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March 2023
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Introduction

This report takes a deep dive into why homeowners complete outdoor remodeling projects, the value of taking on lawn and landscape upgrades and enhancements, and the increased happiness experienced by homeowners once an upgrade is completed. The report covers the following:

• The typical cost of 11 outdoor residential projects as estimated by members of the National Association of Landscape Professionals (NALP). The costs were calculated by averaging the responses from the anonymous survey data.

• How much REALTORS® estimate homeowners can recover on the cost of the outdoor residential projects if they choose to sell the home and the share who recommended these upgrades before selling.

• The experience consumers had after taking on each of the 11 projects and their Joy Score with the finished project.

Curb appeal plays a significant role in tackling any outdoor project. Among REALTORS®, 92 percent have suggested sellers improve their curb appeal before listing a home for sale. When working with a residential seller, 97 percent of NAR members believe curb appeal is important in attracting a buyer (75 percent very important, 22 percent somewhat important). Ninety-eight percent believe curb appeal is important to a potential buyer (63 percent very important, 34 percent somewhat important).

Among NALP members, 92 percent found a greater demand for contracting in remodeling work during the COVID-19 pandemic. Additionally, 79 percent of NALP members cited the scope of the project increased in size since before the pandemic.

While most consumers (88 percent) cite they would have taken on the outdoor project regardless of the pandemic, 84 percent of consumers reported that after undertaking this exterior project, it made them want to remodel other areas of their home or yard.
Introduction

When consumers remodel, it is to add features and improve livability (35 percent), to upgrade worn-out surfaces, finishes, and materials (24 percent), and because it is time for a change (18 percent). Most consumers are satisfied with the overall result, and 66 percent would tackle the project the same way, while 28 percent would make a few different choices, such as finishes or materials.

After remodeling, 68 percent of owners have a greater desire to be in their homes. Sixty percent have increased enjoyment in their home. Fifty-two percent feel happy, and 45 percent feel satisfied when they see their completed project, with a typical Joy Score of 9.7. Sixty-four percent feel a major sense of accomplishment when they think of their completed project.

Thirty-seven percent reported that the single-most-important result was beauty and aesthetics, 29 percent cited better functionality and livability, and 11 percent reported durable and long-lasting results and materials.

Forty percent of consumers did the entire project themselves, including labor and purchasing materials. Thirty-seven percent of the owners hired a professional for the whole job, 13 percent contributed some do-it-yourself (DIY) labor, and 10 percent hired the labor but purchased the materials.

This report provides a cost recovery estimate for representative outdoor remodeling projects. The actual cost of each remodeling project and cost recovery is influenced by many factors, including project design, quality of materials, location, age and condition of the home, and homeowner preferences.

For the purpose of costs collected, NALP members were told to expect the average size house according to U.S. Census data—a 2,500-square-foot house with a 14,000-square-foot lot—built after 1978 and without hidden issues. To ensure the most applicability, projects and materials represent standard or typical quality; a few projects feature “better-quality” materials. But there are no top-of-the-line projects.
Outdoor Remodeling Projects
## Cost Recovery On Outdoor Remodeling Projects

<table>
<thead>
<tr>
<th>Project</th>
<th>Cost Recovery</th>
</tr>
</thead>
<tbody>
<tr>
<td>Standard Lawn Care Service</td>
<td>217%</td>
</tr>
<tr>
<td>Landscape Maintenance</td>
<td>104%</td>
</tr>
<tr>
<td>Overall Landscape Upgrade</td>
<td>100%</td>
</tr>
<tr>
<td>Outdoor Kitchen</td>
<td>100%</td>
</tr>
<tr>
<td>New Patio</td>
<td>95%</td>
</tr>
<tr>
<td>New Wood Deck</td>
<td>89%</td>
</tr>
<tr>
<td>Tree Care</td>
<td>87%</td>
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<tr>
<td>Irrigation System Installation</td>
<td>83%</td>
</tr>
<tr>
<td>Landscape Lighting</td>
<td>59%</td>
</tr>
<tr>
<td>Fire Feature</td>
<td>56%</td>
</tr>
<tr>
<td>In-Ground Pool Addition</td>
<td>56%</td>
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</tbody>
</table>
### Joy Score for Outdoor Remodeling Projects (on a scale of 1-10)

