

THE PULSE

The Home Renovation Pulse Report

Nov 2015



Introduction

Kukun is transforming the home renovation industry by bringing it online. Kukun provides homeowners tools to estimate the cost of their renovation projects and learn how they will impact the value of a home.

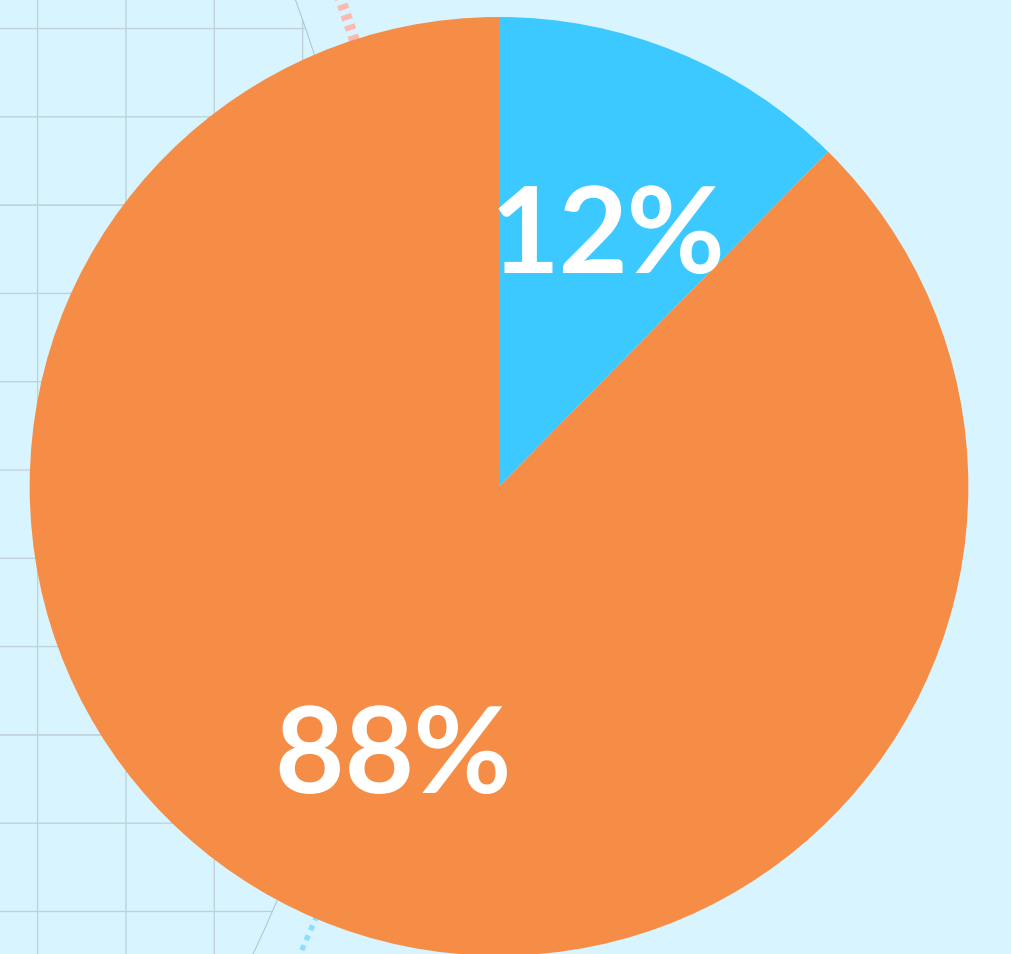
Homeowners have tried our tools, and estimated a wide variety of projects since our soft launch in February 2015. Kukun's Home Renovation Pulse Report is an analysis of this massive amount of user-generated data which enable us to anticipate home renovation trends, and can potentially benefit multiple stakeholders, including those who report on the industry, manufacturers, retailers, and banks that often finance renovation projects.

The report includes information on spending trends, desired finish levels, average project costs, and popular projects by state. For more information, send us a note at contact@mykukun.com.

The Kukun Data Team

Overview

of Projects



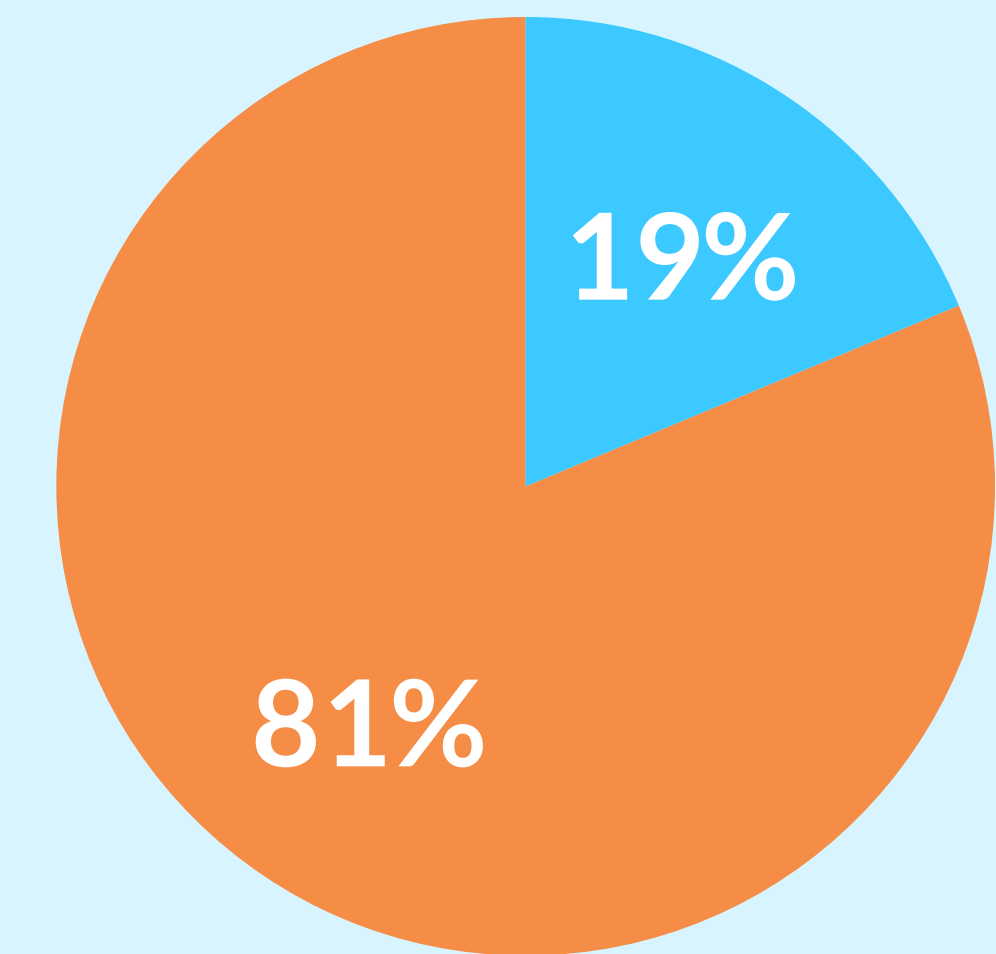
● Addition

● Remodeling

About 88% of the projects estimated using Kukun's tools are remodeling projects..

While the proportion of addition and remodeling projects remain same compared to the last quarter, we observed an increase of 8% in spending on addition projects

Total Estimated Cost

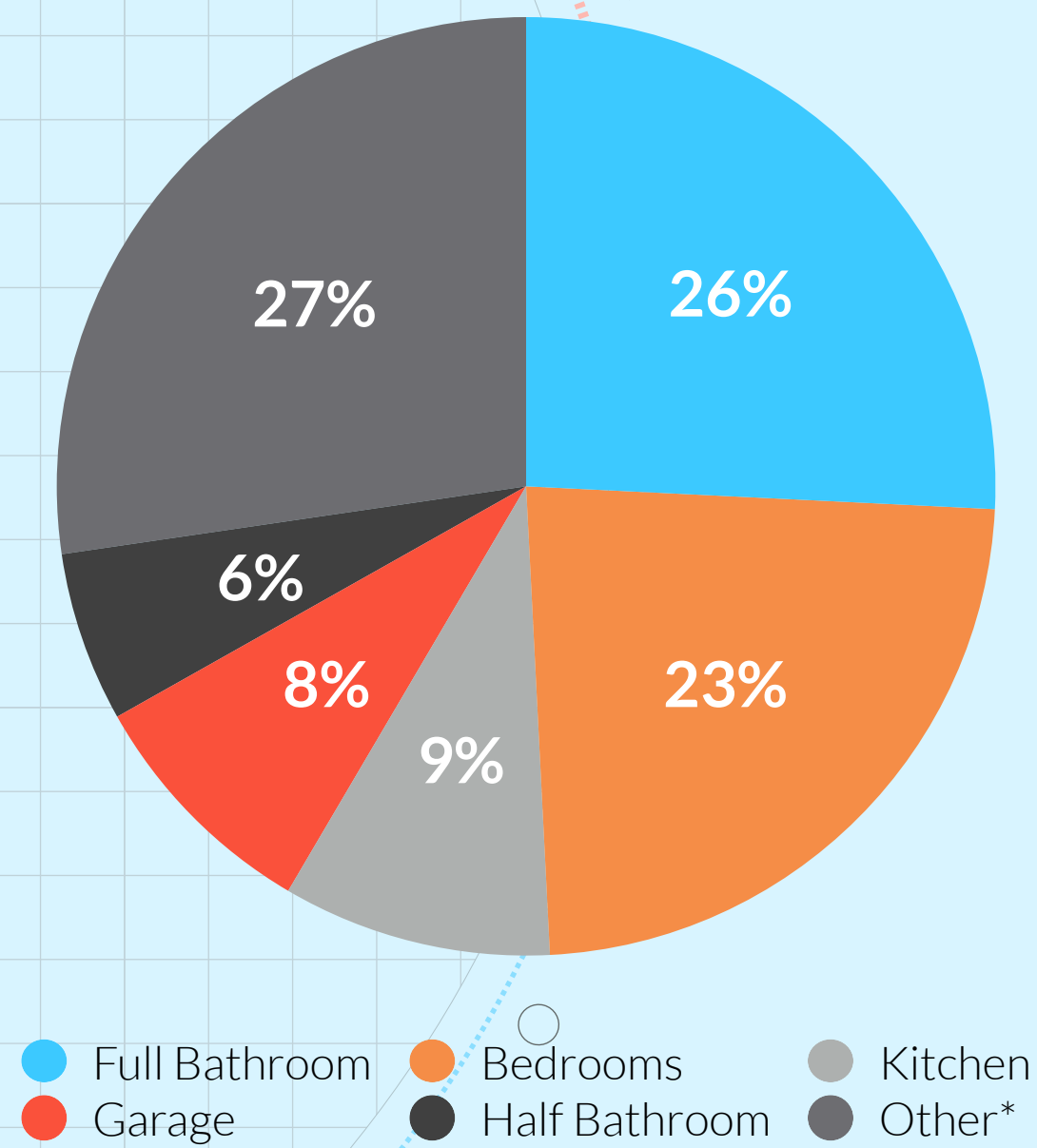


● Addition

● Remodeling

Additions

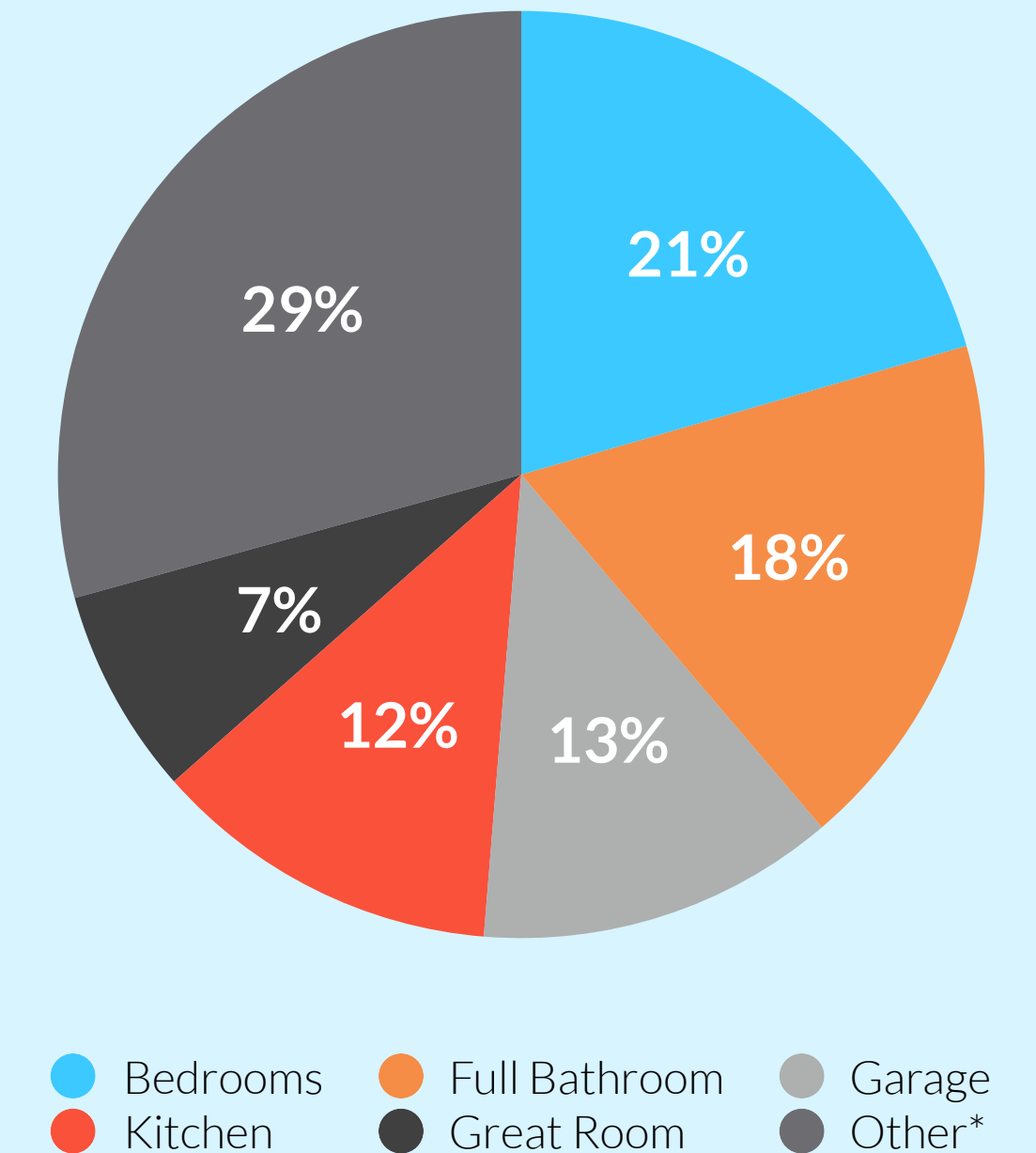
of Projects



Of the addition projects estimated using Kukun's tools, bedrooms and bathrooms are the most popular. These two projects make up 50% of the total additions estimated.

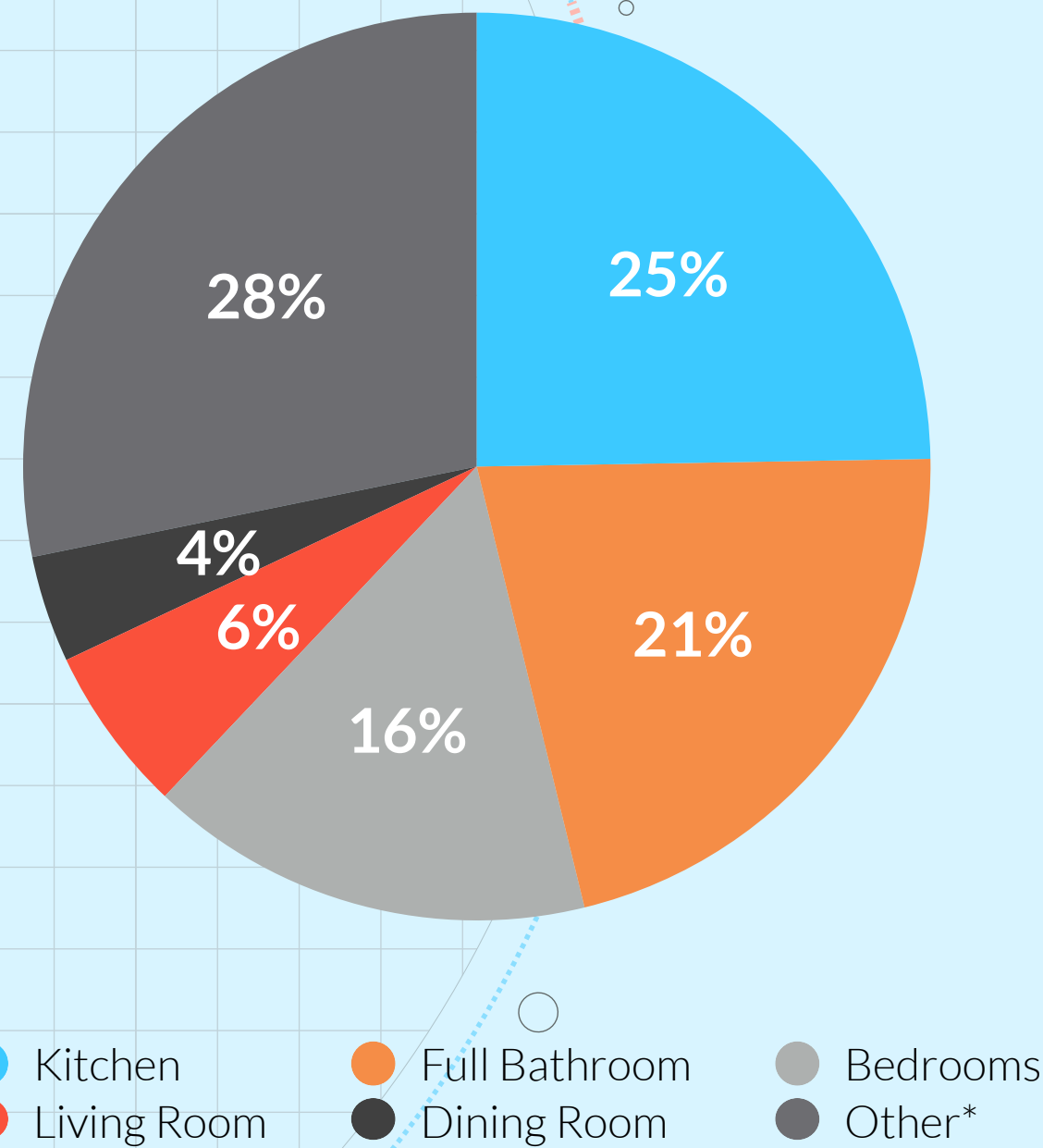
Based on Kukun's Projected Home Value algorithm, adding a bathroom or a bedrooms has a greater ROI than adding a sun room, great room, or family room.

