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Who's Hiring Pros for Home Services in 2024?

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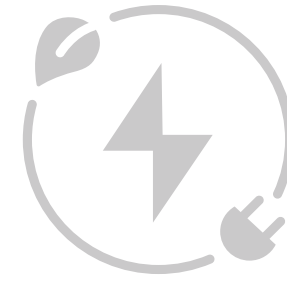
The “Do It For Me” (DIFM) trend continues to be a powerful force in the home improvement industry. With many homeowners prioritizing professional expertise for home maintenance and repairs, this trend sheds light on who's investing in-home services, how much they're spending, and why. Here's a breakdown of key insights from our recent [Home Services Study](#).

DIFM Trends for 2024

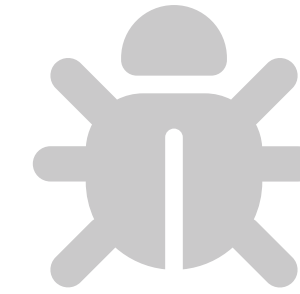
In the past year, **44% of homeowners** completed a home maintenance project. Landscaping and general home cleaning topped the list of tasks, with **nearly four in five homeowners** hiring a professional for at least one of their maintenance projects.

Tasks that require **specialized expertise**—such as HVAC, pest control, plumbing, and electrical work—are among the most popular services for DIFM projects. For these types of technical jobs, **two-thirds to three-fourths of homeowners** rely on skilled professionals to ensure quality and safety.

Popular DIFM Services



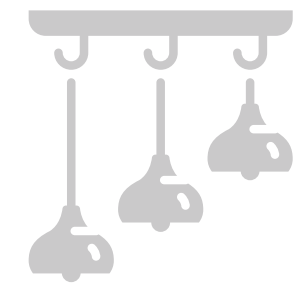
HVAC



Pest Control



Plumbing



Electrical Work



of homeowners completed a home maintenance project

44%

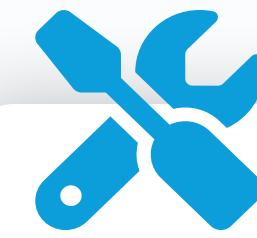


hired a professional for one of their home maintenance projects

80%

Top Motivators for Hiring Pros

Many homeowners seek professional services because they **lack the specific skills or tools** needed for certain home maintenance projects. **Physical limitations, safety concerns, and a focus on high-quality results** are also key motivators for hiring a licensed provider. These practical considerations illustrate the **lasting demand** for skilled contractors, even in a culture where DIY is highly popular.



Need for Specific Skills or Tools



Physical Limitations



Safety Concerns



High-Quality Results

Building Trust in 2025: The Value of Word-of-Mouth

As personal referrals continue to be a primary method for selecting service providers, it's essential for businesses to foster **positive word-of-mouth**. Encouraging **referrals through loyalty programs** and providing excellent **customer service** can go a long way. Incorporating **testimonials and peer reviews** into marketing materials, websites, and in-store displays can also help reinforce your company's reputation and trustworthiness.

[Our 2024 Home Services Study](#) offers a comprehensive look at why, how, and when homeowners are choosing to hire professionals for home maintenance over DIY solutions. By understanding these trends and needs, home service providers can better serve homeowners and adapt to changing demands, ultimately positioning themselves for a successful 2025.

Homeowners are **78% more likely** to find a service provider through personal referrals than online, and **nearly two-thirds** of homeowners prefer to book over the phone or through an in-person visit.

