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Porch.com Releases Quarterly Home Improvement Data Trends Report

Porch.com, the Home Improvement Network, Shares National Insights on Trending Home Improvement Projects and Home Professionals

SEATTLE, Sept. 3, 2014 (GLOBE NEWSWIRE) -- Today, [Porch.com](http://porch.com) (<http://porch.com>), the home improvement network, released the most recent installment of the Porch Data Trends Report, continuing Porch's commitment of helping homeowners make informed home improvement decisions through unique data insights and analytics.

The [first Porch Data Trends Report](#), which was released three months ago, provided insights and information to assist homeowners looking to buy or sell a home in the spring and summer months. Likewise, this edition of the Porch Data Trends Report provides homeowners looking to buy or sell a home with interesting trends and insights as it pertains to the popularity of home improvement projects and the hiring of home improvement professionals in preparation for the fall and winter months.

An infographic accompanying this release is available at <https://www.globenewswire.com/newsroom/prs/?pkgid=27435>.

"Similar to the first Porch Data Trends Report, we wanted to use unique data insights and analytics from the Porch network to help homeowners get the most out of their home, which for many is the biggest investment in their lives," says Matt Ehrlichman, Chief Executive Officer at Porch. "As we transition into fall and winter, homeowners planning to sell or a buy a home should invest in the right home improvement projects to appeal to potential buyers, or to protect a recently purchased home."

Porch issues the Data Trends Report every quarter, using insights from the 1.5 million professionals and over 100 million projects in their network to share analysis into what is happening within the home improvement space. Through analysis of their data, Porch will be able to share national, regional, and local insights into how homeowners are spending their money, what types of professionals they are hiring, the types of projects they are completing, and economic indicators such as project Return on Investment (ROI) and Average Project Cost (APC).

Porch Data Trends Report September 2014

Which home improvement professionals are most popular before selling a home?

Professionals Before Selling									
NATIONAL	%	WEST	%	MIDWEST	%	SOUTH	%	NORTHEAST	%
Handymen	22%	General Contractors	16%	Handymen	32%	Handymen	21%	Handymen	35%
HVAC	13%	Handymen	14%	Window Contractors	25%	HVAC	17%	Window Contractors	21%
Electricians	12%	Painters	10%	Electricians	13%	Electricians	16%	Plumbers	15%
Plumbers	10%	Plumbers	9%	HVAC	10%	Plumbers	11%	Lawn Irrigation	6%
General Contractors	9%	Window Contractors	8%	Remodeling Contractors	5%	General Contractors	9%	General Contractors	4%

Percentage results reflect the likelihood of sellers to hire a particular professional type above the national average

- General Contractors and Handymen continue to show up in all areas of the country as one of the most hired professionals before selling a home. Homeowners are likely looking to do small projects that add additional ROI and value on their home before they sell it.
- Compared to a few months ago, Window Contractors have become increasingly popular in most areas of the country. If windows are poorly insulated or have broken screens potential buyers will be sure to notice during the inspection process, and this will be a cause for concern for not only the summer heat, but for the cold months ahead when windows need to be sealed tightly and properly insulated to keep cold air out and warm air in.
- Plumbing is consistent across the country, as we expect it to be as Plumbing is a core part of the home's infrastructure.

In addition to looking at the Top 5 most popular Professional Types, Porch also took a look at the Average Project Cost (APC) for those that were in the #1 slot.

Professionals Before Selling		
NATIONAL	%	APC
Handymen	22%	\$997
WEST	%	APC
General Contractors	16%	\$10,626
MIDWEST	%	APC
Handymen	32%	\$490
SOUTH	%	APC
Handymen	21%	\$1,452
NORTHEAST	%	APC
Handymen	35%	\$398

Which home improvement projects are most popular after buying a home?

						Projects After Buying				
NATIONAL	%	APC	WEST	%	APC	MIDWEST	%	APC	SOUTH	%
Door Replacement	7%	\$1,796	Door Replacement	10%	\$2,224	Door Replacement	14%	\$267	Roof Repair/Replacement	5%
Roof Repair/Replacement	3%	\$10,793	Roof Repair/Replacement	4%	\$16,365	HVAC Repair/Replacement	1%	\$2,827	New Door	3%
New Garage	2%	\$132,002	Interior Painting	3%	\$6,354	Electrical Updates	1%	\$8,699	New Garage	3%
Electrical Update	1%	\$31,393	New Garage	1%	\$141,200	Roof Repair	1%	\$7,190	Electrical Updates	1%
Interior Painting	1%	\$3,786	Exterior Painting	1%	\$2,214	New Deck	1%	\$6,478	Interior Painting	1%

Percentage results reflect the likelihood of homeowners to complete a specific project above the national average

- Porch found that Door Replacements are currently one of the most popular projects homeowners tackle after purchasing a new home. As an instant way boost curb appeal and update a newly purchased home, it also brings an ROI of over 100 percent in most areas of the country.
- Roof Repair and Replacement is also an exceedingly popular project done to newly purchased homes. Not only do the summer months provide the dry weather required for Roofing Projects, but typically Roofing issues and repair costs are negotiated during home inspections which motivate people to get their roofing issues fixed in the early months of owning a new home.
- Interior Painting is also a popular project, as it allows homeowners to put their personal touch on their new home at a relatively low cost.

In addition to looking at the Top 5 most popular Professional Types, Porch also took a look at the project Return on Investment (ROI) and Average Project Cost (APC) for those that were in the #1 slot.

Projects After Buying

NATIONAL	%	ROI	APC
Door Replacement	7%	136%	\$1,796
WEST	X	ROI	APC
Door Replacement	10%	114%	\$2,224
MIDWEST	X	ROI	APC
Door Replacement	14%	213%	\$267
SOUTH	X	ROI	APC
Roof Repair/Replacement	15%	15%	\$9,905
NORTHEAST	X	ROI	APC
Door Replacement	13%	106%	\$916

The most searched for professionals on Porch.com (over the last 30 days)

30 Day Search

<u>NATIONAL</u>	<u>WEST</u>	<u>MIDWEST</u>	<u>SOUTH</u>	<u>NORTHEAST</u>
Painters	Painters	Painters	Painters	Painters
Plumbers	Plumbers	Plumbers	Plumbers	Plumbers
Electricians	Electricians	Electricians	Electricians	Electricians
Roofers	Handymen	Roofers	Roofers	Roofers
Handymen	Roofers	General Contractors	Handymen	Handymen

- Painters were the most searched pro type across the nation in the past 30 days. Porch was not surprised to see this trend, as painting is generally a popular project with homeowners, and summertime is also the ideal climate for exterior painting due to dry weather.
- Roofers increased in the search rankings in the Midwest and South since Porch's last Data Trends Report. We attribute this to homeowners preparing for harsher weather in the upcoming fall and winter months.
- Conversely, searches for landscaping professionals dropped out of the top 5 search terms since Porch's last Data Trends Report. Homeowners have likely already completed their landscaping projects for the summer, and are now looking ahead to preparing their homes for winter by hiring professionals such as electricians, which has increased in the search results since Porch's last report.

About Porch

Porch is the home improvement network, free for homeowners and professionals. With over 1.5 million professionals and over 100 million projects in their network, Porch enables consumers to make smart home improvement decisions by connecting them with the right professionals. Porch helps professionals grow their business and succeed, as homeowners look online for trusted professionals to complete their projects and improve their homes. For more information about Porch visit <http://porch.com>.

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The infographic is also available via AP Photo Express.

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