said the project helped close a sale

2019 Remodeling Impact Report
New Wood Windows

Consumers’ Viewpoint After Completing the Project:

Most important result:
42% better functionality and livability

Top two reasons for doing the project:

47%
• To improve energy efficiency

23%
• Upgrade worn-out surfaces, finishes, and materials

64%
Have a greater desire to be home since completing the project

63%
Have an increased sense of enjoyment when they are at home

80%
Feel a major sense of accomplishment when they think of the project

Joy Score: 9.6

2019 Remodeling Impact Report
Cost Recovery:

$35,000
NARI Remodelers’ cost estimate

$20,000
REALTORS® estimated cost recovered

57 percent
Percent of value recovered from the project

Only 2% of REALTORS® have suggested sellers complete before attempting to sell

Only 1% said the project helped close a sale
Methodology

Survey of Consumers Who’ve Completed Remodeling Projects:
In June and July of 2019, homeownership site HouseLogic.com surveyed consumers about the last remodeling project they undertook. A total of 2,193 respondents took the online survey. The Joy Score was calculated by combining the share who were happy and those who were satisfied when seeing their completed project and dividing the share by 10 to create a ranking between 1 and 10. Higher Joy Scores indicate greater joy from the project.

National Association of the Remodeling Industry Cost Survey:
In March and June 2019, NARI emailed a cost survey to its 4,400 members. A total of 378 responses were received. The survey had an adjusted response rate of 11.6%. Respondents were asked to take the following into consideration: “For each project, please assume the house is in good condition. There are no surprises that will impact the cost. Generally, assume a 2,495 sq. ft. house—the average size according to U.S. Census data. The house is a post-1981-built home with no hidden issues. To ensure the most applicability, projects and materials represent standard or typical quality; a few projects feature “better-quality” materials. But there are no top-of-the-line projects.”

National Association of REALTORS® Value Survey:
In July 2019, NAR emailed an interior remodeling project survey to a random sample of 52,491 members. A total of 2,485 responses were received. The survey had an adjusted response rate of 4.7%. Respondents were asked to take the following into consideration: “Based on a survey from the National Association of the Remodeling Industry, we have included the median cost of each professional remodeling project. Generally, assume a 2,495 sq. ft. home based on U.S. Census data. We accounted
Methodology

for code requirements in designing projects. To ensure the most applicability, projects and materials represent standard or typical quality; a few projects feature “better quality” materials. But there are no top-of-the-line projects.”

In July 2019, NAR e-mailed an exterior remodeling project survey to a random sample of 46,754 members. A total of 2,383 responses were received. The survey had an adjusted response rate of 5.1%. Respondents were asked to take the following into consideration: “Based on a survey from the National Association of the Remodeling Industry, we have included the median cost of each professional remodeling project. Generally, assume a 2,495 sq. ft. home based on U.S. Census data. We accounted for code requirements in designing projects. To ensure the most applicability, projects and materials represent standard or typical quality; a few projects feature “better quality” materials. But there are no top-of-the-line projects.”

The primary measure of central tendency used throughout this report is the median, the middle point in the distribution of responses to a particular question or, equivalently, the point at which half of the responses are above and half are below a particular value.

In the 2019 survey, we received the cost estimate from NARI Remodelers and the REALTORS® estimated cost recovered for an attic conversion to living area. However, we did not receive adequate consumer feedback in order to calculate a Joy Score or measure their viewpoint after completing the project, which was left out of the final report. In addition, we received consumer feedback on painting the full interior of the home as well as an individual room, but we did not receive costs estimates or the cost recovered from NARI Remodelers and REALTORS® for these projects.