<table>
<thead>
<tr>
<th>Project</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>In-Ground Pool Addition</td>
<td>10</td>
</tr>
<tr>
<td>Landscape Lighting</td>
<td>10</td>
</tr>
<tr>
<td>New Patio</td>
<td>9.9</td>
</tr>
<tr>
<td>New Wood Deck</td>
<td>9.8</td>
</tr>
<tr>
<td>Fire Feature</td>
<td>9.7</td>
</tr>
<tr>
<td>Overall Landscape Upgrade</td>
<td>9.7</td>
</tr>
<tr>
<td>Landscape Maintenance</td>
<td>9.6</td>
</tr>
<tr>
<td>Irrigation System Installation</td>
<td>9.4</td>
</tr>
<tr>
<td>Standard Lawn Care Service</td>
<td>9.4</td>
</tr>
<tr>
<td>Tree Care</td>
<td>9.3</td>
</tr>
<tr>
<td>Outdoor Kitchen</td>
<td>9</td>
</tr>
</tbody>
</table>

*2023 Remodeling Impact Report: Outdoor Features*
Standard Lawn Care Service

Consumers' Viewpoint After Completing the Project:

Most important result:

57% Beauty and aesthetics

Top two reasons for doing the project:

33% • Time for a change

26% • To add features and improve livability

58% Have a greater desire to be home since completing the project

46% Have an increased sense of enjoyment when they are at home

49% Feel a major sense of accomplishment when they think of the project

Project Description:

• To include six standard seasonal applications of fertilizer and/or weed control on 5,000 square feet of lawn.*

Joy Score: 9.4

*The costs estimates are aggregated from markets nationwide. Every project is unique. Prices will vary depending on geographic region, property, and scope of work.

2023 Remodeling Impact Report: Outdoor Features
Standard Lawn Care Service

Cost Recovery:

- **$415**
  - Landscape Professionals’ cost estimate

- **$900**
  - REALTORS® estimated cost recovered

- **217 percent**
  - Percent of value recovered from the project

Pandemic Influence:

- 87% of consumers would have undertaken the project, regardless of the pandemic
- 11% of REALTORS® reported increased demand for this project during the pandemic

Share of REALTORS® Recommend Before Selling

2023 Remodeling Impact Report: Outdoor Features
Landscape Maintenance
Consumers’ Viewpoint After Completing the Project:

Most important result:

57% Beauty and aesthetics

Top two reasons for doing the project:

- 27% Time for a change
- 25% Upgrade worn-out surfaces, finishes, and materials

61% Have a greater desire to be home since completing the project
48% Have an increased sense of enjoyment when they are at home
55% Feel a major sense of accomplishment when they think of the project

Joy Score: 9.6

*The costs estimates are aggregated from markets nationwide. Every project is unique. Prices will vary depending on geographic region, property, and scope of work.

Project Description:
- Annual mulch application, mowing of 2,835 square feet of lawn, pruning of shrubs and planting of approximately 60 perennials or annuals.*

2023 Remodeling Impact Report: Outdoor Features
Landscape Maintenance

Cost Recovery:

- $4,800: Landscape Professionals’ cost estimate
- $5,000: REALTORS® estimated cost recovered
- 104 percent: Percent of value recovered from the project

Pandemic Influence:

- 86% of consumers would have undertaken the project, regardless of the pandemic
- 17% of REALTORS® reported increased demand for this project during the pandemic

2023 Remodeling Impact Report: Outdoor Features
Outdoor Kitchen

Consumers’ Viewpoint After Completing the Project:

Most important result:

- 28% Durable and long-lasting results, and materials

Top two reasons for doing the project:

- 56% To add features and improve livability
- 13% Just moved into home and wanted to customize to personal taste

- 99% Have a greater desire to be home since completing the project
- 71% Have an increased sense of enjoyment when they are at home
- 81% Feel a major sense of accomplishment when they think of the project

Joy Score: 9.0

Project Description:

- Install one inset grill, stainless steel drawers, ice chest, sink, 60 square feet of concrete countertop, made from veneered masonry stone.*

*The costs estimates are aggregated from markets nationwide. Every project is unique. Prices will vary depending on geographic region, property, and scope of work.
**Outdoor Kitchen**

