

2021

# VOICE OF THE HOMEOWNER

Insights from our Annual Homeowner Survey  
*For Home Repair and Service Companies*







*The more you know about your customers, the better job you can do reaching them. That’s the driving motivation behind our annual survey of homeowners.*

*We tackle the big questions in terms of who, what, why and how they make the decisions they do about home repairs and improvements.*

*This report highlights some of the insights contractors and repair companies can use to serve their customers better ... and generate more customers to serve.*

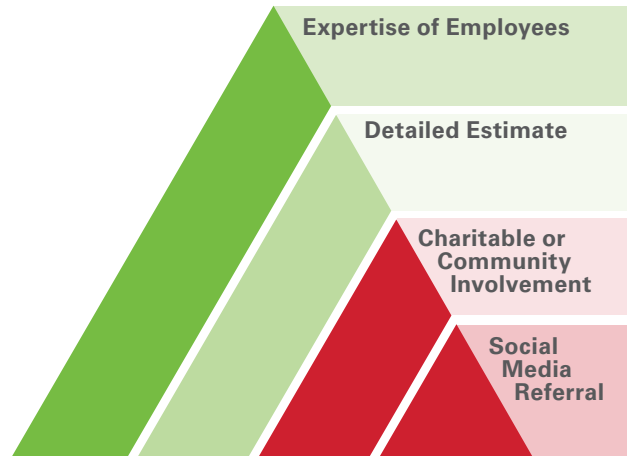
*In the following pages, I hope you’ll find some information to support your current sales and marketing approach. I also hope you’ll find some interesting items that give you new ideas to test and new things to consider.*

*And, more than anything, I hope the year ahead is filled with growth and prosperity for your team and your organization.*

**J.D. Haskell**  
Marketing Strategist  
RCG Contractor Marketing

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## Top Two and Bottom Two Influences on Selecting A Contractor To Work With

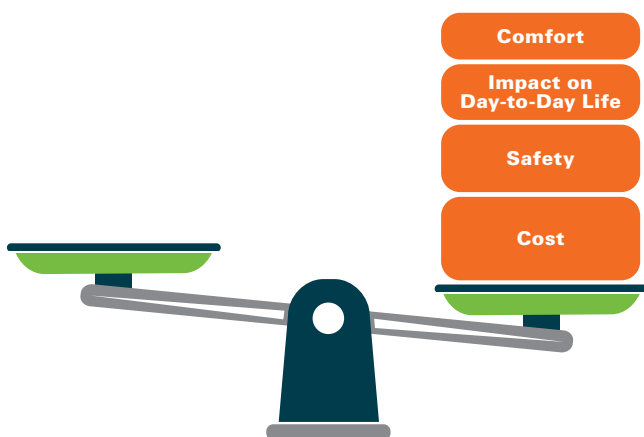
Given 18 factors to rate as “very important” to “not at all important” when choosing a contractor, **Expertise** was the strongest factor closely followed by **Detailed Estimate**. **Availability/Quick Turnaround**, **Positive Online Reviews**, and **Warranty** rounded out the top five.

What were the weakest influences? **Social Media Referral** was at the bottom with **Charitable/Community Involvement** rated second-to-last.



### QUICK TAKE

**Get personal.** Consider adding detail to estimates along with a bio of the project manager that highlights experience.



## How Do Homeowners Prioritize Projects?

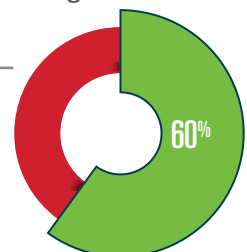
When it comes to choosing which project to pull the trigger on and which ones to put off, homeowners prioritize **Cost**, **Safety**, **Impact on Day-to-Day Life**, and **Comfort** in that order.

What factor weighs the least in decision-making? Homeowners say the **Opinions of Family and Friends** carry little weight.



### QUICK TAKE

**Show them the money.** 60% of homeowners also say **available financing** is highly important when they’re considering non-emergency home repairs and improvements.







## One in Four Homeowners is Putting Off Big Projects

Five project categories have significant pent-up demand. When asked if there's a project they want done but have been putting off, one in four homeowners said "yes" about: **Kitchen Remodel, Window Replacement, Landscaping, Flooring and Bathroom Remodel.**



### QUICK TAKE

**Opportunity?** The same five improvements above are among the top of the list that homeowners say would improve their lifestyle.

### DIY Fails?

**More than half** of homeowners say they've attempted taking on a project themselves before giving in and calling a pro.

### Drips and Sparks

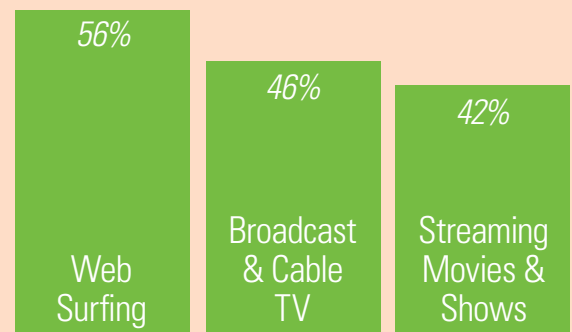
**One-in-five** homeowners report they have plumbing or electrical work they want done but are putting off.



