

COST vs. VALUE 2023 REPORT



UNDERSTANDING **COST VS. VALUE**

Since 1987, Zonda Media has conducted research on the value of various home remodeling projects. The results are published in their annual Cost vs. Value Report, available at [costvsvalue.com](https://www.costvsvalue.com).



The data is collected from a survey of more than 6,000 realtors across the United States. The report includes popular upscale and mid-range home improvement projects, and ranks them by cost, resale value, and cost recouped.



The report reveals which products maintain a premium for homebuyers even during times of increased inflation and higher mortgage rates, and that exterior replacement projects continue to provide a high return on investment by boosting curb appeal.



In years past, modeled estimates were used as the basis for the report. However, with the volatility in costs and labor availability from 2020-2022 and subsequent mortgage hikes, Zonda adjusted the methodology. Realtors were asked what value various remodel projects would have on the typical homes they sold in their market. This was then compared with Zonda's estimate of costs for each remodel. Going forward, Zonda will continue to use this data-backed approach to benchmark costs.



INCREASE YOUR HOME'S **RESALE VALUE** AND **BOOST CURB APPEAL**

Eventually, just about everyone sells a home, and you're going to want to get the best possible price. Exterior home improvement projects provide two important advantages:

- ✓ Good curb appeal attracts more buyers and can help your home sell more quickly.
- ✓ Exterior home improvements can increase your home's value.

"Curb appeal" and "first impressions" are central to a real-estate professional's estimation of resale value. Great curb appeal is critical in motivating potential buyers to see more of the home and in setting the stage for what a prospective buyer is willing to pay.

MAXIMUM IMPACT

Considering this trend, you may want to take a comprehensive approach to maximizing your home's curb appeal and value – say, by pairing a new entry door with manufactured stone and updated fixtures for an eye-catching effect. You can also replace your doors and windows at the same time to create a cohesive exterior appearance.

102%



MANUFACTURED **STONE**

No. 3 Best Value Project Overall

Manufactured stone can help achieve any design style, returning 102% of your investment. Stone provides several options for upgrading your home's exterior, including adding dramatic appeal and texture, and highlighting special architectural details.

101%



STEEL **ENTRY DOORS**

No. 4 Best Value Project Overall

Installing a new steel entry door will recoup 101% of the cost. Choose something different than your neighbor by selecting one of ProVia's standard or trending paint colors, or get a custom-matched color of your choice. The design options with these doors are virtually endless.

95%

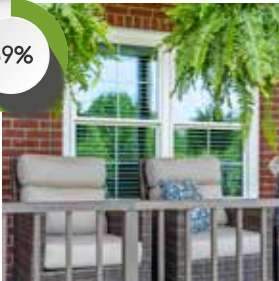


VINYL **SIDING**

No. 5 Best Value Project Overall

New vinyl siding will return approximately 95% of your return on investment. Advanced vinyl siding technology allows it to last longer, look nicer and provide good weatherability. ProVia offers Insulated, Traditional, and Decorative (Shakes & Shingles and Board 'n Batten) vinyl siding.

69%



VINYL **WINDOWS**

No. 8 Best Value Project Overall

Upscale vinyl windows will recoup 69% of their cost. Protecting your home's interior from sun damage and allowing simple, easy cleaning are just a couple of the advantages of new vinyl windows. ProVia offers four different window lines to meet all of your needs – and your budget.

50%



FIBERGLASS **ENTRY DOORS**

No. 12 Best Value Project Overall

Considered an upscale remodel by Cost vs. Value, installing a grand entrance fiberglass entry door on your home will recoup 50% of the cost. Be the talk of the town by adding decorative glass in two sidelites and a nice transom to complete the look.

49%



METAL **ROOFING**

No. 14 Best Value Project Overall

ProVia's newest product, metal roofing, comes in at a respectable 49% return on your investment. Designed to preserve the unique characteristics of traditional time-honored roofing materials, our one-of-a-kind shake, slate and barrel tile profiles are available in several colors.



* These icons represent the % of the total cost recouped.

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"Exterior jobs boost a home's curb appeal, which real estate professionals say is crucial to resale value." - Zonda Media

	PROJECT	JOB COST	RESALE VALUE	COST RECOUPED
1	HVAC Conversion (Electrification)	\$17,747	\$18,366	103%
2	Garage Door Replacement	\$4,302	\$4,418	103%
3	Manufactured Stone Veneer	\$10,925	\$11,177	102%
4	Steel Door Replacement	\$2,214	\$2,235	101%
5	Vinyl Siding Replacement	\$16,348	\$15,485	95%
6	Fiber Cement Siding Replacement	\$19,361	\$17,129	88%
7	Minor Kitchen Remodel	\$26,790	\$22,963	86%
8	Vinyl Window Replacement	\$20,091	\$13,766	69%
9	Bathroom Remodel - Mid-Range	\$24,606	\$16,413	67%
10	Wood Window Replacement	\$24,376	\$14,912	61%
11	Asphalt Shingle Roofing Replacement	\$29,136	\$17,807	61%
12	Grand Fiberglass Entrance	\$10,823	\$5,457	50%
13	Wood Deck Addition	\$47,414	\$8,552	50%
14	Metal Roofing Replacement	\$47,414	\$23,163	49%
15	Universal Design Bathroom	\$39,710	\$18,270	46%
16	Major Kitchen Remodel - Mid-Range	\$77,939	\$32,574	42%
17	Composite Deck Addition	\$23,430	\$9,325	40%
18	Bathroom Remodel - Upscale	\$76,827	\$28,203	37%
19	Major Kitchen Remodel - Upscale	\$154,483	\$48,913	32%
20	Bathroom Addition - Mid-Range	\$57,090	\$17,237	30%
21	Primary Suite Addition - Mid-Range	\$157,855	\$47,343	30%
22	Bathroom Addition - Upscale	\$104,733	\$27,830	27%
23	Primary Suite Addition - Upscale	\$325,504	\$73,875	23%

ProVia products are in green font above.

The baseline or standard version of a project is called a mid-range project, and the higher-priced version is an upscale project.

DOWNLOAD YOUR FREE REPORT TODAY!

As a corporate sponsor of the Cost vs. Value study, ProVia believes that well-informed homeowners make better buying decisions. The chart above reflects national averages; however, local Cost vs. Value numbers are available at costvsvalue.com or by scanning the QR code to the right. There you can quickly and easily download a report showing data for one of 149 cities nationwide.



DOORS | WINDOWS
SIDING | STONE | ROOFING
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P-MK-01850-23 | 08/23

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Complete data from the Zonda's 2023 Cost vs. Value Report can be downloaded free at costvsvalue.com.