Total Estimated Cost



Renovations

of Projects

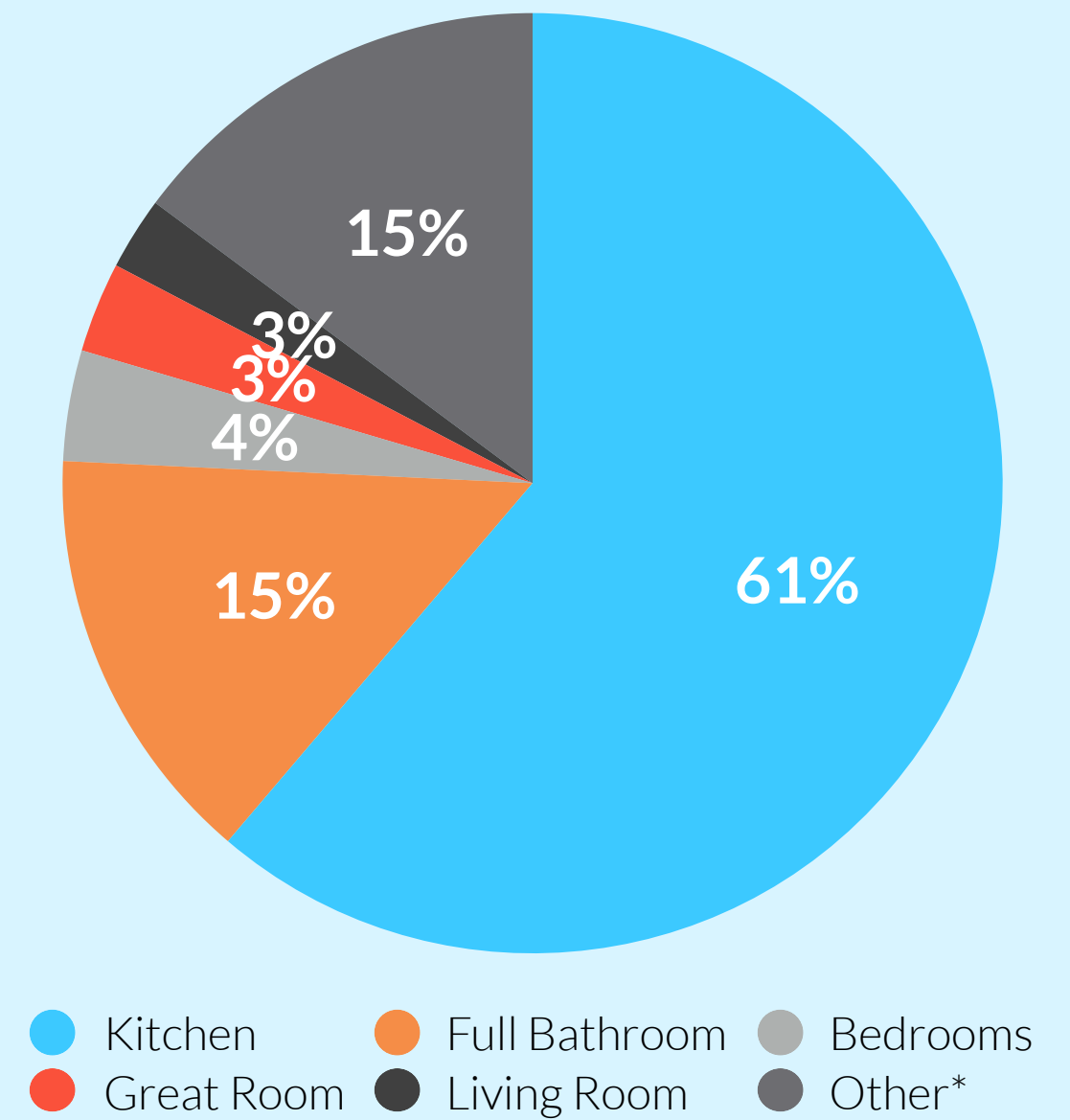


For remodeling projects, kitchens, bathrooms, and bedrooms are the most popular. These projects constitute more than 60% of the remodeling projects configured with Kukun.

Although commonly lauded as a popular renovation project with a positive ROI, the number of Kukun users estimating window replacement projects was surprisingly low. Only 3% of the projects were window replacement.

The expense on Kitchen has increased from 38% to 61% compared to August.

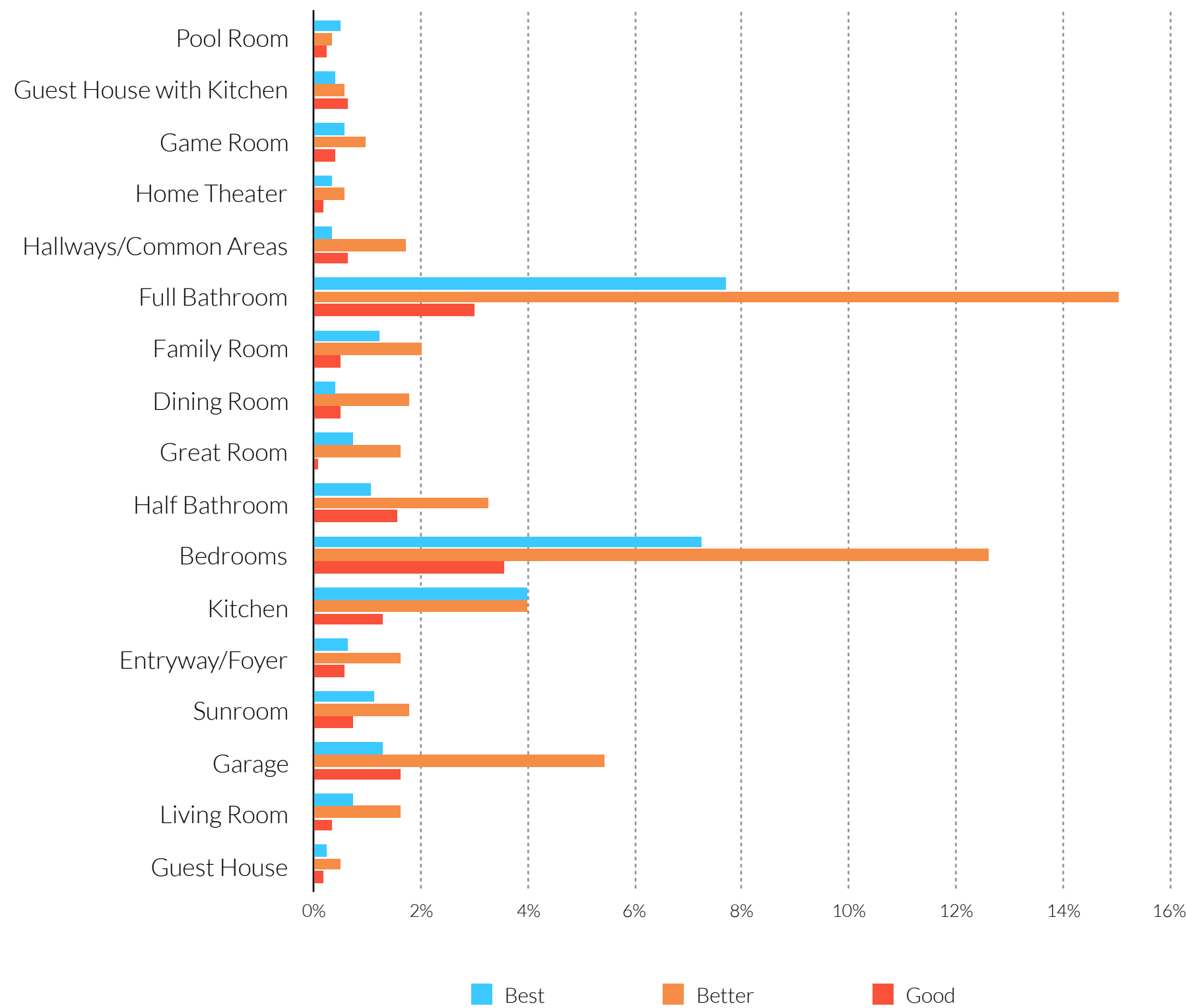
Total Estimated Cost





Finish Level Additions

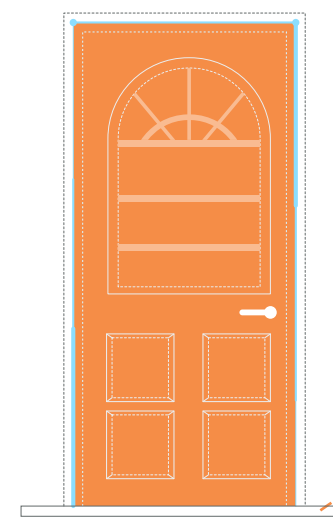
Fraction of Addition Projects (%)



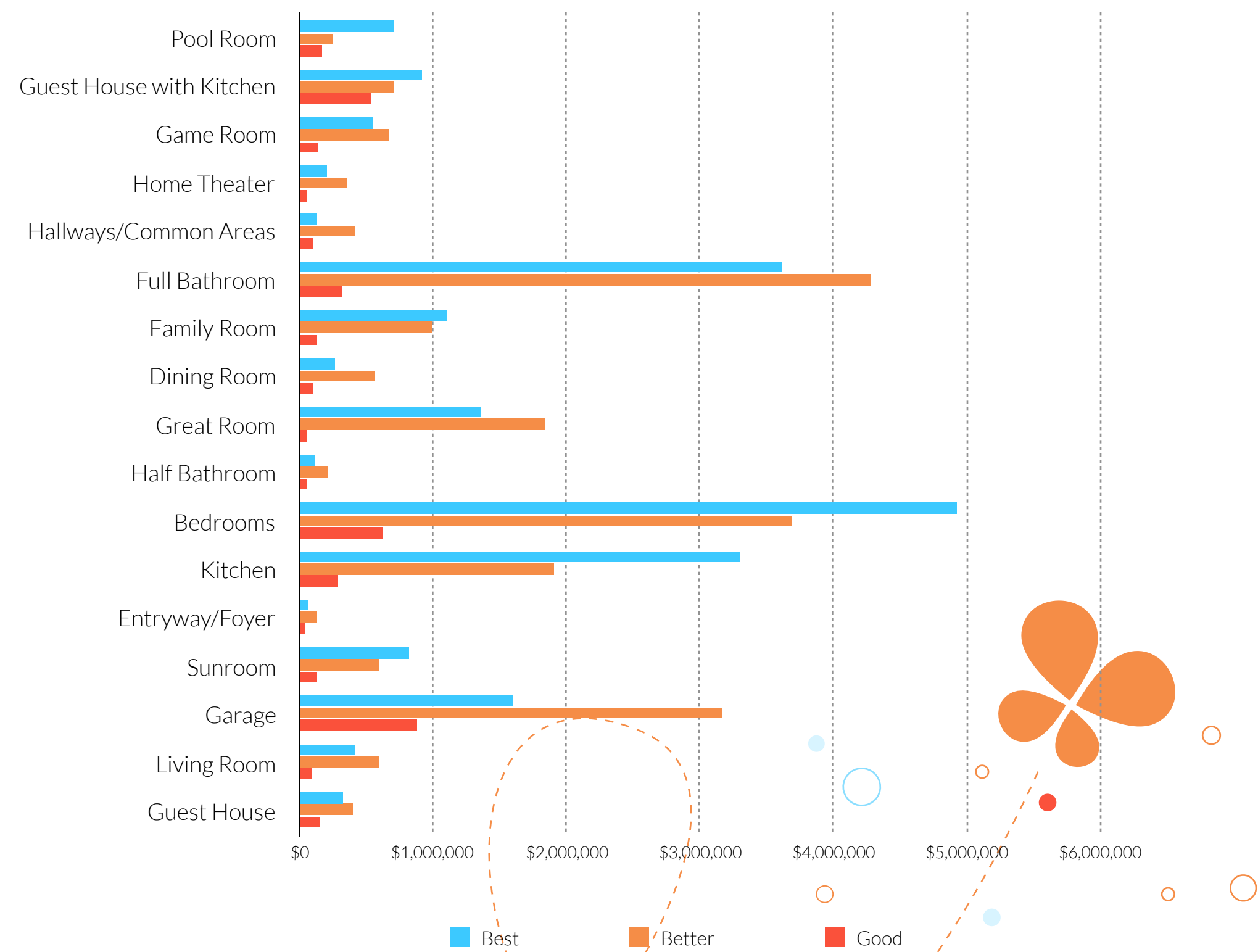
Using our tools, people can choose 3 different finish levels for their projects- Good, Better, and Best.

People are usually looking for Better finish levels for their projects indicating a strong trend of home owner's seeking for a trade-off between amount spent and quality*.

Except for Kitchen and Pool room, intermediate finish levels are preferred for all the projects.

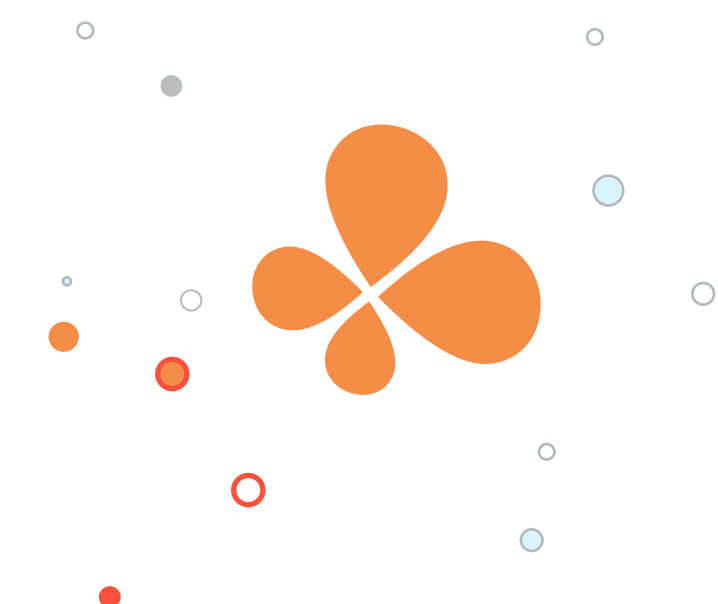


Total Estimated Cost (\$)

