

The Premium Remodeling Lead Benchmark

Eight published data points for premium remodeling demand and follow-up

High-ticket remodeling has a long buying cycle, and published benchmarks rarely use the same definition of a lead. This guide keeps each claim next to its source, so you can judge the evidence instead of treating every published number as settled fact.

\$518B projected annual homeowner improvement and repair spending by the end of 2026 Harvard JCHS LIRA, revised April 15, 2026	\$150,000 90th-percentile completed renovation spend in 2025 Houzz & Home Study, 2026	\$15,000 median planned renovation spend for 2026 Houzz & Home Study, 2026	50% of surveyed homeowners plan to renovate in 2026 Houzz & Home Study, 2026
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The periods matter. The \$150,000 figure describes completed 2025 projects. The \$15,000 and 50% figures describe 2026 plans. Houzz surveyed 20,358 users, including 10,176 renovating U.S. homeowners. These are not 20,000 renovating homeowners.

The benchmarks, with sources

Write your number in the last column. Vendor-published figures are labeled so you can weigh them appropriately.

MEASURE	WHAT THE SOURCE SAYS	SOURCE AND LIMITS	YOUR NUMBER
Website visitors who become a lead	Below 2% is poor, 2% to 3% is average, and 5% to 8% is excellent.	Instant Sales Funnels, contractor conversion guide . Vendor-published and not limited to premium remodelers. PUBLISHED CONTRACTOR BENCHMARK	
Leads you can trace from source to sale	Connecting 60% to 75% of customer records is an enterprise benchmark. Matching 80% to 90% of records using reliable identifiers is a stronger target.	CDP.com, First-Party Data . Large-company data-tracking references, not premium-remodeling percentiles. A Forrester study commissioned by Microsoft modeled a 15% conversion improvement from better lead scoring, prioritization, and follow-up. An Adobe-commissioned Forrester study modeled 5% to 10% higher conversions. Neither study focused on contractors. PUBLISHED CUSTOMER-DATA BENCHMARK	
Leads that become signed contracts	7% to 12% is described as average. High-performing firms reach 15% to 22%.	Marketing LTB, Remodeling Marketing Statistics . Vendor-published. The page does not disclose the sample or original sources for each figure. PUBLISHED REMODELER BENCHMARK	
Previously unsold leads recovered into signed jobs	About 7% is a published contractor rehash result. One documented campaign recovered 99 of 898 unsold leads, or 11%. A second vendor reports a 5% to 12% range.	gFour Marketing , RoofersCoffeeShop , and Relentless Digital . Vendor-reported results, not an audited remodeler census. Pool definitions and campaign methods can differ. PUBLISHED CONTRACTOR BENCHMARK	
Leads from repeat customers or referrals	One current vendor page says 46%. Trade coverage puts a healthy mix near one-half; older survey coverage found more than one-third of firms got at least 80% of business from referrals.	Marketing LTB , JLC , and Pro Remodeler . Definitions and years differ. PUBLISHED REMODELER BENCHMARK	
Projects that exceeded the initial budget	37% exceeded the initial budget in 2025. 35% landed on target.	2026 U.S. Houzz & Home Study . Large survey of Houzz users, not a contractor performance benchmark. INDEPENDENT LARGE SURVEY	
Homeowners who hired a professional	The full Houzz report describes professional involvement by project and professional type.	2026 U.S. Houzz & Home Study . Use the report table for the exact population and category. INDEPENDENT LARGE SURVEY	
Annual market spending	\$518 billion projected by the end of 2026, after an April revision to the LIRA calculation.	Harvard Joint Center for Housing Studies . Market size, not firm performance. INDEPENDENT MARKET FORECAST	

Source standard. "Published" means the figure appears on the linked page. It does not mean the underlying method was audited. Vendor-published figures are useful orientation, but the source may have an incentive to sell marketing services. The calculator uses published figures as directional comparisons, not audited competitor percentiles.

Rehash only means something when the denominator is clear

Use the number of previously unsold leads or estimates that were actually available for re-engagement.

Ask one concrete question

Of the old leads and estimates put into rehash, how many later became signed jobs?

The best answer comes from your CRM. Do not divide recovered jobs by every lead you generated if only a smaller group was put into the rehash process.

WORKED EXAMPLE, USING PUBLISHED TIERS

Unsold leads available each month Example business input, not a benchmark.	12
Unsold leads available each year 12 times 12 months.	144
Current recovery rate Example current result.	4%
Recovered jobs today 144 times 4%.	5.8
At the published 7% result About 4.3 additional signed jobs.	10.1
At the documented 11% case result About 10.1 additional signed jobs.	15.8

At a \$75,000 average signed project value

\$324K to \$756K

Illustrative annual revenue change at 7% and 11%. It is not a forecast or guarantee.

YOUR VERSION, USE CRM COUNTS

Unsold leads put into rehash	_____
Signed jobs recovered from that pool	_____
Your recovery rate	_____
Additional jobs at 7%	_____
Additional jobs at 11%	_____
Average signed project value	_____

Illustrative annual revenue change

\$ _____

Multiply only the additional recovered jobs by your average signed project value.

Three checks you can run this week

Each one uses records you should already have.

1. **Use one denominator.** Decide whether close rate means lead to signed job, appointment to sale, or estimate to sale. Label it everywhere. The calculator uses lead to signed job.
2. **Count the real rehash pool.** Pull every old lead or estimate your team tried to re-engage in the last 12 months. Count how many later signed. Keep the denominator consistent.
3. **Trace one profitable job.** Follow it from signed revenue back to the first known marketing source. If the trail goes cold, document the missing handoff. Do not turn a general attribution statistic into a fake percentile.

Method and limits. The market figures come from Harvard JCHS and the 2026 U.S. Houzz & Home Study. Houzz surveyed 20,358 users, including 10,176 renovating U.S. homeowners, about completed 2025 work and 2026 plans. Website, source-to-sale tracking, close-rate, rehash, and referral figures come from vendor or trade publications and use different definitions and periods. The rehash comparison uses about 7% as its midpoint, 5% as the bottom of a second vendor's reported range, and 11% as the documented case result from 99 conversions among 898 unsold leads. These figures are useful competitive reference points, but they are not an audited industry average. The calculator prices each scenario independently and does not add them, because the same lead or job can appear in more than one lever.

Use the gaps as questions, not verdicts.

Run your numbers at leadcareteam.com/calculator. If you want help tracing the largest gap, book an intro call at leadcareteam.com/contact.