



COST VS. VALUE REPORT



COST ^{vs} VALUE ₂₀₂₄ 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. Participants were asked what value various remodel projects would have on the typical homes sold in their market. This was then compared with Zonda's estimate of costs for each remodel.



The report includes popular upscale and midrange home improvement projects, and ranks them by cost, resale value, and cost recouped.



The 2024 numbers can be attributed to the unique market for existing homes in today's economy, combined with higher mortgage interest rates and homeowners retaining substantial equity.



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:

- ✓ Enhanced 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.



188%



STEEL ENTRY DOORS

No. 2 Best Value Project Overall

Installing a new steel entry door should recoup 188% 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.



153%



MANUFACTURED STONE

No. 3 Best Value Project Overall

Manufactured stone can help achieve any design style, returning around 153% of your investment. Stone provides several options for upgrading your home's exterior, including adding dramatic appeal and texture, and highlighting special architectural details.



97%



FIBERGLASS ENTRY DOORS

No. 4 Best Value Project Overall

Considered an upscale remodel by Cost vs. Value, installing a grand entrance fiberglass entry door on your home will help recoup about 97% of the cost. Be the talk of the town by adding decorative glass in two sidelites and an elegant transom to complete the look.



80%



VINYL SIDING

No. 8 Best Value Project Overall

New vinyl siding will help reclaim approximately 80% return on your investment. Advanced technology produces a more durable, weather-resistant vinyl siding panel that retains its color better. ProVia offers traditional, insulated, vertical, and decorative siding profiles.



67%



VINYL WINDOWS

No. 11 Best Value Project Overall

Upscale vinyl windows recoup approximately 67% 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.



48%



METAL ROOFING

No. 17 Best Value Project Overall

ProVia's newest product, metal roofing, comes in at an estimated 48% 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.

2024 COST VS. VALUE REPORT

"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	Garage Door Replacement	\$4,513	\$8,751	193.9%
2	Entry Door Replacement Steel	\$2,355	\$4,430	188.1%
3	Manufactured Stone Veneer	\$11,287	\$17,291	153.2%
4	Grand Entrance Fiberglass	\$11,353	\$11,054	97.4%
5	Minor Kitchen Remodel Midrange	\$27,492	\$26,406	96.1%
6	Siding Replacement Fiber-Cement	\$20,619	\$18,230	88.4%
7	Deck Addition Wood	\$17,615	\$14,596	82.9%
8	Siding Replacement Vinyl	\$17,410	\$13,957	80.2%
9	Bathroom Remodel Midrange	\$25,251	\$18,613	73.7%
10	Deck Addition Composite	\$24,206	\$16,498	68.2%
11	Window Replacement Vinyl	\$21,264	\$14,270	67.1%
12	HVAC Conversion Electrification	\$18,800	\$12,422	66.1%
13	Window Replacement Wood	\$25,799	\$16,222	62.9%
14	Roofing Replacement Asphalt Shingles	\$30,680	\$17,461	56.9%
15	Major Kitchen Remodel Midrange	\$79,982	\$39,587	49.5%
16	Bathroom Remodel Universal Design	\$40,750	\$20,148	49.4%
17	Roofing Replacement Metal	\$49,928	\$24,034	48.1%
18	Bath Remodel Upscale	\$78,840	\$35,591	45.1%
19	Major Kitchen Remodel Upscale	\$158,530	\$60,176	38.0%
20	Primary Suite Addition - Mid-Range	\$164,649	\$58,484	35.5%
21	Bathroom Addition - Mid-Range	\$58,586	\$20,334	34.7%
22	Bathroom Addition - Upscale	\$107,477	\$34,997	32.6%
23	Primary Suite Addition Upscale	\$339,513	\$81,042	23.9%

ProVia products are in green font above.

The baseline or standard version of a project is called a midrange 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 150 cities nationwide.



DOORS | WINDOWS
SIDING | STONE | ROOFING
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