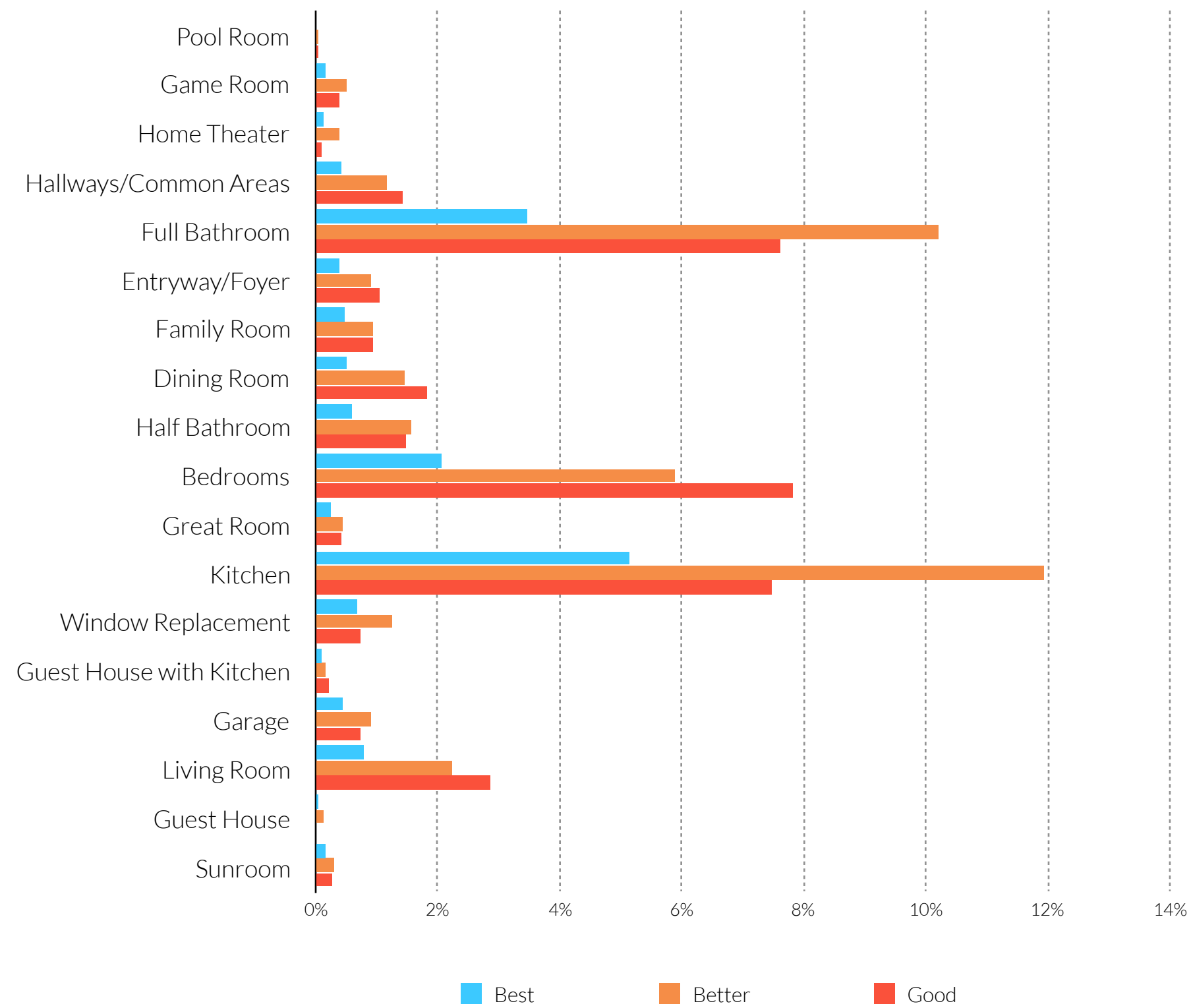




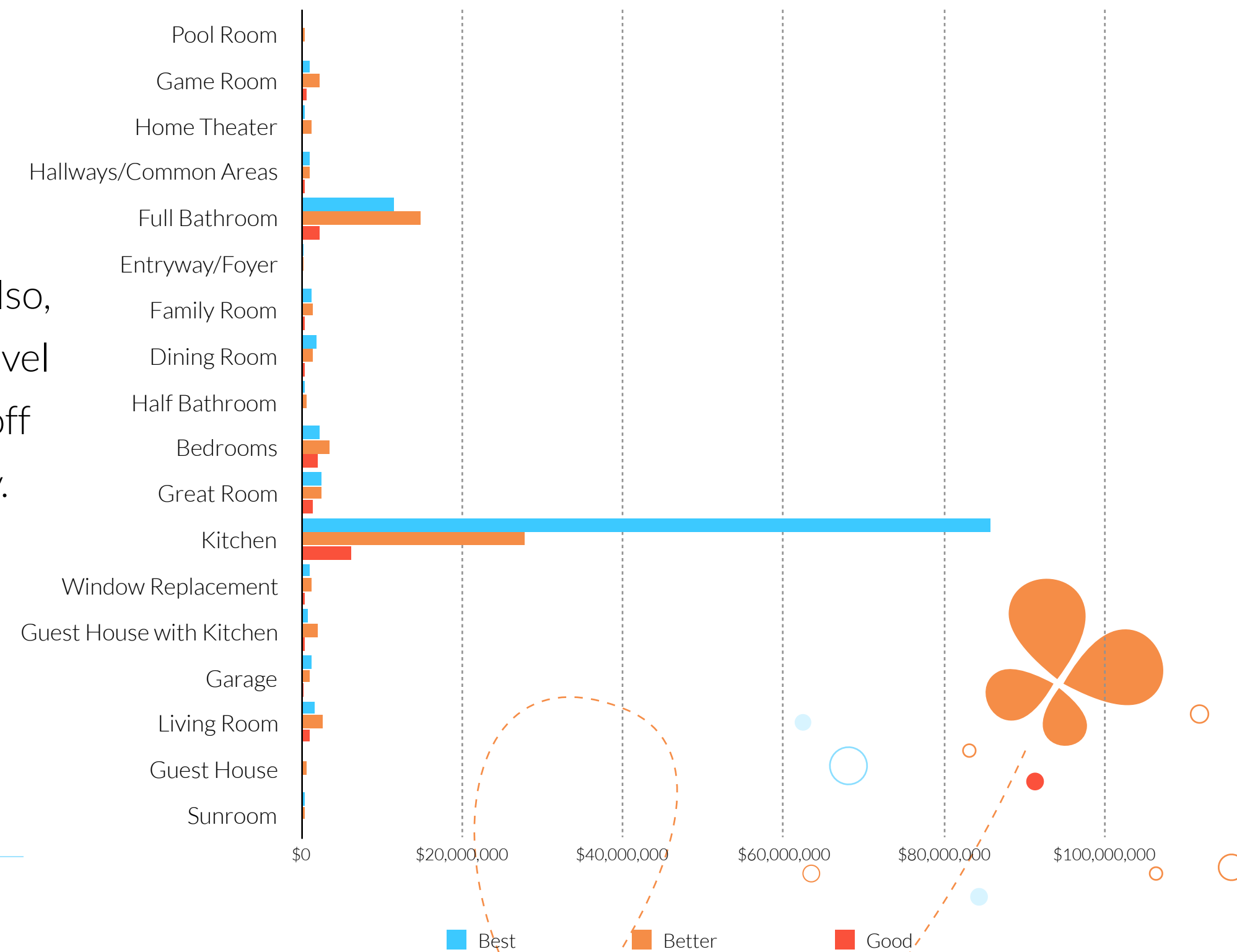
Finish Level Renovations



Fraction of Renovation Projects (%)



Total Estimated Cost (\$)

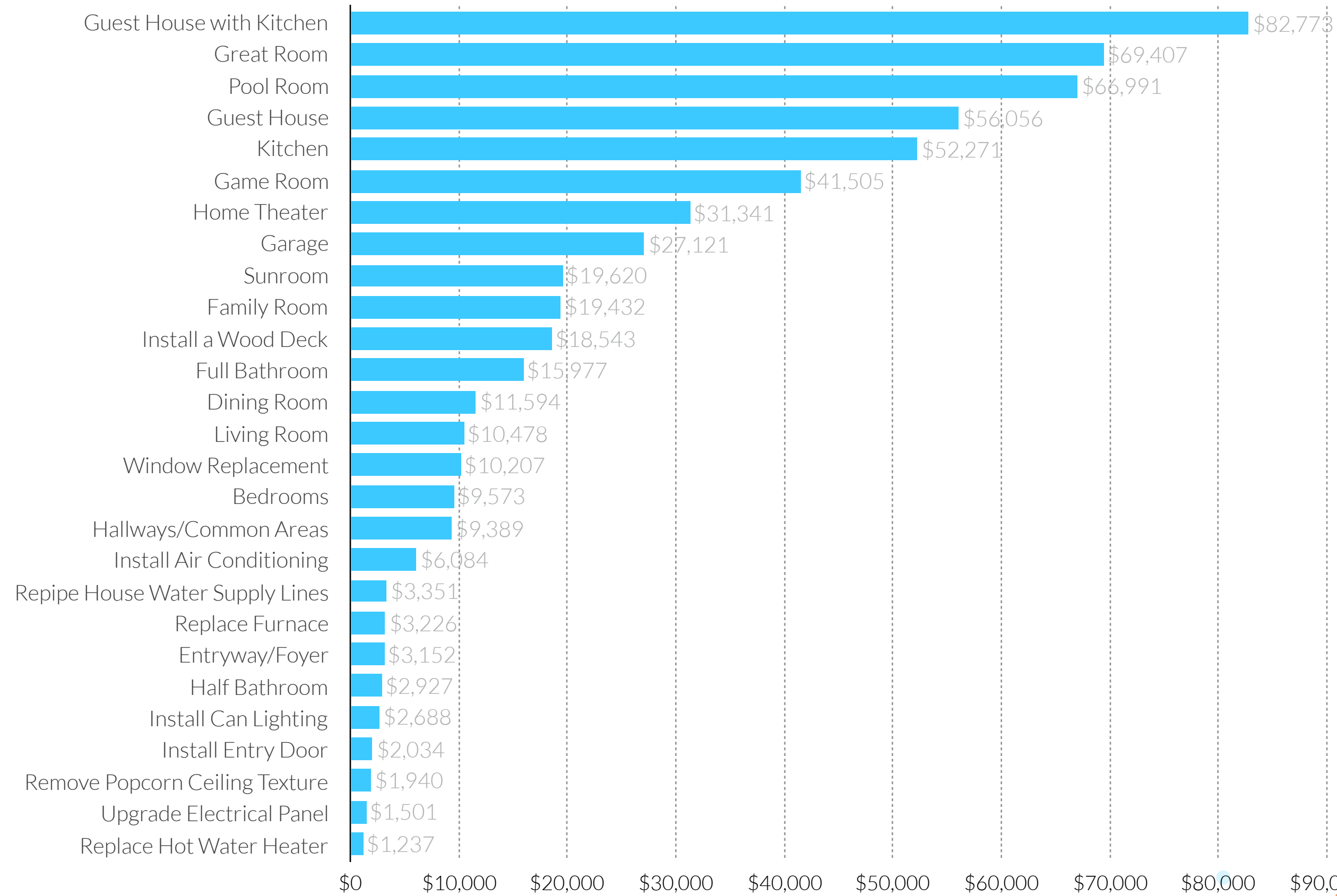
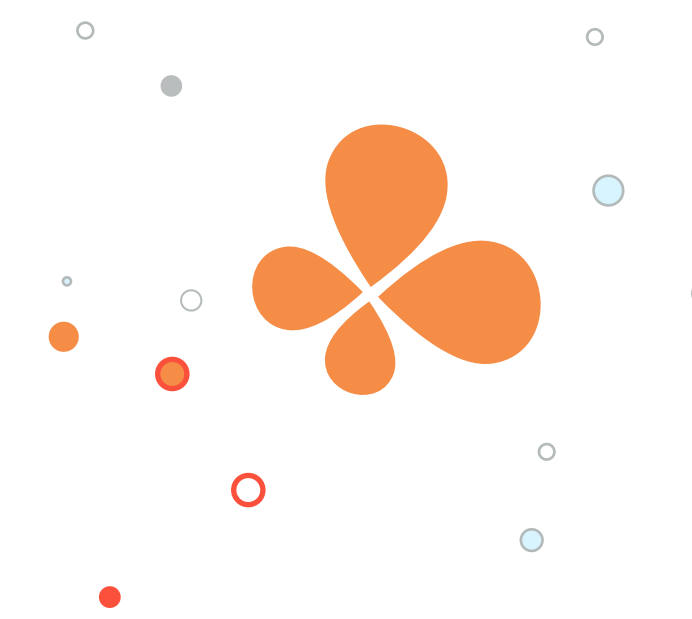


Similar to addition, for remodeling also, better is the most preferred finish level for home owners as it gives trade-off between money spent and quality.



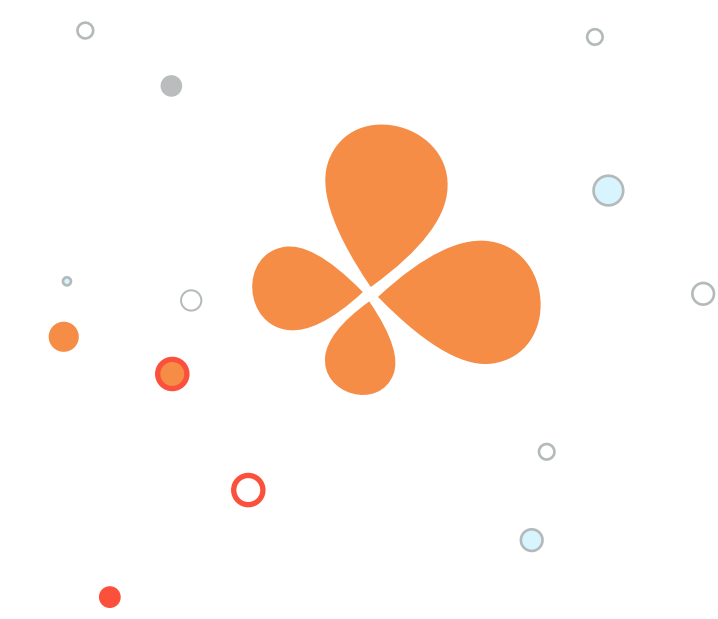


Renovations



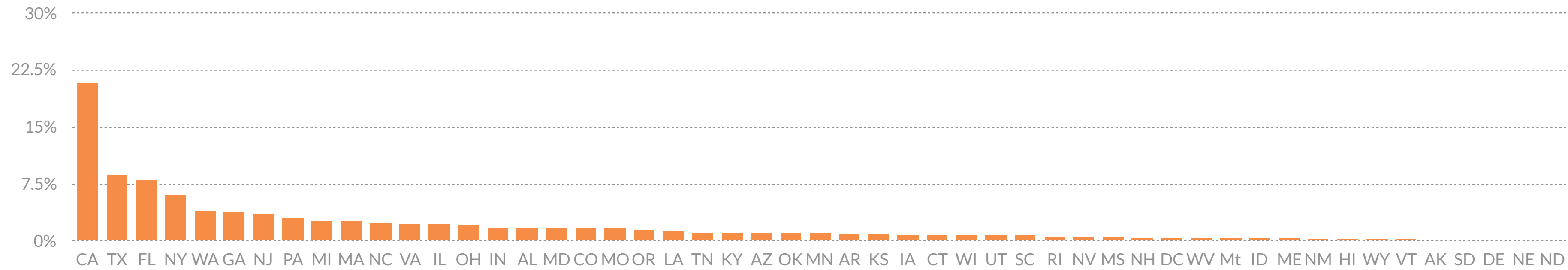
Guest Houses with Kitchens are the most expensive projects. This is followed by Great room, Guest House, Pool room, and Kitchen. These projects cost more than 50,000\$ on average. Bedroom, Bathroom, Kitchen, the three most popular projects approximately cost around 9k\$, 16k\$ and 52k\$ respectively.