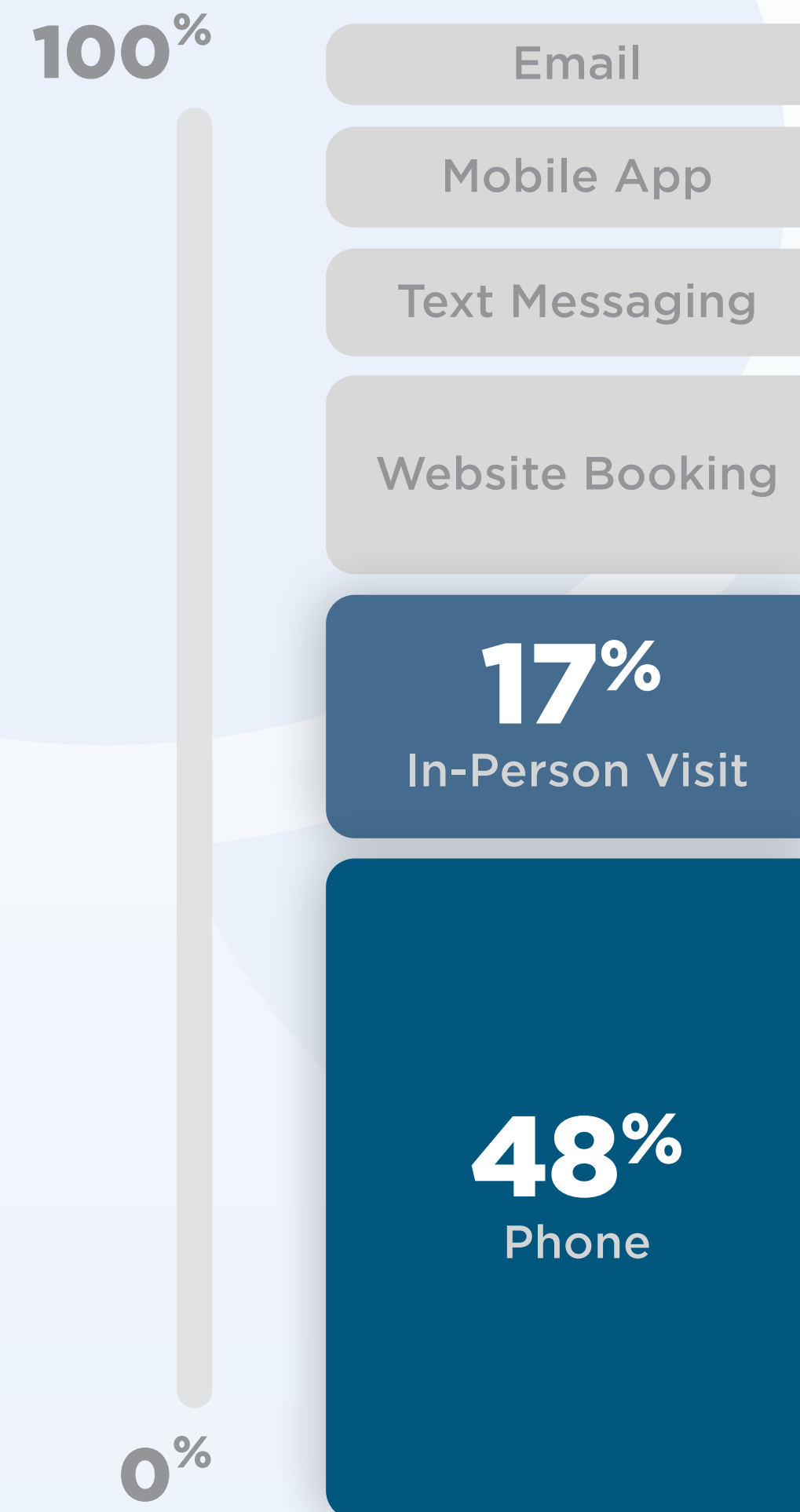
Resources Used to Find Home Services Provider

60%
Referral or
Word-of-Mouth

34%
Online Search
Engine/Reviews

24%
Service Provider
Website

Preferred Booking Method



Who's Spending and How Much?

DIFM Spending by Demographic

Homeowners from a variety of backgrounds are investing in DIFM projects, but spending and service preferences vary based on demographic factors. Our Home Services Study identifies four key groups of homeowners that regularly hire home service providers:



Affluent Young Homeowners

Millennials, \$159K+ income:

This group values high-quality, licensed professionals and is willing to pay for premium services. Their top maintenance priorities include **cleaning, lawn care, window upkeep, and plumbing**. Companies catering to this demographic should consider offering **premium, advanced services** and products like **smart home** technologies, **high-efficiency** appliances, and **luxury maintenance** supplies.



Affluent Middle-Aged Homeowners

\$80K–\$159K income:

Though this group **spends 56% less** than the other affluent segments, they prioritize professional help for **time-consuming** tasks that require **specialized tools or expertise**. **Efficiency, durability, and quality** are key factors when engaging this segment, as they are **budget-conscious but value their time**.



Middle-Income Seniors

Baby Boomers, \$80K–\$159K income:

Spending roughly **\$6,500 annually** on professional services, middle-income seniors are the second-highest spenders in this market. Their focus is on hiring pros for **physically demanding or risky tasks**. Companies targeting this segment can prioritize products and services that **reduce physical strain**, enhance **accessibility**, and partner with contractors for necessary **maintenance support**.