## Daily Diversions?

What do homeowners do for leisure? In the category of things they do every day, the top three activities are: **Surfing the Web, Watching Cable or Broadcast TV and Streaming Movies and TV Shows.** On the bottom? **Tweeting**, with about 43% saying they "never" engage with Twitter.

### Top 3 "Do It Every Day" Activities

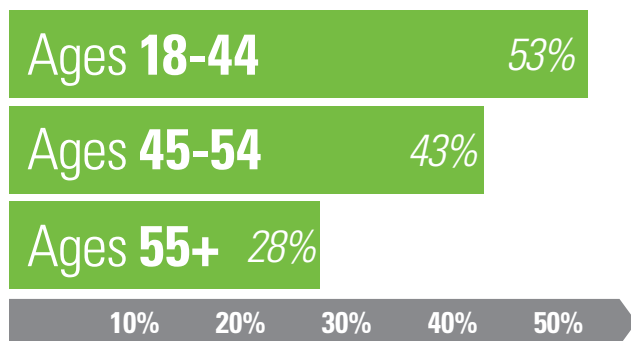


### QUICK TAKE

**Are you on TV?** it's important to have a balanced strategy that includes both broadcast and popular streaming services.



### Percent of Age Group Reporting Spending \$5,000 or more



### Spending Power

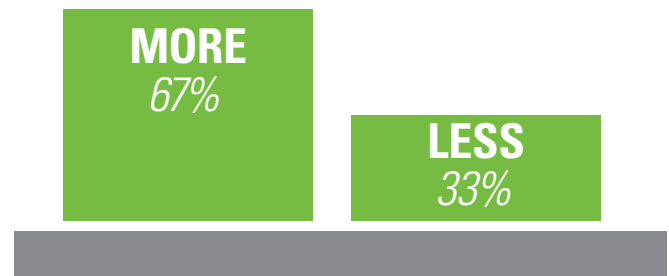
**Younger age groups** reported spending the most money on home repairs and improvements in 2020. Of homeowners who spent more than \$5,000, 43% were ages 45-54, while only 28% were 55+.



### QUICK TAKE

**Potential among older ages?** Individuals over age 55 curtailed their spending over the course of 2020. There may be demand for more services from this age group as health concerns recede.

### Do Homeowners Expect to Spend More or Less on Home Repair and Improvement Next Year?



### Increasing Demand?

**A little over two-thirds** of homeowners expect to spend more next year on improving and repairing their home than they did this year.





## First Impressions

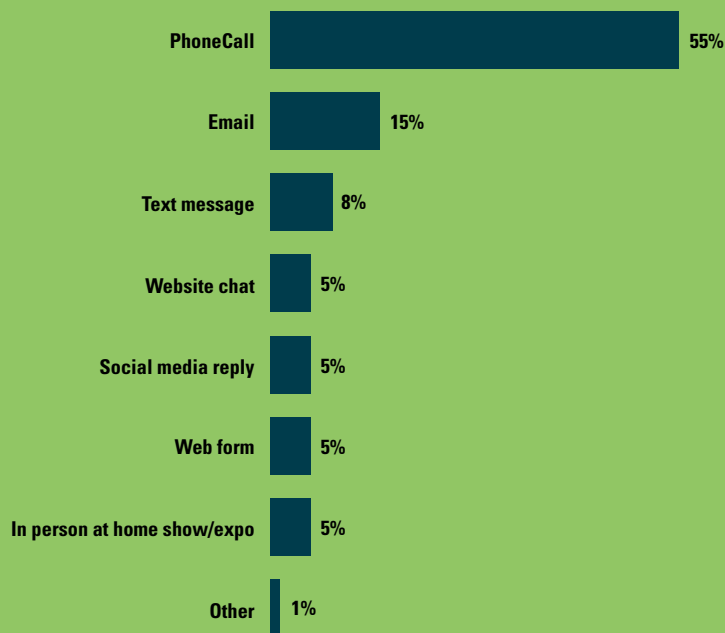
We asked homeowners where they first learned about the contractor they eventually hired. The top three responses: **Personal Referral**, **Web Search** and **TV Advertising**. In last place was **Home Shows/Expos**.

In an interesting twist, homeowners in both the high spending and high earning categories, are less likely than average to rely on referrals. Both TV and Social Media show more strength in this category of homeowner.



### QUICK TAKE

**Make the ask.** In addition to broad market advertising and search marketing, contractors can benefit from strategies that encourage and reward referrals.



### QUICK TAKE

**Hello?** Answering the phone and doing it well remains an important part of the sales process. If you're capturing calls after hours, be sure they're returned promptly.

## Is That Opportunity Calling?

**Across every age group**, a phone call is the method preferred by homeowners to make first contact with a home services company.

Email and text message come in a distant second and third.





## The Clock is Ticking

A bid that takes a week to receive leaves two thirds of homeowners dissatisfied with the timeliness. About **80% expect their estimate within two days** of making contact.

Most homeowners also expect the work to begin promptly after they accept a bid. 90% report dissatisfaction if work doesn't begin within 30 days. About 60% expect it to be within two weeks.

## Making the Grade

Contractors seem to be learning from past shortcomings, and homeowners are taking notice. 91% say that their last provider was at least somewhat responsive and 93% say their last provider was at least somewhat professional.



### QUICK TAKE

**Level playing field?** Differentiating on professionalism and responsiveness may be getting more difficult as more service providers focus on improving in these areas.



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