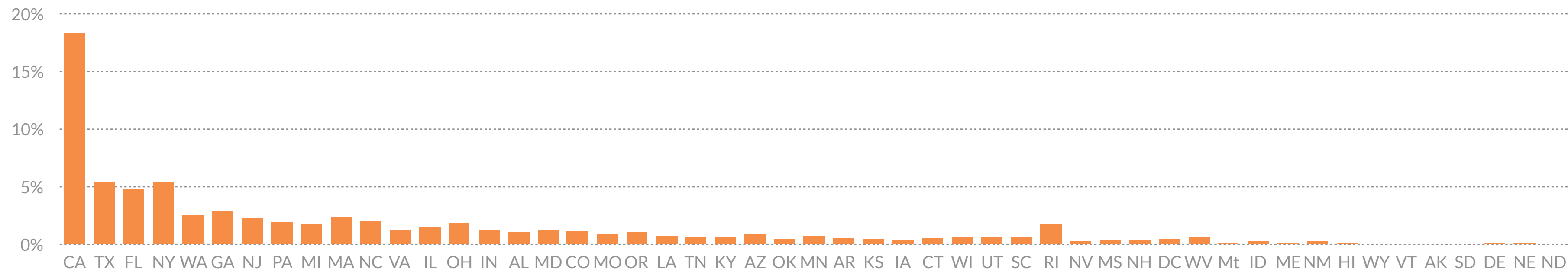


State Distribution

% OF PROJECTS



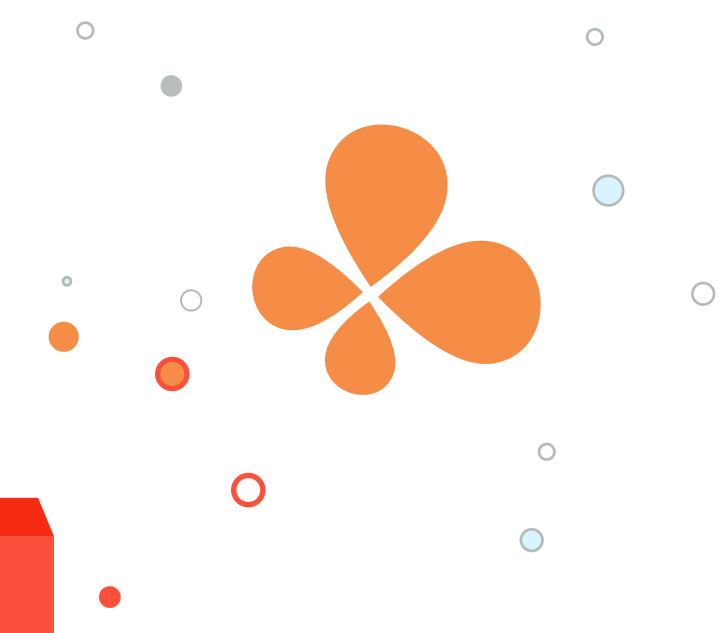
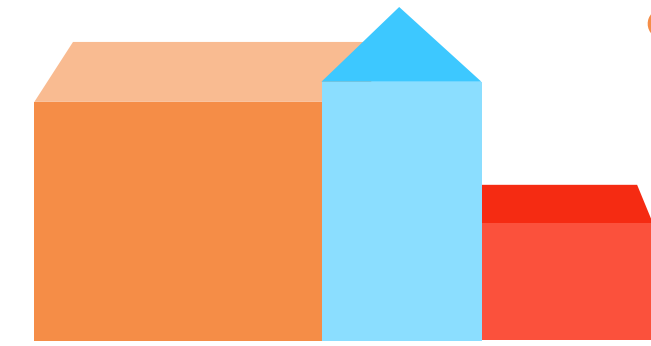
% OF TOTAL ESTIMATED COST



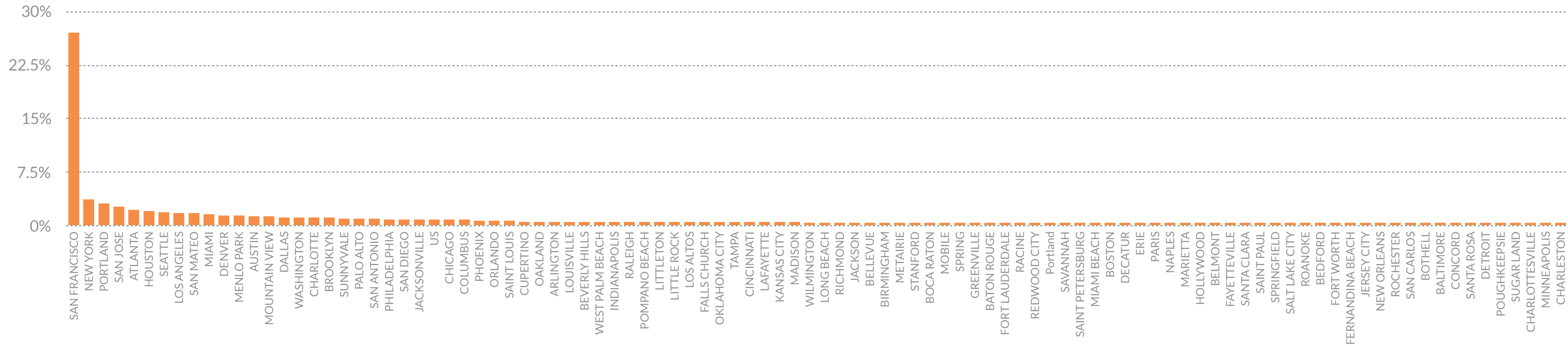
California state has the most renovation projects followed by Texas, Florida and New York. These constitute around 45% of our projects.



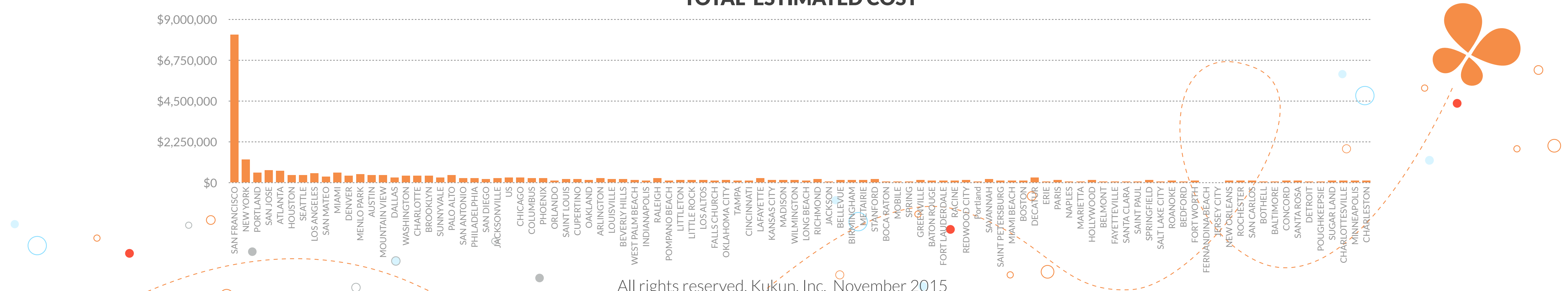
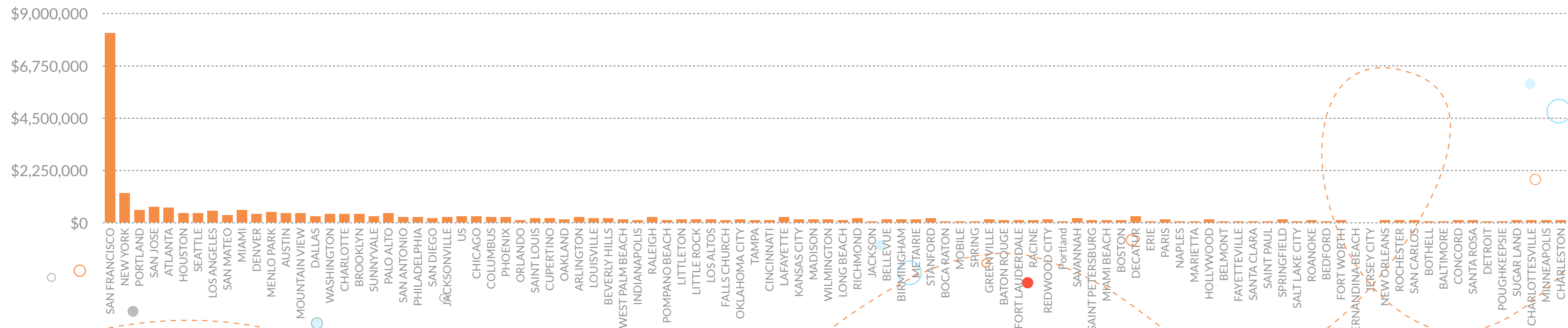
City Distribution



% OF PROJECTS

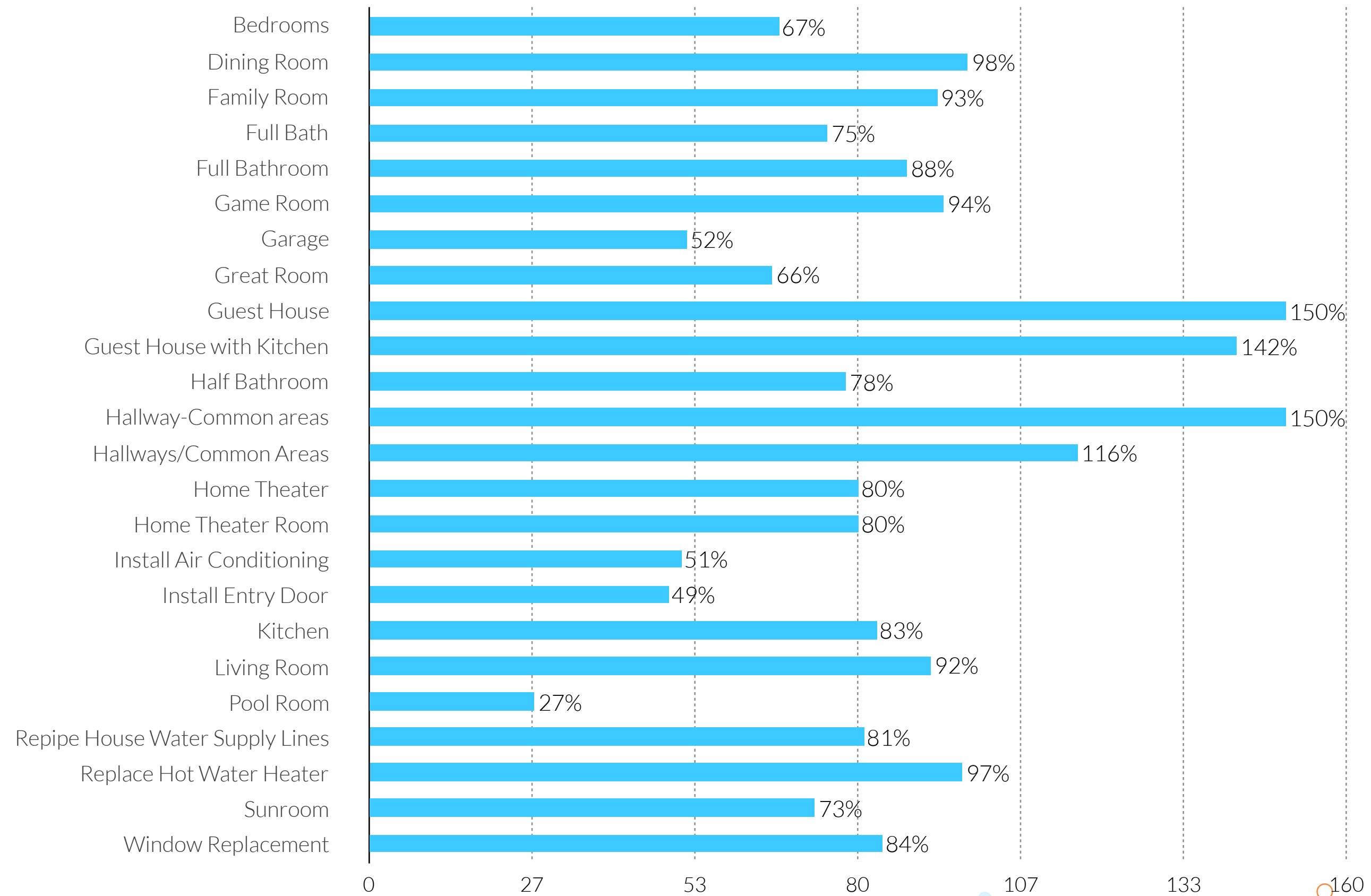


TOTAL ESTIMATED COST



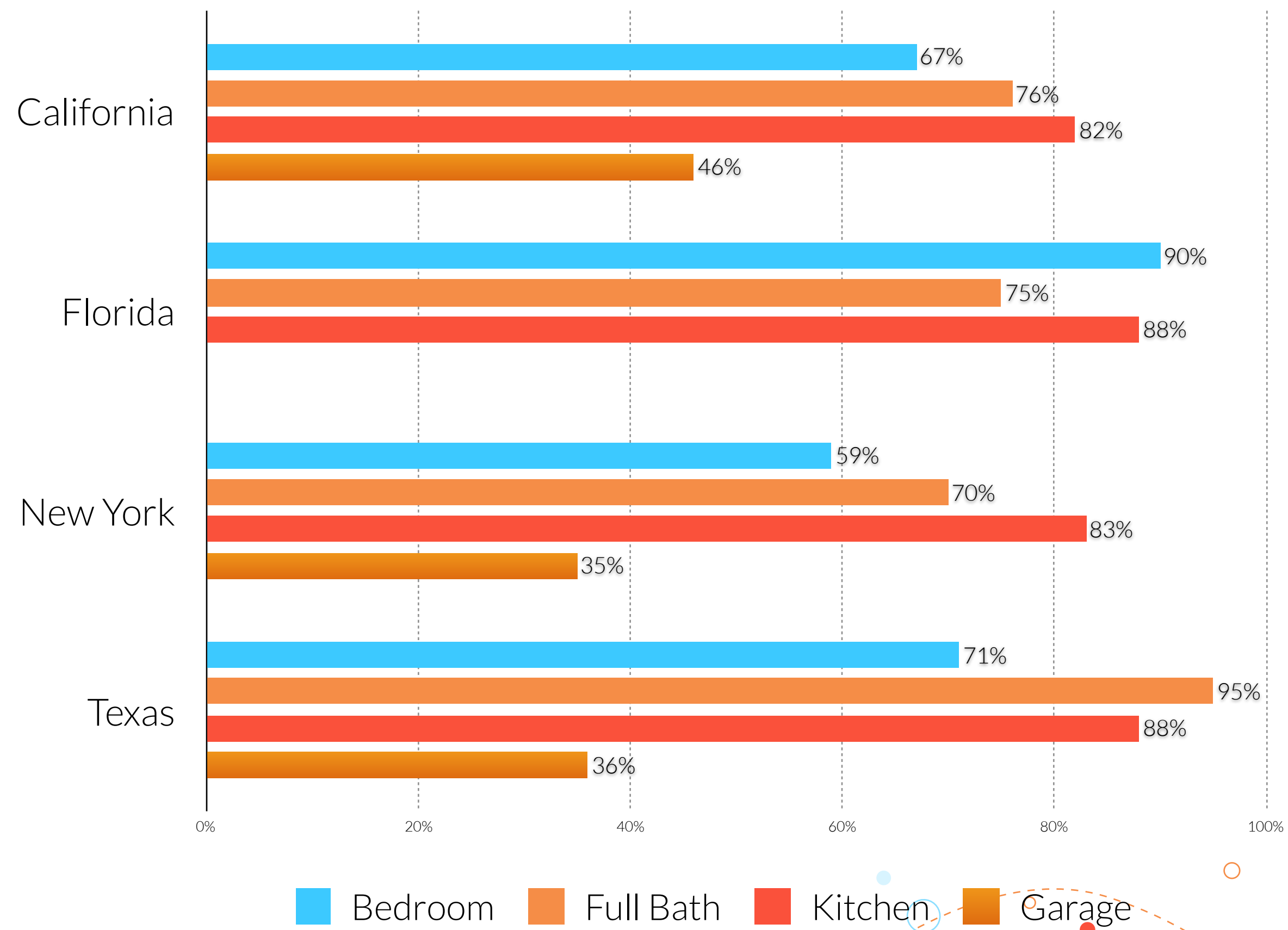


Return on Investment (ROI)