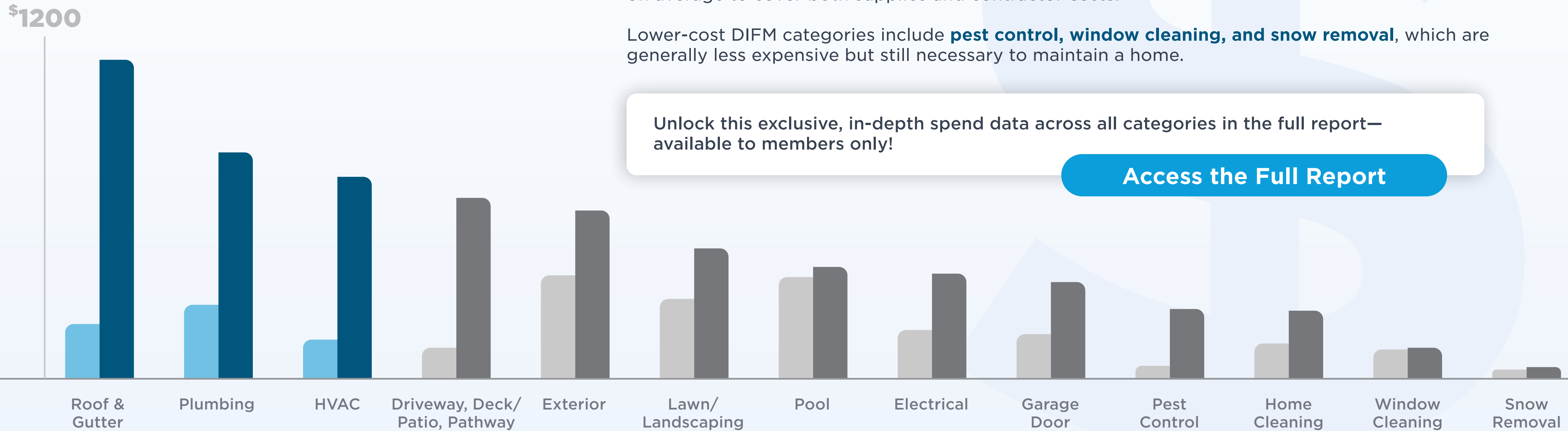
Low-Income Seniors

Under \$40K income:

With an annual spend of approximately **\$2,600 on home services**, this group typically hires professionals for essential but physically challenging tasks. **Affordable service options** and **financing solutions** can help capture this segment's business by making critical home maintenance more accessible.

Average Paid for Maintenance

● Materials/Supplies ● Paid to Contractor



What Are Homeowners Spending on Specific DIFM Projects?

For certain home maintenance projects, DIFM spending can vary significantly based on the type of work involved. **Roof and gutter maintenance**, for example, is among the highest annual expenses, with an average cost of \$1,390. Of that, approximately \$1,200 goes to contractors, with the remaining \$200 spent on materials. **Plumbing** is another top category, where homeowners invest over \$1,000 per year on average to cover both supplies and contractor costs.

Lower-cost DIFM categories include **pest control, window cleaning, and snow removal**, which are generally less expensive but still necessary to maintain a home.

Unlock this exclusive, in-depth spend data across all categories in the full report—available to members only!

[Access the Full Report](#)

Challenges and Opportunities for Service Providers

While the DIFM market offers a wealth of opportunity, some challenges remain. **Cost transparency** continues to be a concern, with **25% of homeowners** citing difficulty in understanding service costs in the past year. Looking ahead, **41% of homeowners** list **budget constraints** as a factor that could prevent them from completing necessary maintenance in 2025, with an even higher impact on those earning **less than \$40K annually**.

Service providers can address these challenges and build stronger customer relationships by offering **transparent pricing, service plans, and extended warranties**. Manufacturers and retailers with partnerships with Pros can support in addressing these challenges with their partners to improve customers' experiences and build Pro loyalty to their program.

Currently, **about a quarter of homeowners purchase warranties** for critical systems and appliances, and this approach helps them manage costs more effectively. Service plan offers and extended warranties—especially for high-maintenance products like **HVAC systems, plumbing fixtures, and electrical systems**—are an effective way to attract cost-conscious homeowners.

Key Challenges and Solutions in the DIFM Market

Solutions for Businesses

Cost Transparency



25%

of homeowners struggled to understand service costs last year

Service Plans



41%

of homeowners cite budget constraints as a barrier to 2025 maintenance

Extended Warranties



23%

of homeowners buy warranties to better manage costs

Unlock \$1M in Industry Insights

Join 100+ Leading Companies with On-Demand, Unlimited Access to Home Improvement Research

Executives Across Business Units Are Able To:

- Understand Key Purchase Drivers in the Evolving Marketplace
- Understand Pro and Consumer Attitudes and Behaviors
- Increase Organization ROI
- Identify Emerging Opportunities & New Revenue Streams

Directors & Managers Use HIRI Research To:

- Extend Departmental Budgets and Increase ROI
- Be Better Informed to Execute on Departmental Initiatives
- Drive Decisions with Authoritative Customer- and Market-Centric Research

Customer Insights Analysts & Researchers Are Able To:

- Spend Less Time on Data Collection
- Provide Well-Rounded Analysis to Executives
- Decrease Turnaround Times
- Leverage Historical Data to Inform Leadership's Understanding of Emerging Questions of the Day

Perks of a HIRI Membership

- ★ \$1M in up-to-date, primary market research conducted by industry recognized researchers at The Farnsworth Group
- ★ No limits on the number of users with full access to HIRI resources within each organization
- ★ On-demand access to raw data files alongside a Research Report on every study
- ★ Support from HIRI's research specialists
- ★ Member exclusive participation rights in the annual HIRI Summit. The HIRI Summit facilitates presentations by leading home improvement industry experts so that HIRI members maintain a comprehensive understanding of how to stay ahead of the changes impacting the home improvement market.



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