**Cost Recovery:**

- $15,000: Landscape Professionals’ cost estimate
- $15,000: REALTORS® estimated cost recovered
- 100 percent: Percent of value recovered from the project

**Pandemic Influence:**

- 81% of consumers would have undertaken the project, regardless of the pandemic
- 13% of REALTORS® reported increased demand for this project during the pandemic

**Share of REALTORS® Recommend Before Selling:**

- Share of Landscape Professionals with Increased Project Demand in Last Year: 34%

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2023 Remodeling Impact Report: Outdoor Features
Overall Landscape Upgrade

Consumers’ Viewpoint After Completing the Project:

Most important result:

50% Beauty and aesthetics

Top two reasons for doing the project:

29% • Time for a change

23% • Upgrade worn-out surfaces, finishes, and materials

Have a greater desire to be home since completing the project

72%

66%

Have an increased sense of enjoyment when they are at home

Feel a major sense of accomplishment when they think of the project

76%

Joy Score: 9.7

Project Description:

• Install a front walkway of natural flagstone 3 feet wide and 30 feet long. Add two stone planters 6 feet long and 2 feet wide. Install five flowering shrubs and one deciduous 15-foot-tall tree. Mulch with landscaping bark.*

*The costs estimates are aggregated from markets nationwide. Every project is unique. Prices will vary depending on geographic region, property, and scope of work.
Overall Landscape Upgrade

Cost Recovery:

- **$9,000**
  - Landscape Professionals’ cost estimate

- **$9,000**
  - REALTORS® estimated cost recovered

- **100 percent**
  - Percent of value recovered from the project

Pandemic Influence:

- **90%** of consumers would have undertaken the project, regardless of the pandemic
- **16%** of REALTORS® reported increased demand for this project during the pandemic

Share of REALTORS® Recommend Before Selling

- **23%**

Share of Landscape Professionals with Increased Project Demand in Last Year: 61%

2023 Remodeling Impact Report: Outdoor Features
New Patio

Consumers’ Viewpoint After Completing the Project:

Most important result:

52% Better functionality and livability

Top two reasons for doing the project:

- 52% To add features and improve livability
- 21% Upgrade worn-out surfaces, finishes, and materials

85% Have a greater desire to be home since completing the project
85% Have an increased sense of enjoyment when they are at home
73% Feel a major sense of accomplishment when they think of the project

Joy Score: 9.9

Project Description:
- Install a backyard 18-foot-by-16-foot concrete paver patio, dry set over compacted gravel and sand base. Paving material at $7 to $10 per square foot.*

*The costs estimates are aggregated from markets nationwide. Every project is unique. Prices will vary depending on geographic region, property, and scope of work.
New Patio

Cost Recovery:

<table>
<thead>
<tr>
<th>$10,500</th>
<th>$10,000</th>
<th>95 percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Landscape Professionals’ cost estimate</td>
<td>REALTORS® estimated cost recovered</td>
<td>Percent of value recovered from the project</td>
</tr>
</tbody>
</table>

Pandemic Influence:

- 85% of consumers would have undertaken the project, regardless of the pandemic
- 17% of REALTORS® reported increased demand for this project during the pandemic

2023 Remodeling Impact Report: Outdoor Features
New Wood Deck

Consumers’ Viewpoint After Completing the Project:

Most important result:

57% Better functionality and livability

Top two reasons for doing the project:

- Upgrade worn-out surfaces, finishes, and materials (43%)
- To add features and improve livability (40%)

74% Have a greater desire to be home since completing the project

71% Have an increased sense of enjoyment when they are at home

66% Feel a major sense of accomplishment when they think of the project

Joy Score: 9.8

Project Description:

• Build a 14-foot-deep-by-18-foot-wide wood deck attached to the house with a ledger. Decking, railing, and stair treads are constructed with cedar lumber. Stairs are 4-feet wide with an open riser. All cedar is finished with a clear deck sealer. The lower structure is covered with pine or fir lattice.*

*The costs estimates are aggregated from markets nationwide. Every project is unique. Prices will vary depending on geographic region, property, and scope of work.
New Wood Deck

Cost Recovery:

$16,900
Landscape Professionals’ cost estimate

$15,000
REALTORS® estimated cost recovered

89 percent
Percent of value recovered from the project

Pandemic Influence:

82% of consumers would have undertaken the project, regardless of the pandemic

12% of REALTORS® reported increased demand for this project during the pandemic

Share of Landscape Professionals with Increased Project Demand in Last Year: 15%

Share of REALTORS® Recommend Before Selling

2023 Remodeling Impact Report: Outdoor Features
Tree Care

Consumers’ Viewpoint After Completing the Project:

Most important result:

37% Beauty and aesthetics

Top two reasons for doing the project:

- 38% To add features and improve livability
- 25% Time for a change

54% Have a greater desire to be home since completing the project

40% Have an increased sense of enjoyment when they are at home

42% Feel a major sense of accomplishment when they think of the project

Project Description:
- To include three applications of tree fertilizer, regular spraying, trimming and pruning, as well as the removal of one 30-foot-tall tree.*

Joy Score: 9.3

*The costs estimates are aggregated from markets nationwide. Every project is unique. Prices will vary depending on geographic region, property, and scope of work.

2023 Remodeling Impact Report: Outdoor Features
Tree Care

Cost Recovery:

- **$2,875**
  - Landscape Professionals’ cost estimate

- **$2,500**
  - REALTORS® estimated cost recovered

- **87 percent**
  - Percent of value recovered from the project

Pandemic Influence:

- **93%** of consumers would have undertaken the project, regardless of the pandemic
- **9%** of REALTORS® reported increased demand for this project during the pandemic

2023 Remodeling Impact Report: Outdoor Features
Irrigation System Installation

Consumers’ Viewpoint After Completing the Project:

**Most important result:**

- 37% Beauty and aesthetics

**Top two reasons for doing the project:**

- 52% To add features and improve livability
- 19% Upgrade worn-out surfaces, finishes, and materials

<table>
<thead>
<tr>
<th>%</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>61%</td>
<td>Have a greater desire to be home since completing the project</td>
</tr>
<tr>
<td>44%</td>
<td>Have an increased sense of enjoyment when they are at home</td>
</tr>
<tr>
<td>59%</td>
<td>Feel a major sense of accomplishment when they think of the project</td>
</tr>
</tbody>
</table>

Joy Score: 9.4

*The costs estimates are aggregated from markets nationwide. Every project is unique. Prices will vary depending on geographic region, property, and scope of work.

Project Description:

- Installation and management of irrigation system for a lawn that is 5,000 square feet. No boring required.*

2023 Remodeling Impact Report: Outdoor Features
Irrigation System Installation

Cost Recovery:

- **$6,000**
  - Landscape Professionals’ cost estimate

- **$5,000**
  - REALTORS® estimated cost recovered

- **83 percent**
  - Percent of value recovered from the project

Pandemic Influence:

- **97%** of consumers would have undertaken the project, regardless of the pandemic
- **2%** of REALTORS® reported increased demand for this project during the pandemic

Share of REALTORS® Recommend Before Selling

Share of Landscape Professionals with Increased Project Demand in Last Year: 31%

2023 Remodeling Impact Report: Outdoor Features
Landscape Lighting
Consumers’ Viewpoint After Completing the Project:

Most important result:

45% Beauty and aesthetics

Top two reasons for doing the project:

- To add features and improve livability (43%)
- To modernize (17%)

61% Have a greater desire to be home since completing the project
55% Have an increased sense of enjoyment when they are at home
48% Feel a major sense of accomplishment when they think of the project

Project Description:
- Installation of a standard 600W transformer and 20 LED lights.*

Joy Score: 10

*The costs estimates are aggregated from markets nationwide. Every project is unique. Prices will vary depending on geographic region, property, and scope of work.
Landscape Lighting

Cost Recovery:

- $6,800
  - Landscape Professionals’ cost estimate
- $4,000
  - REALTORS® estimated cost recovered
- 59 percent
  - Percent of value recovered from the project

Pandemic Influence:

- 84% of consumers would have undertaken the project, regardless of the pandemic
- 8% of REALTORS® reported increased demand for this project during the pandemic

Share of REALTORS® Recommend Before Selling

11%

2023 Remodeling Impact Report: Outdoor Features
In-Ground Pool Addition

Consumers’ Viewpoint After Completing the Project:

**Most important result:**

32% Better meets homeowners’ needs

**Project Description:**

- Install an 18-foot-by-36-foot in-ground pool with gunite walls, 3-foot to 7-foot depth, standard filtration system. Include 3-foot-wide-by-4-inch thick concrete perimeter surround.*

**Top two reasons for doing the project:**

- 71% To add features and improve livability
- 24% Just moved into home and wanted to customize to personal taste

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Description</th>
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<tbody>
<tr>
<td>89%</td>
<td>Have a greater desire to be home since completing the project</td>
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<tr>
<td>90%</td>
<td>Have an increased sense of enjoyment when they are at home</td>
</tr>
<tr>
<td>84%</td>
<td>Feel a major sense of accomplishment when they think of the project</td>
</tr>
</tbody>
</table>

Joy Score: 10

*The costs estimates are aggregated from markets nationwide. Every project is unique. Prices will vary depending on geographic region, property, and scope of work.

2023 Remodeling Impact Report: Outdoor Features
In-Ground Pool Addition

Cost Recovery:

- **$90,000**
  - Landscape Professionals’ cost estimate

- **$50,000**
  - REALTORS® estimated cost recovered

- **56 percent**
  - Percent of value recovered from the project

Pandemic Influence:

- **92%** of consumers would have undertaken the project, regardless of the pandemic

- **17%** of REALTORS® reported increased demand for this project during the pandemic

2023 Remodeling Impact Report: Outdoor Features
Fire Feature

Consumers' Viewpoint After Completing the Project:

**Most important result:**
- 32% Better functionality and livability
- 32% Adding more personality to home

**Top two reasons for doing the project:**
- 78% To add features and improve livability
- 6% Just moved into home and wanted to customize to personal taste

- 73% Have a greater desire to be home since completing the project
- 78% Have an increased sense of enjoyment when they are at home
- 70% Feel a major sense of accomplishment when they think of the project

Project Description:
- Install dry stacked natural stone kits, gas burner with 10-foot diameter flagstone patio.*

Joy Score: 9.7

*The costs estimates are aggregated from markets nationwide. Every project is unique. Prices will vary depending on geographic region, property, and scope of work.

2023 Remodeling Impact Report: Outdoor Features
Fire Feature

Cost Recovery:

- Landscape Professionals’ cost estimate: $9,000
- REALTORS® estimated cost recovered: $5,000
- Percent of value recovered from the project: 56 percent

Pandemic Influence:

- 78% of consumers would have undertaken the project, regardless of the pandemic
- 8% of REALTORS® reported increased demand for this project during the pandemic

2023 Remodeling Impact Report: Outdoor Features
Methodology

Survey of Consumers Who’ve Completed Remodeling Projects:

In February 2023, the homeownership site HouseLogic.com surveyed consumers about the last remodeling project they undertook. Additionally, 48,342 NAR members were surveyed to ask if they had completed remodeling projects. A total of 2,620 respondents took the online survey. The Joy Score was calculated by combining the share who were happy and those who were satisfied when seeing their completed project and dividing the share by 10 to create a ranking between 1 and 10. Higher Joy Scores indicate greater joy from the project.

National Association of Landscape Professionals Survey:

In January 2023, NALP emailed a cost survey to its 1,670 member companies. A total of 160 responses were received. The survey had an adjusted response rate of 9.6%. Respondents were asked to take the following into consideration: “For each project, please assume the house is in good condition. There are no surprises that will impact the cost. Generally, assume a 2,500-square-foot house with a 14,000-square-foot lot—the average size according to U.S. Census data. The house is a post-1978-built home with no hidden issues. To ensure the most applicability, projects and materials represent standard or typical quality; a few projects feature “better-quality” materials. But there are no top-of-the-line projects.”
Methodology

National Association of REALTORS® Value Survey:

In February 2023, NAR emailed a remodeling project survey to a random sample of 42,164 members. A total of 1,891 responses were received. The survey had an adjusted response rate of 4.5%. Respondents were asked to take the following into consideration: “Based on a survey from the National Association of Landscape Professionals “Generally, assume a 2,500 square foot house with a 14,000 square foot lot—the average size according to U.S. Census data. The house is a post-1978-built home with no hidden issues. To ensure the most applicability, projects and materials represent standard or typical quality; a few projects feature “better-quality” materials. But there are no top-of-the-line projects.”
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