StateWise Return on Investment

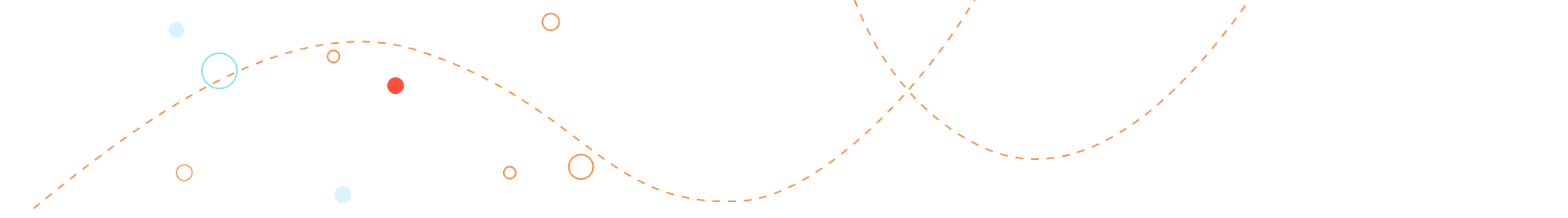
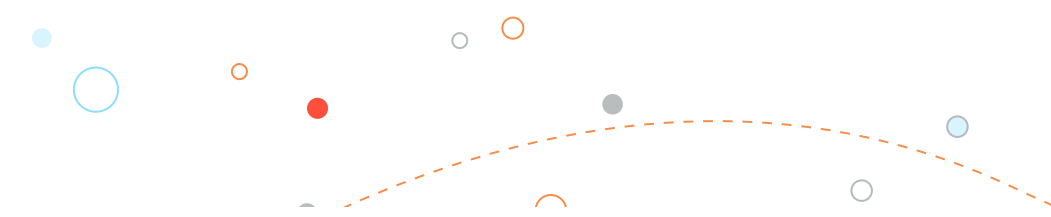
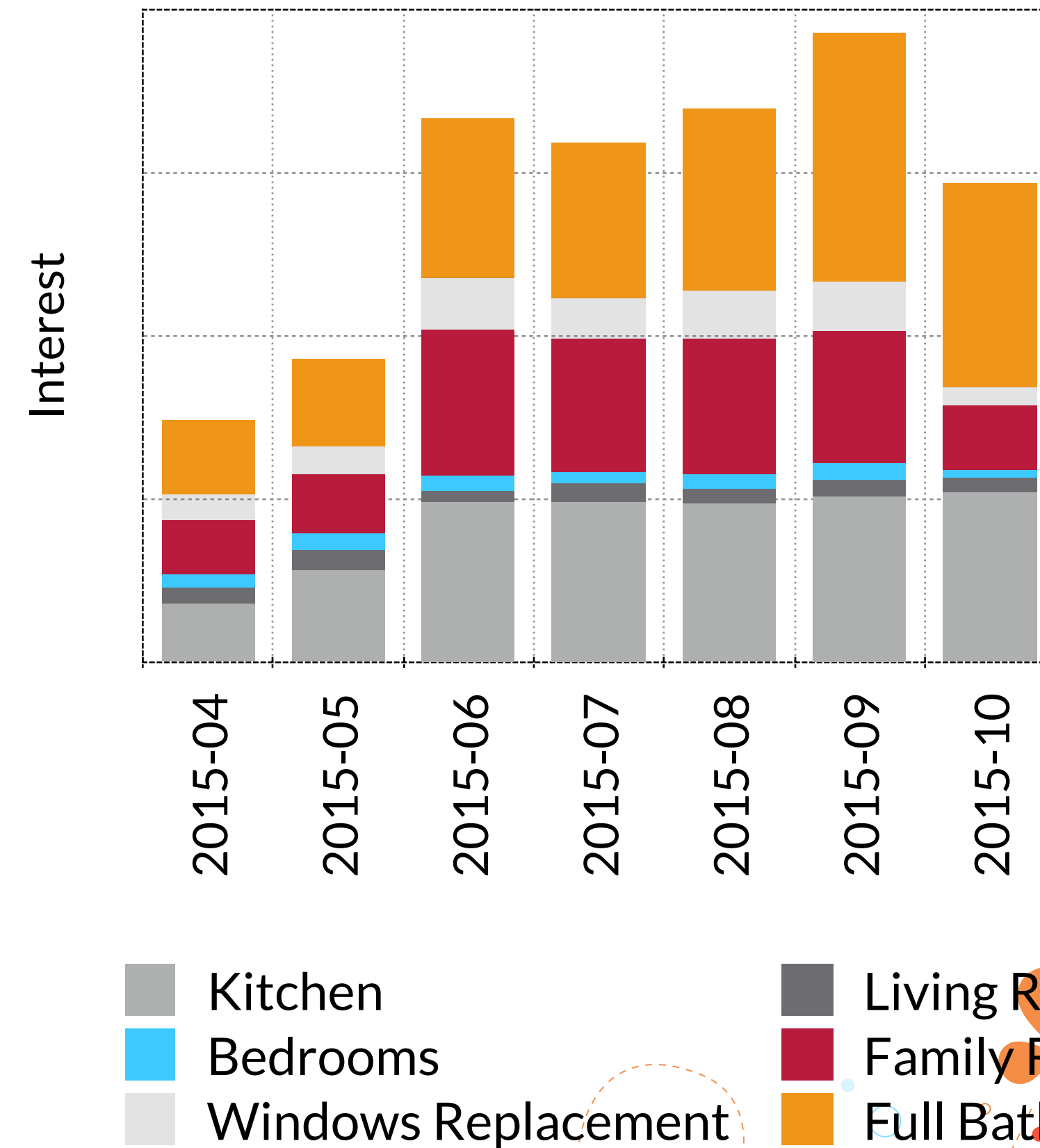
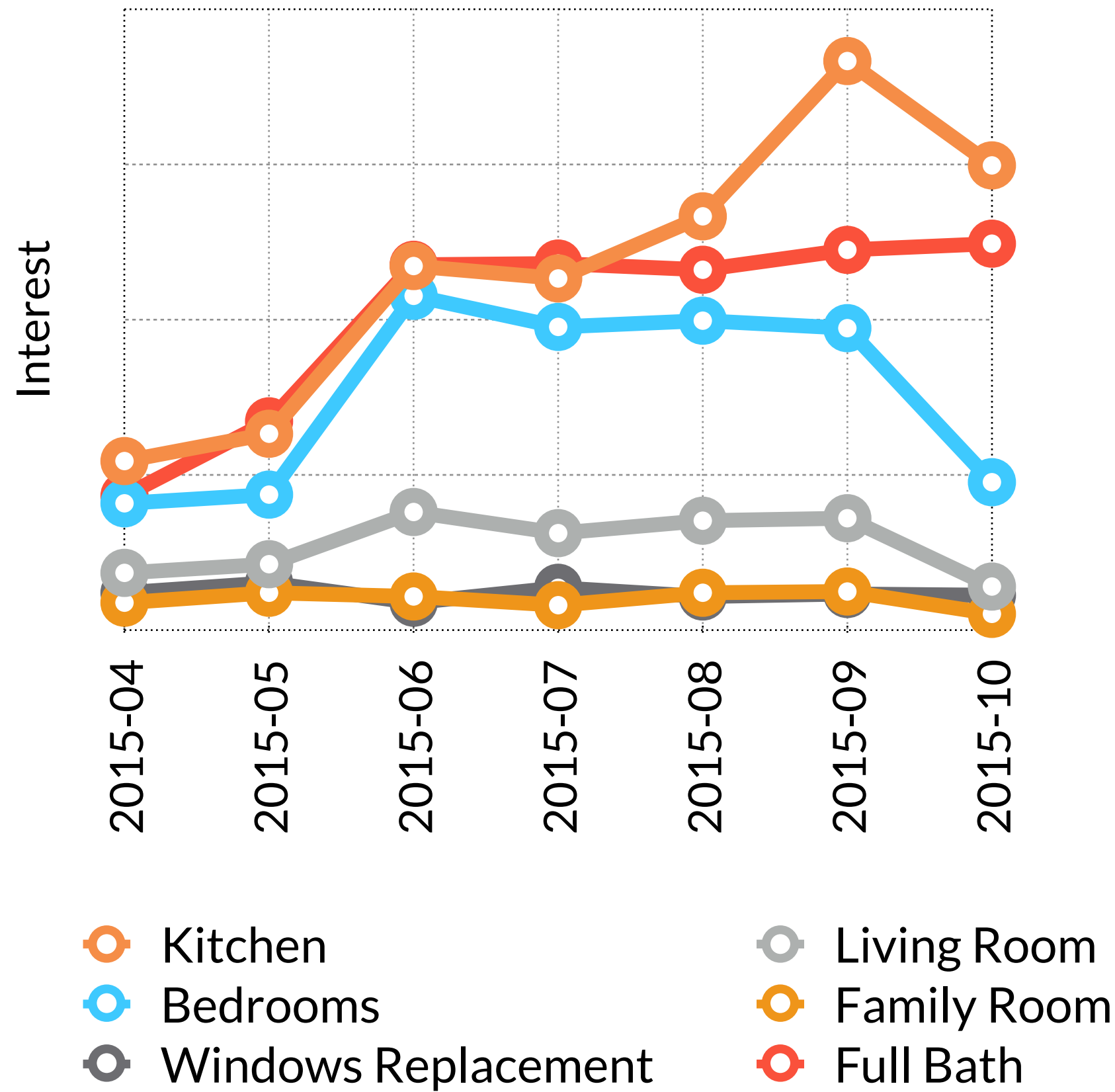




KUKUN TRENDS

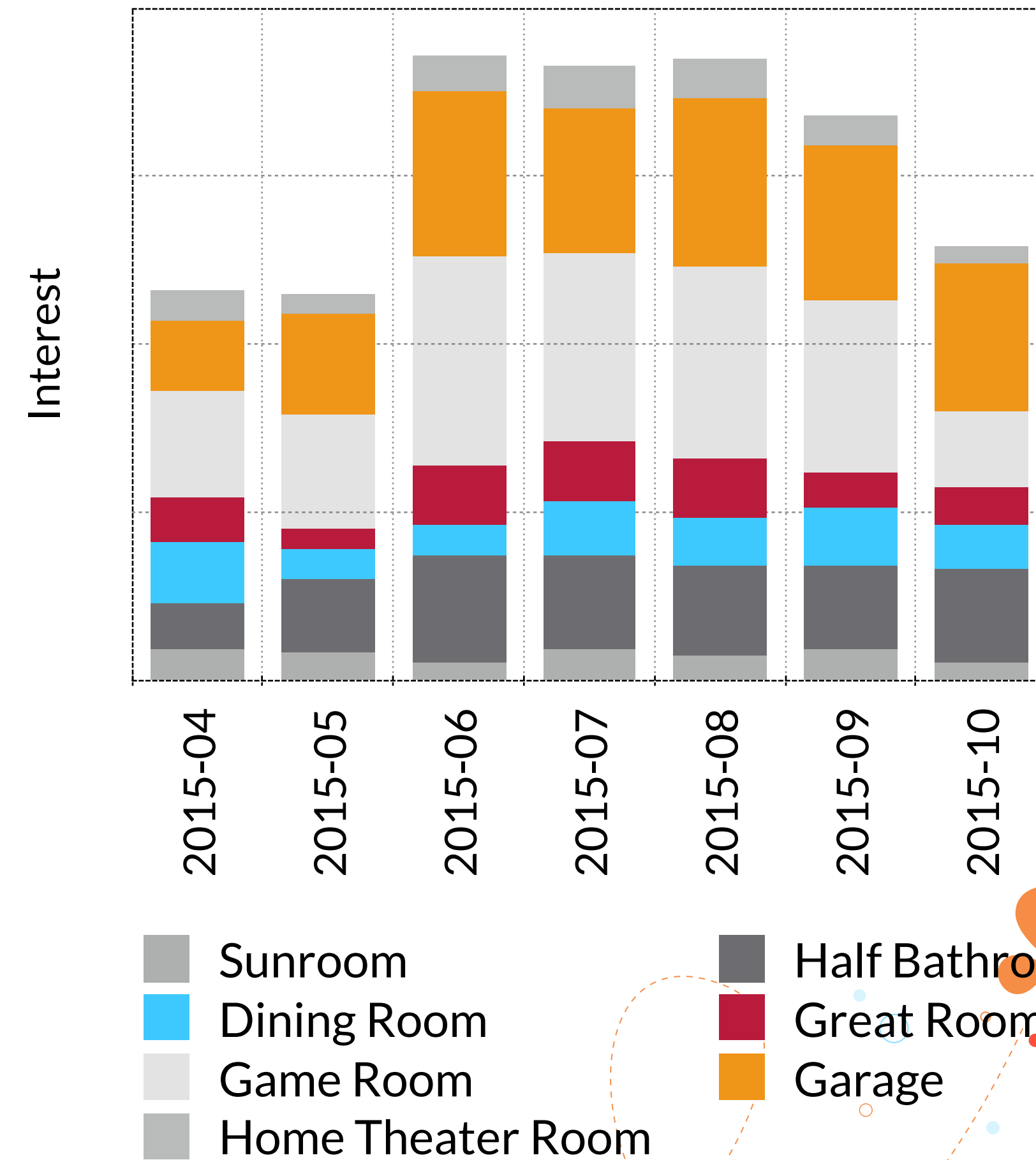
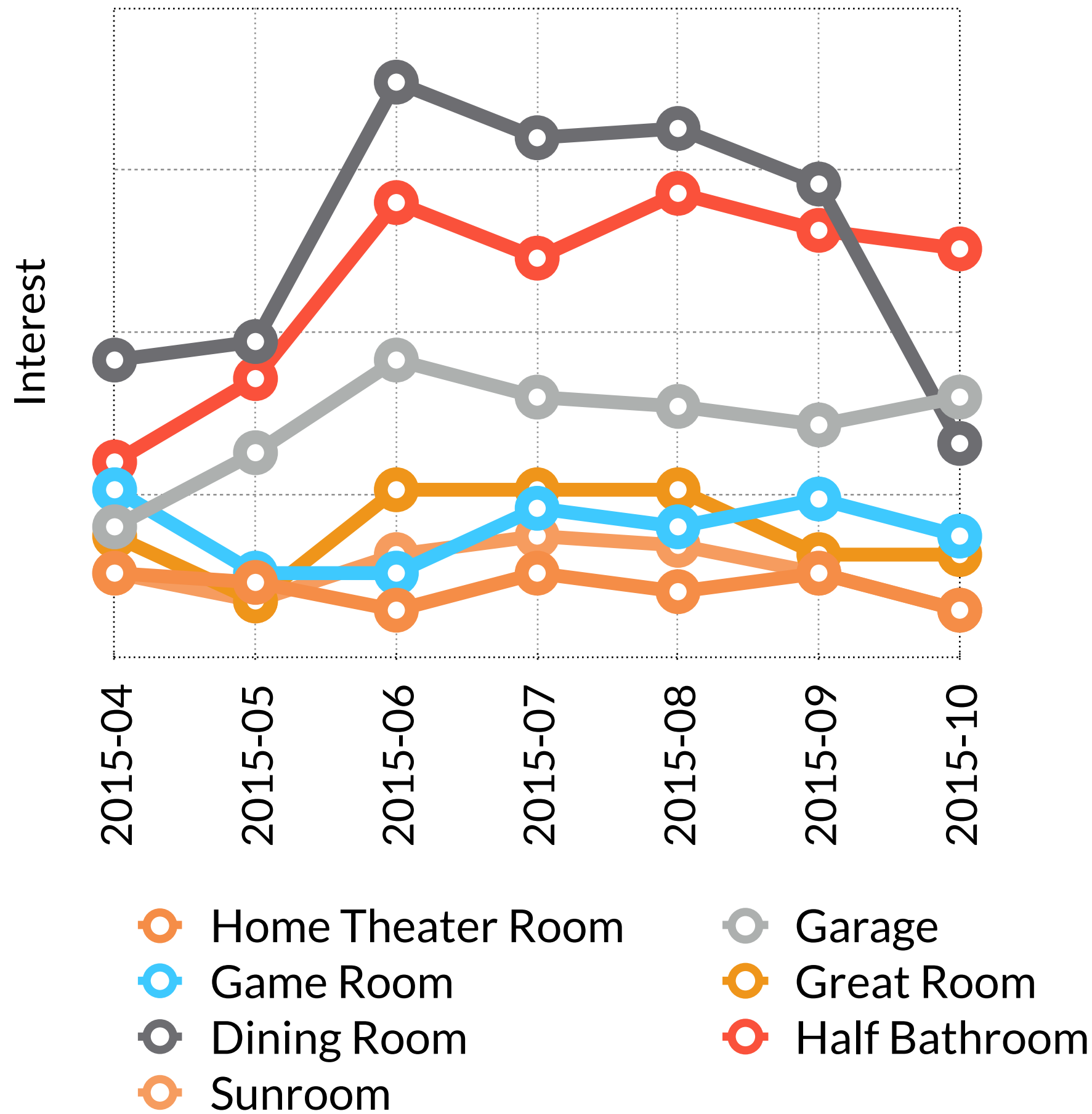


Popular Renovation Projects



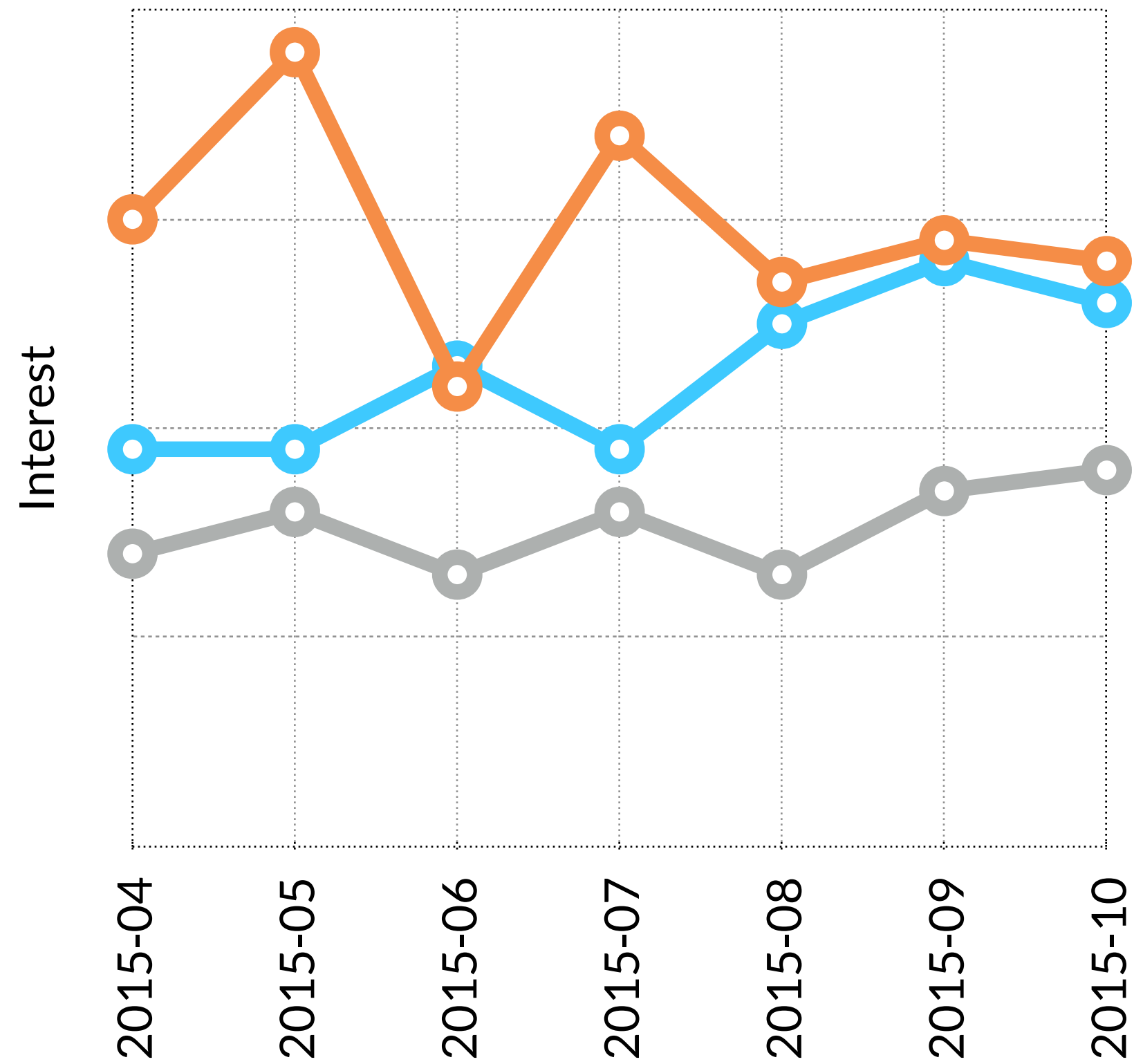


Room Renovation

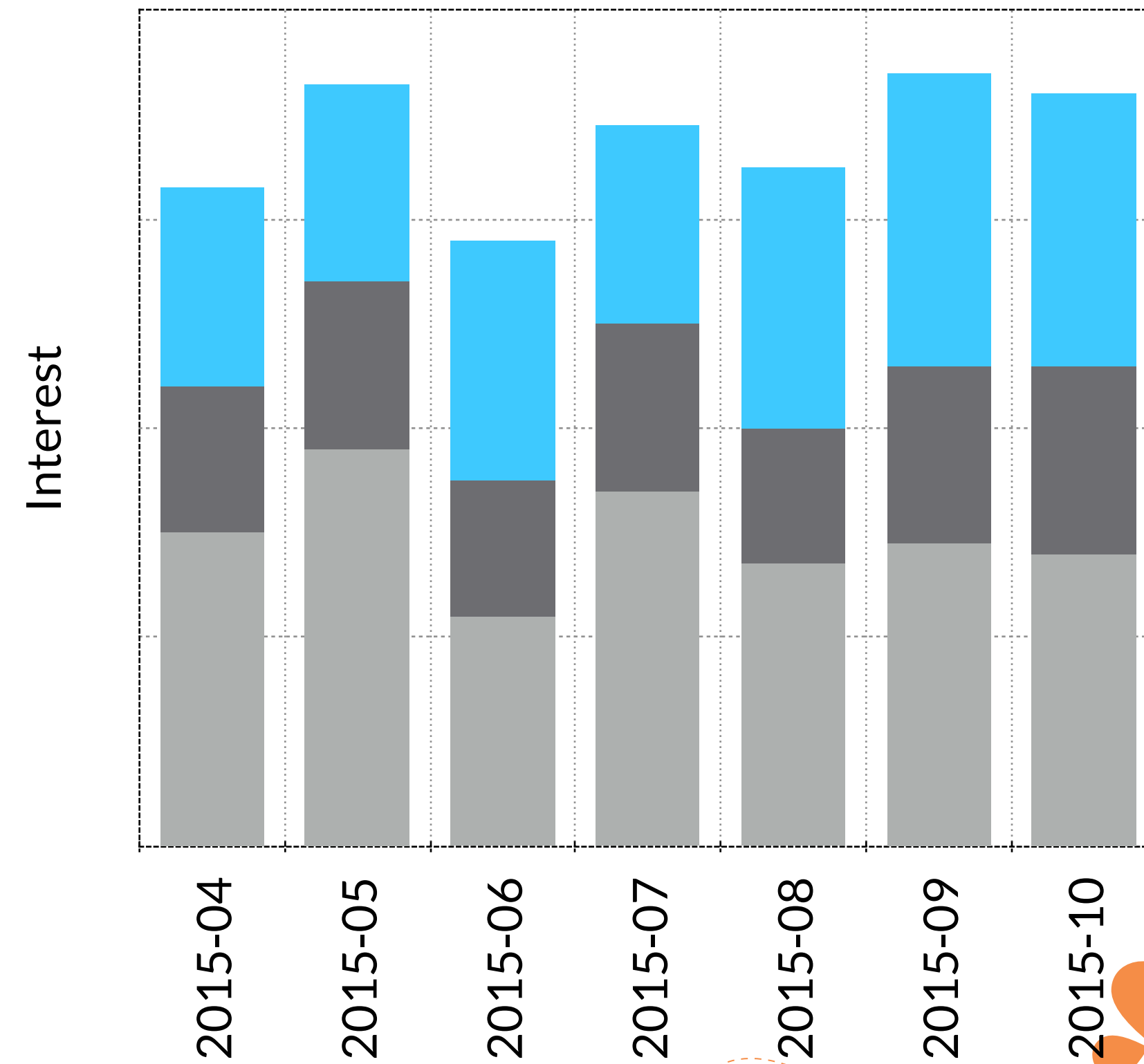




Exterior Projects



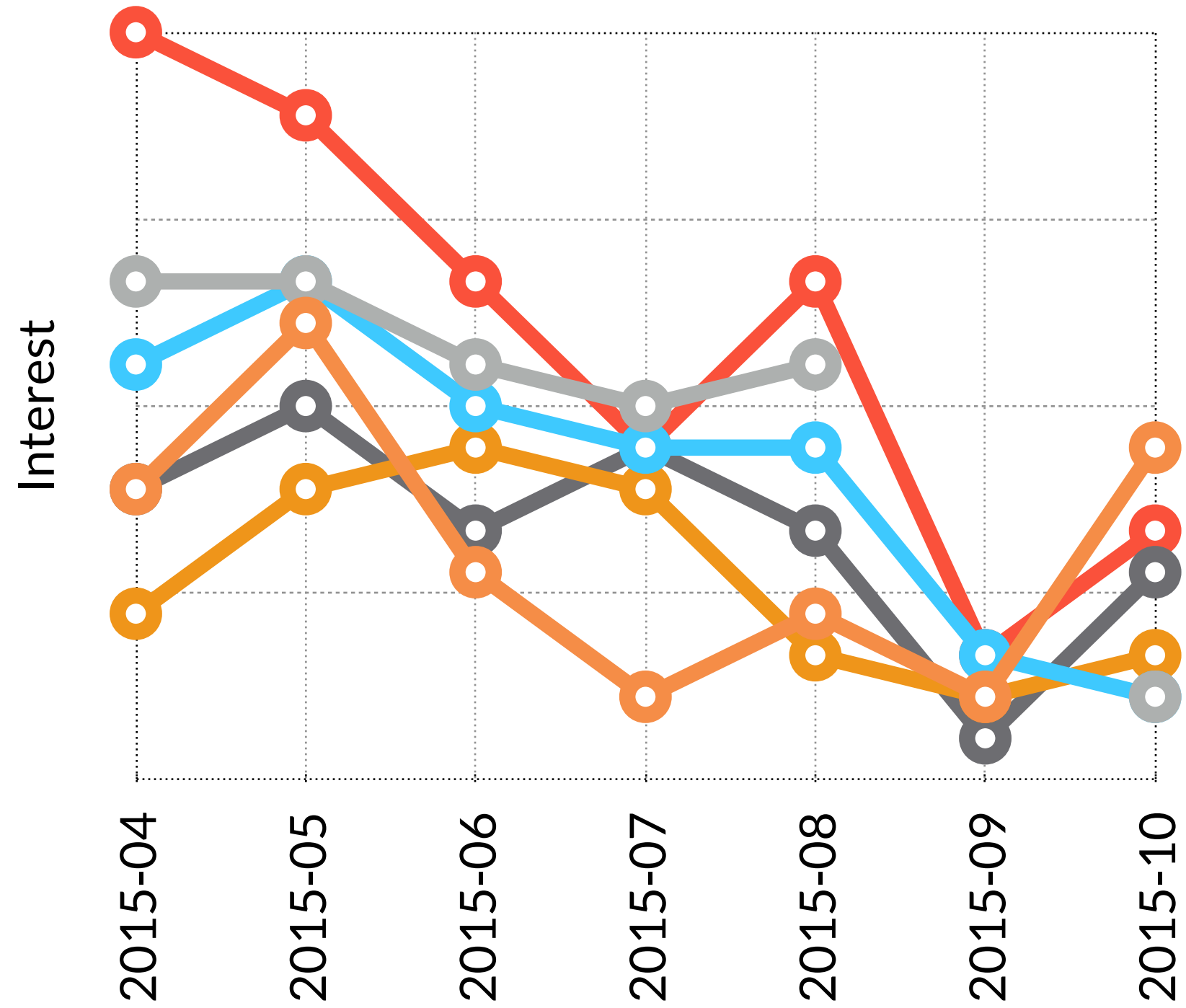
- Windows Replacement
- Install A Wood Deck
- Install Entry Door



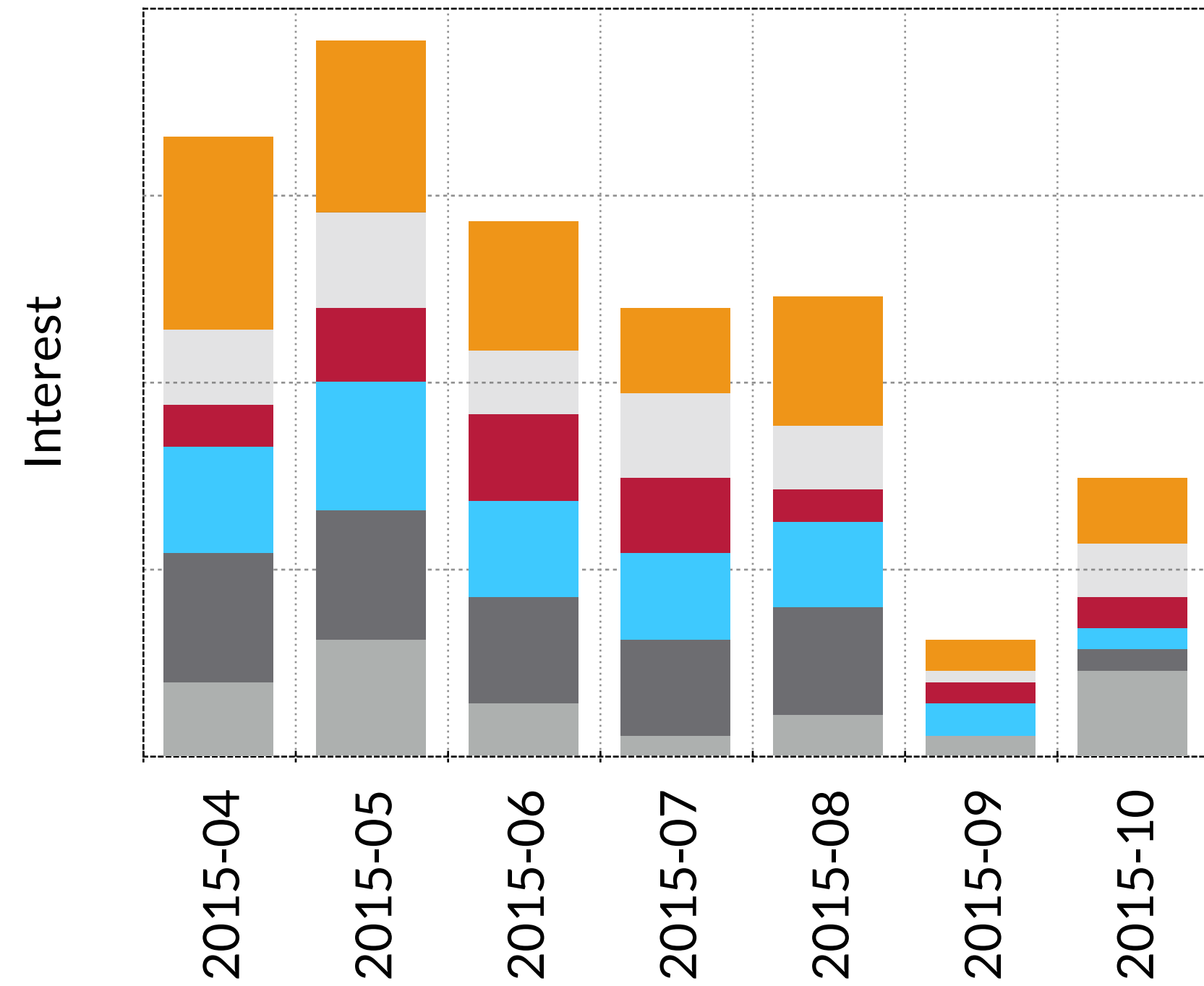
- Windows Replacement
- Install A Wood Deck
- Install Entry Door



Energy Efficient Projects



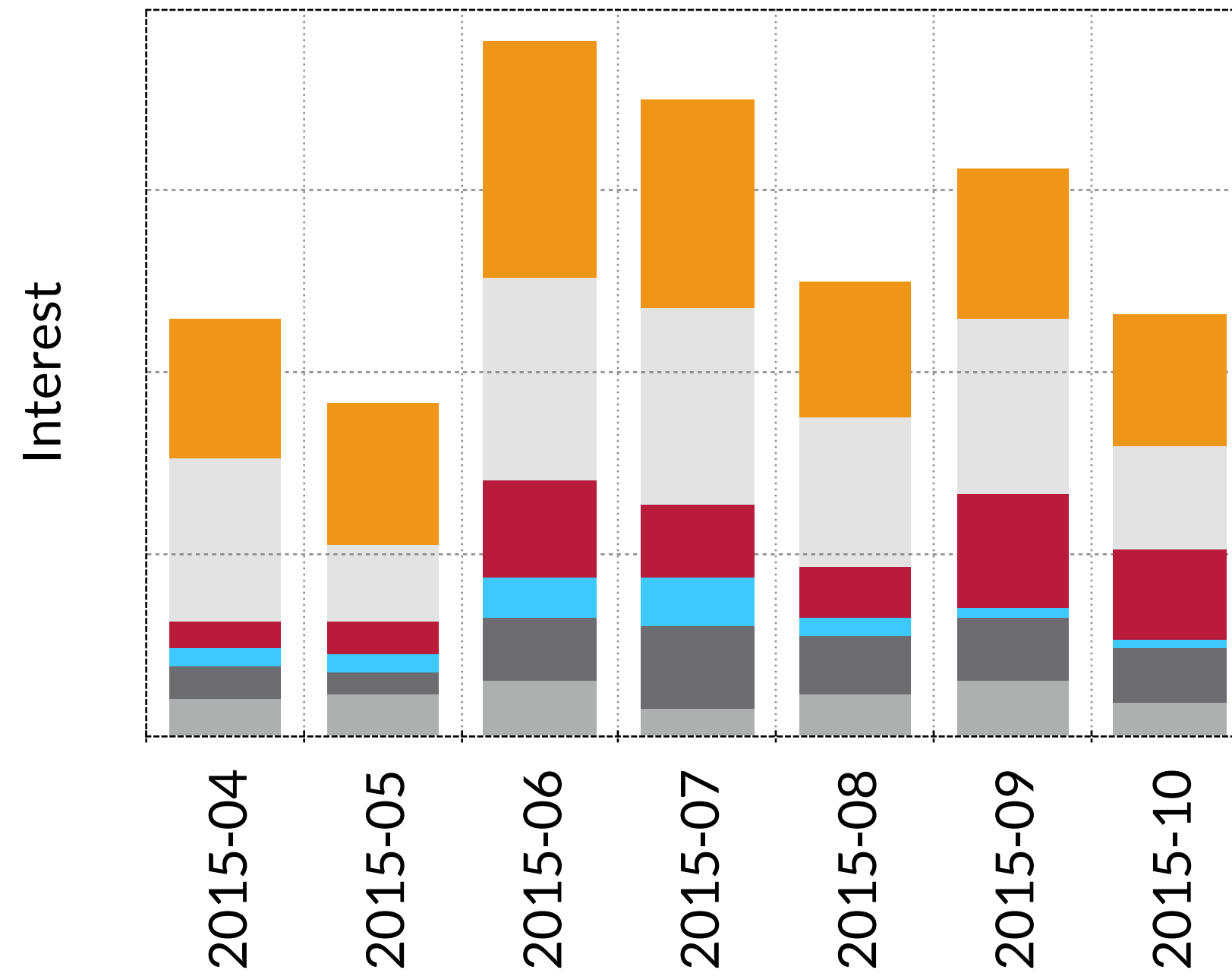
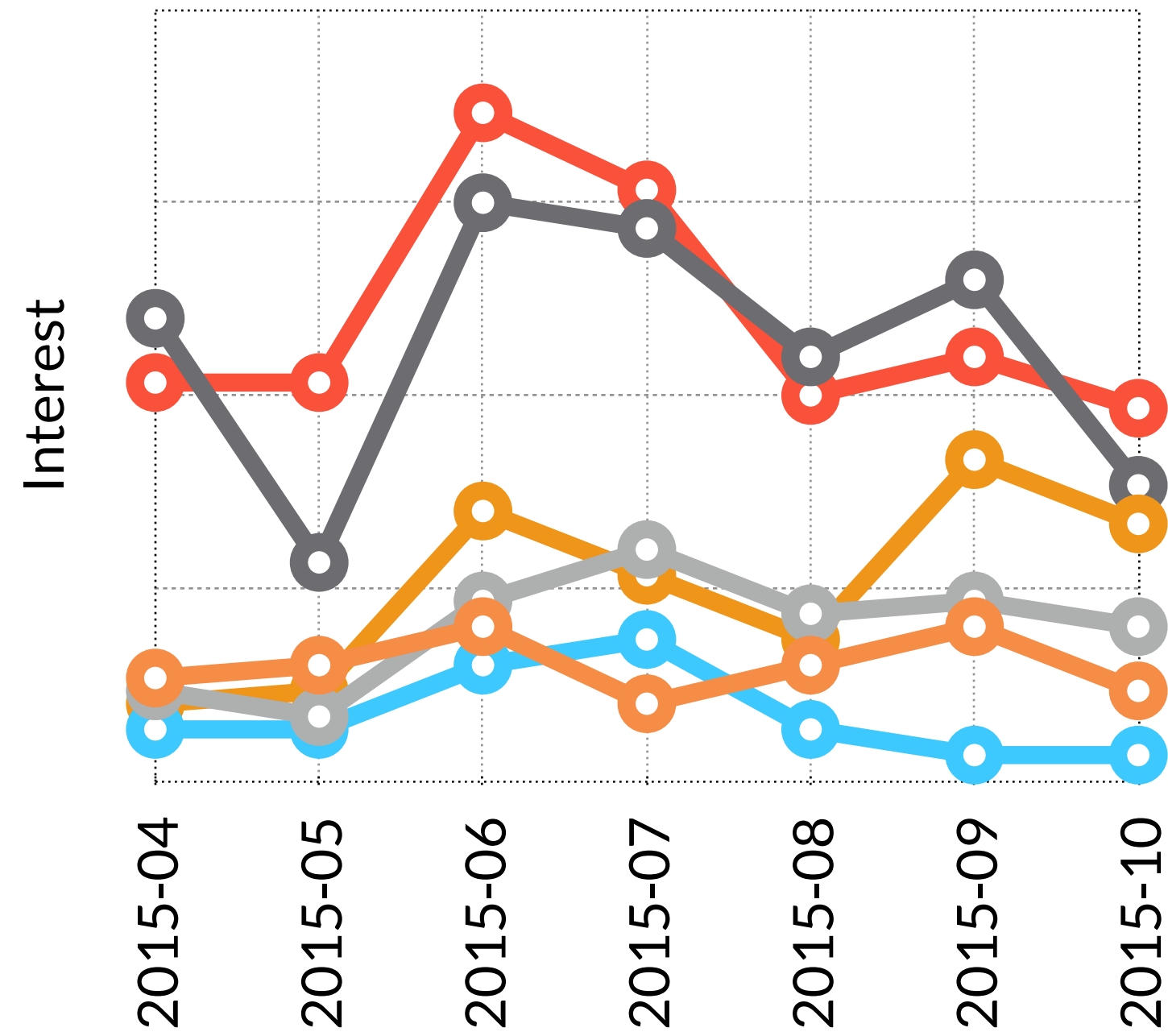
- Install Air Conditioning
- Replace Hot Water Heater
- Replace Furnace
- Install Can Lighting
- Repipe House Water Supply Lines
- Upgrade Electrical Panel



- Upgrade Electrical Panel
- Repipe House Water Supply Lines
- Install Can Lighting
- Replace Furnace
- Replace Hot Water Heater
- Install Air Conditioning

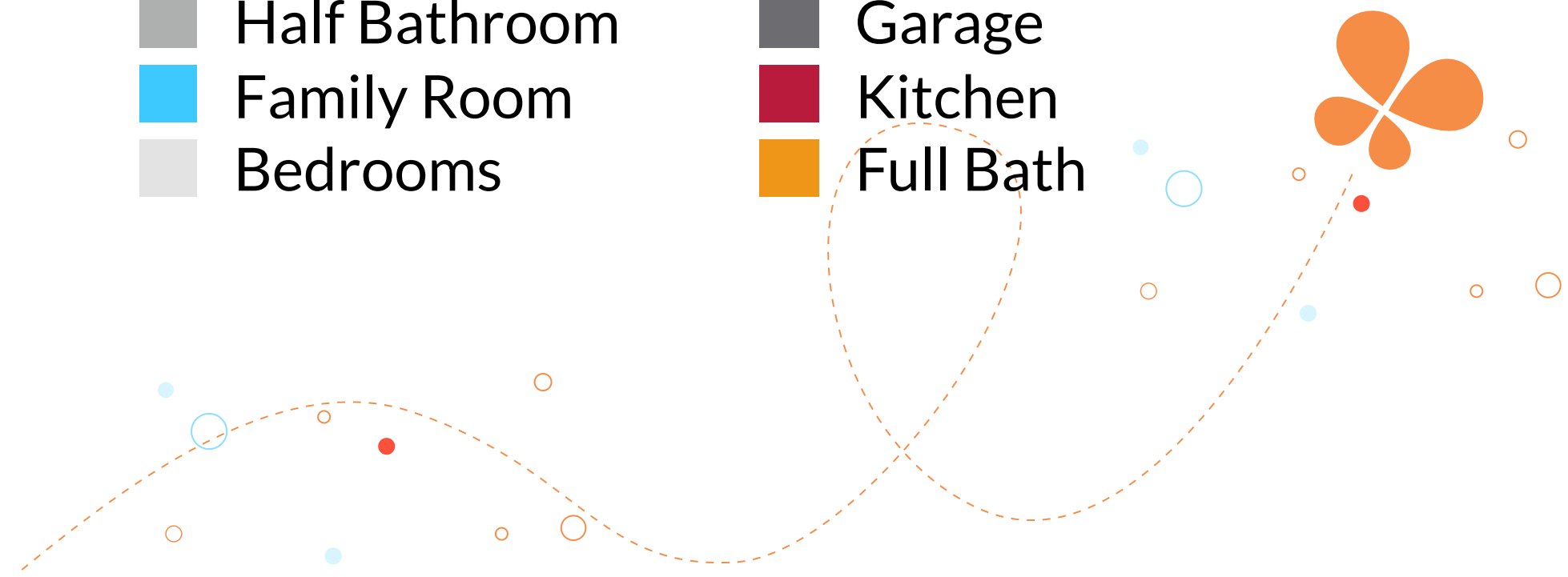
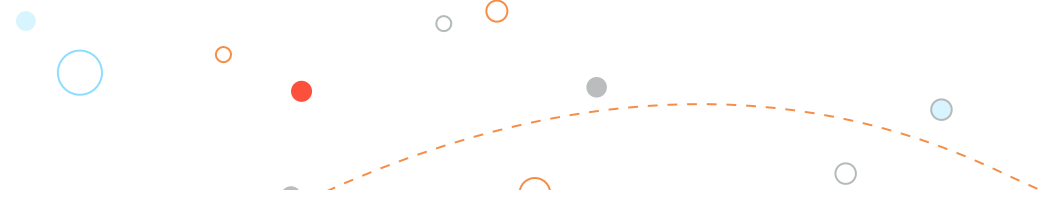


Popular Addition Projects



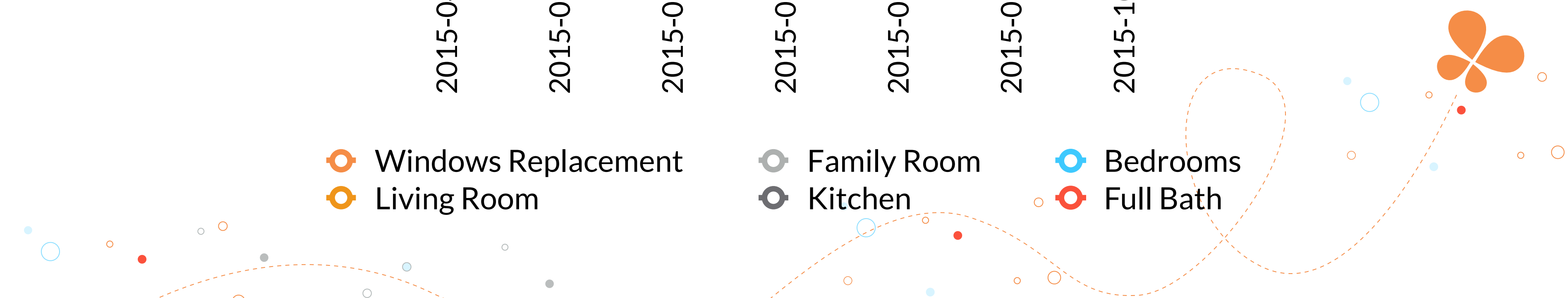
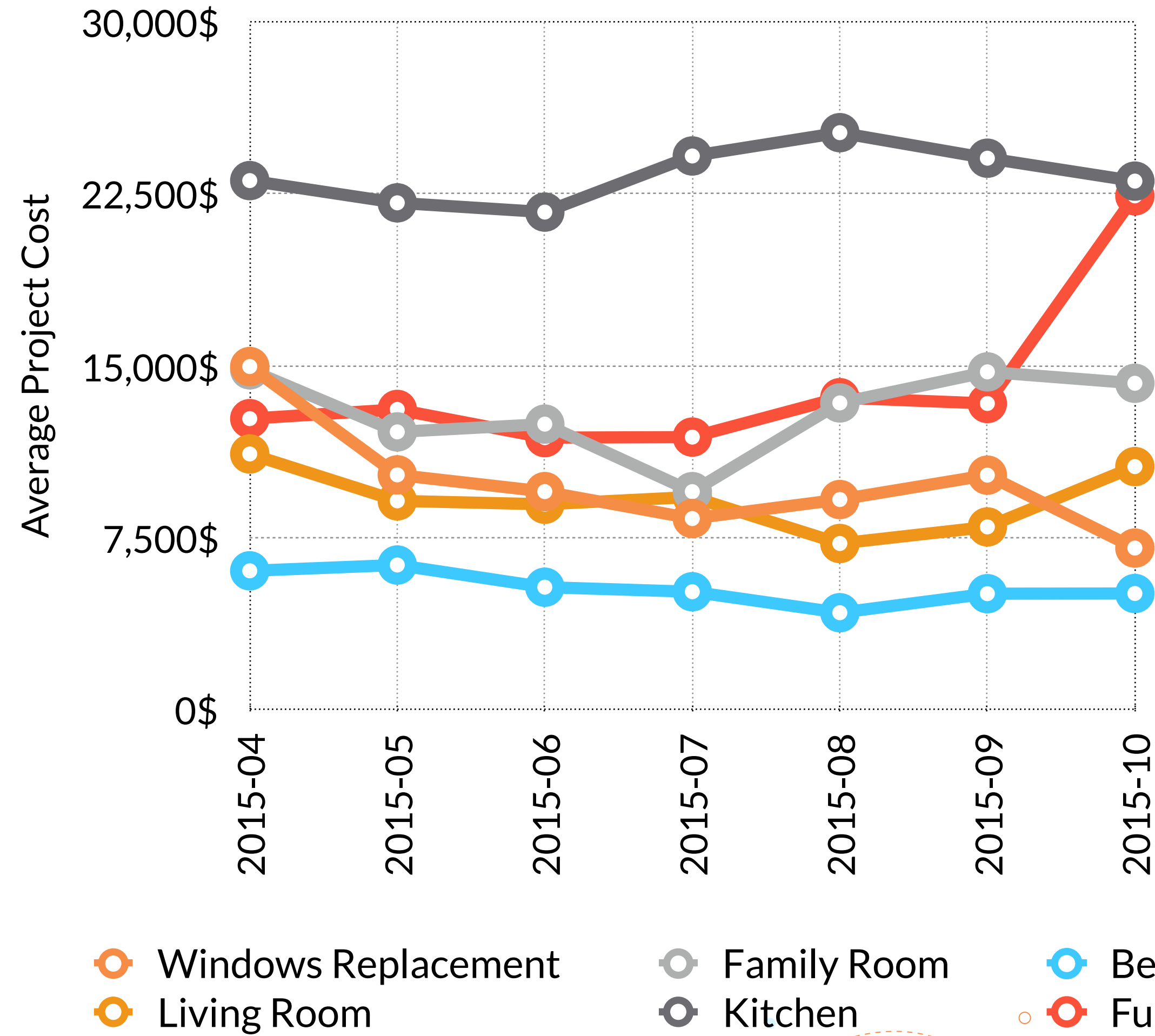
- Half Bathroom
- Family Room
- Bedrooms
- Garage
- Kitchen
- Full Bath

- Half Bathroom
- Family Room
- Bedrooms
- Garage
- Kitchen
- Full Bath



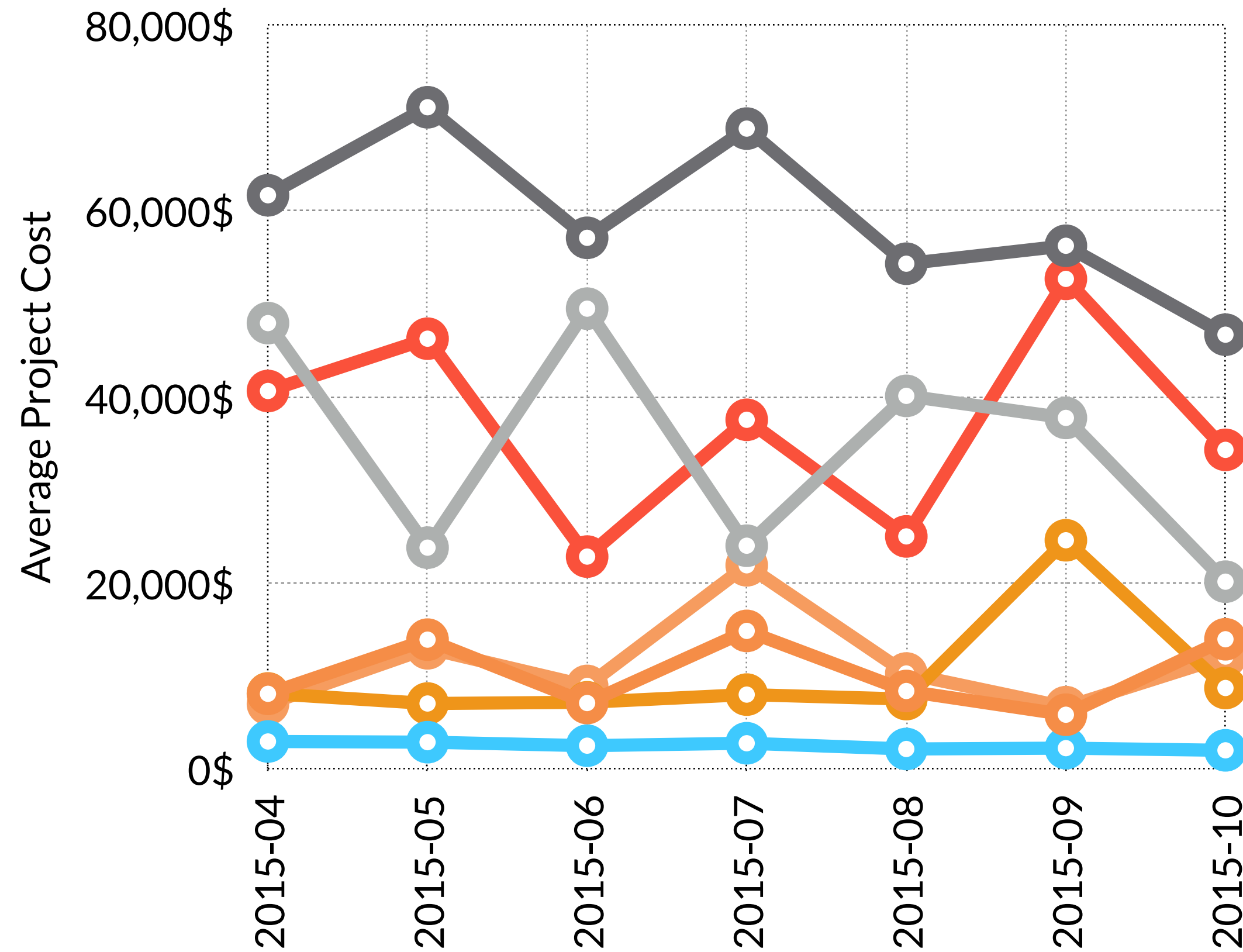


Average Cost - Popular Renovation Projects

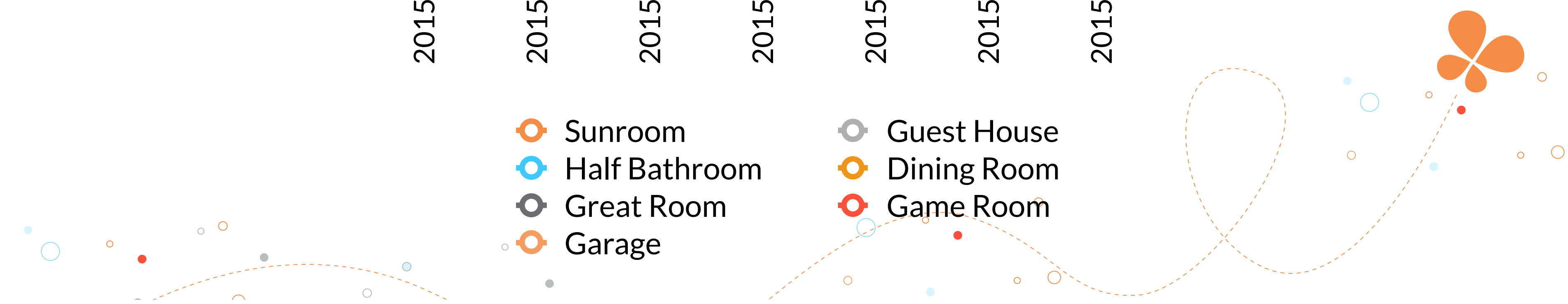




Average Cost - Popular Room Projects

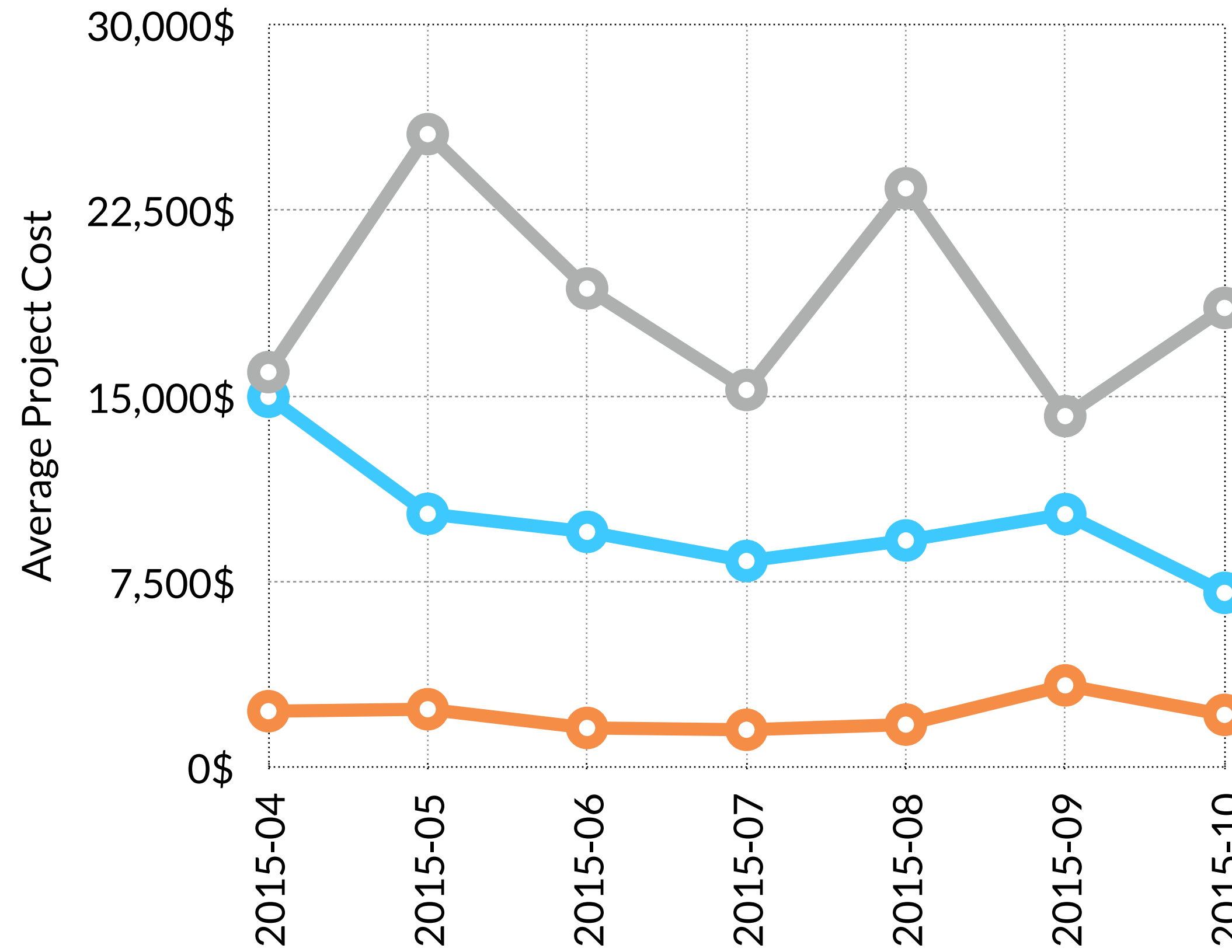


- Sunroom
- Half Bathroom
- Great Room
- Garage
- Dining Room
- Game Room
- Guest House





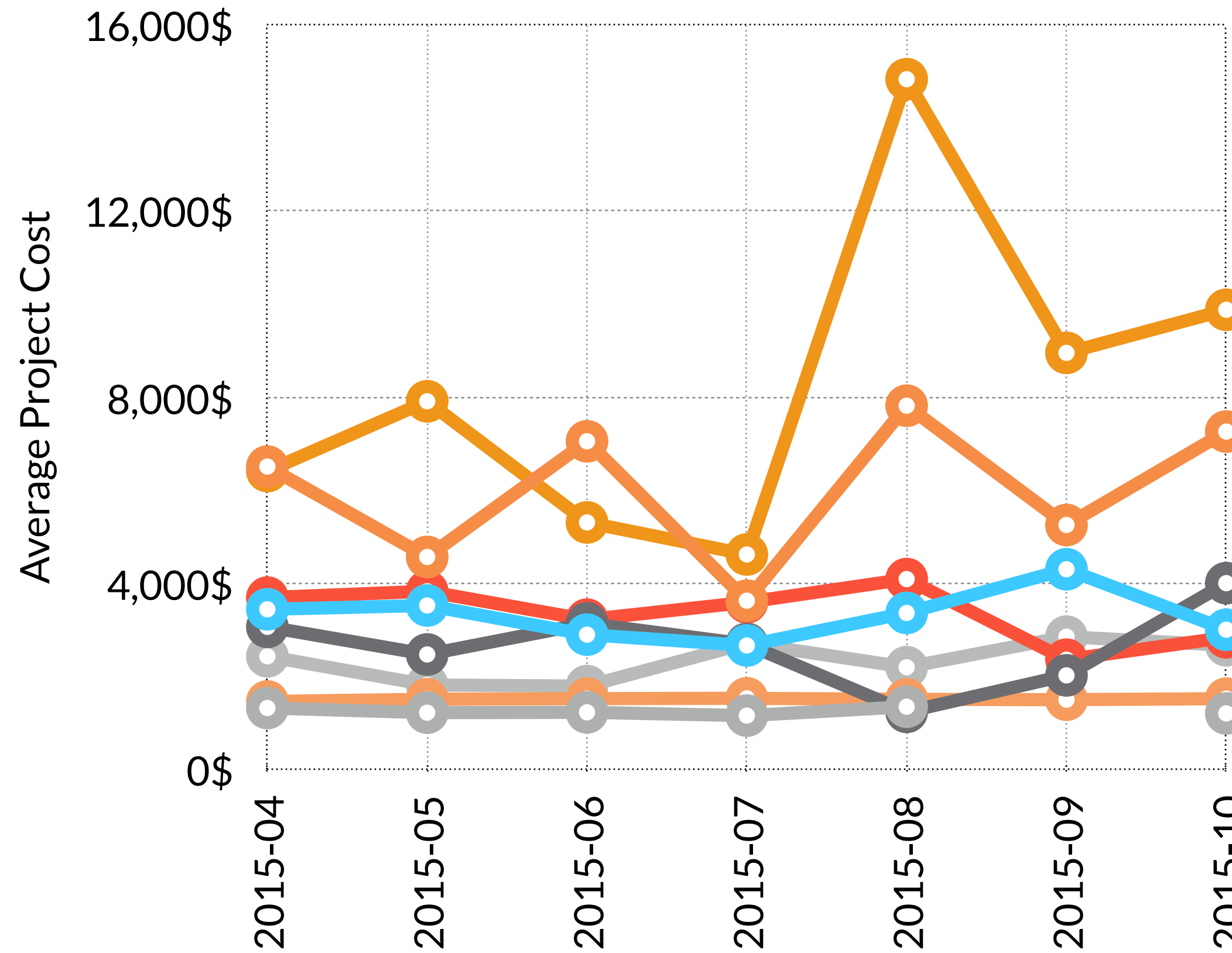
Average Cost - Exterior Projects



- Install Entry Door
- Install A Wood Deck
- Windows Replacement



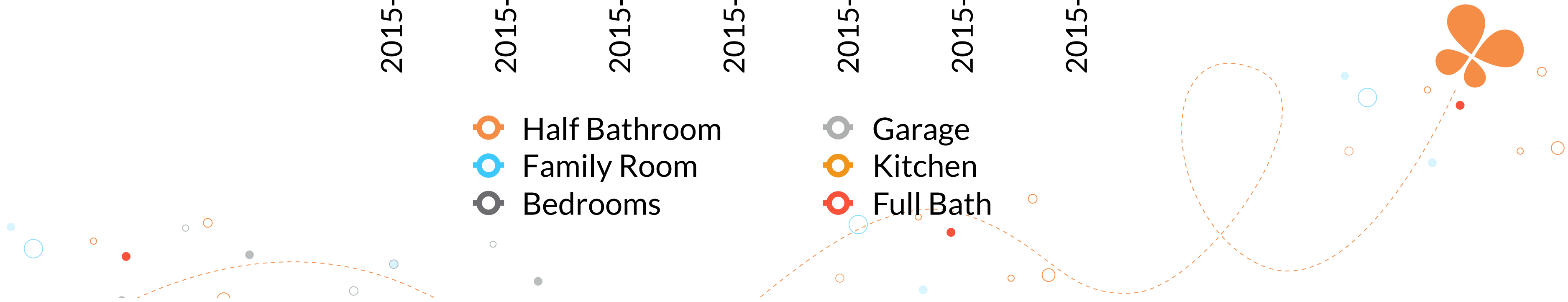
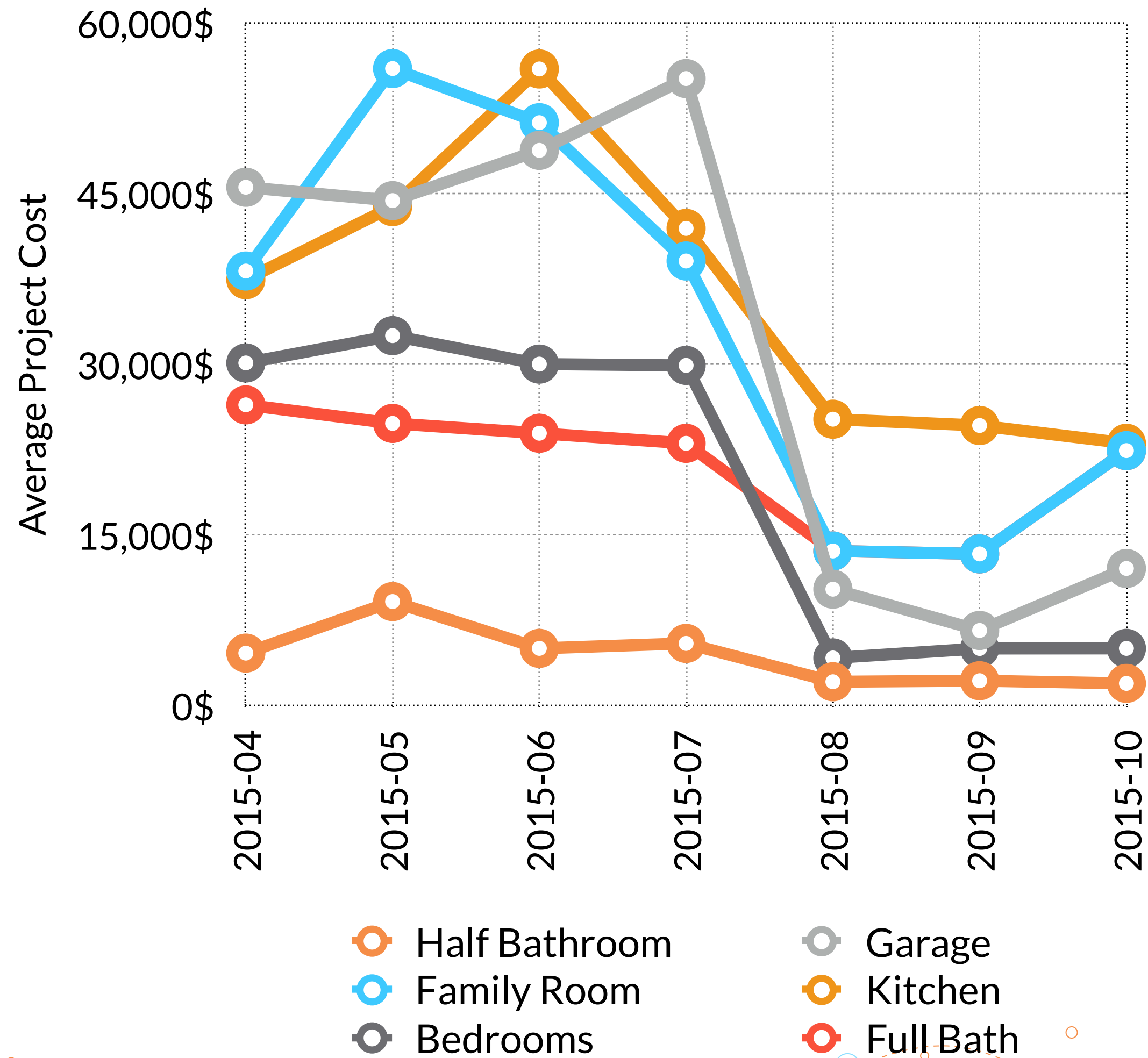
Average Cost - Energy Efficient Projects



- Install Air Conditioning
- Replace Furnace
- Install Can Lighting
- Upgrade Electrical Panel
- Replace Hot Water Heater
- Hallway-Common areas
- Repipe House Water Supply Lines
- Entryway-Foyer

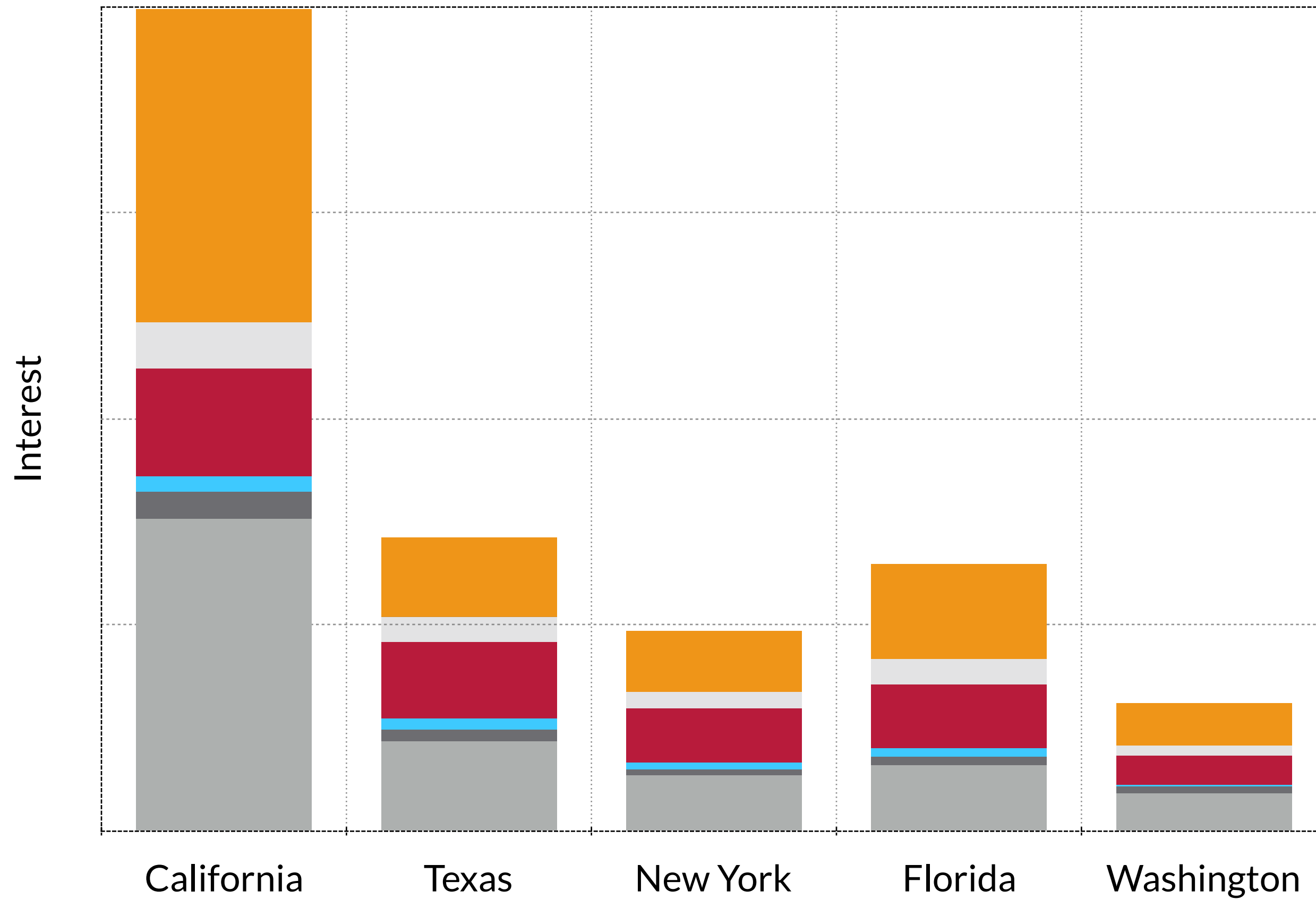


Average Cost - Room Additions





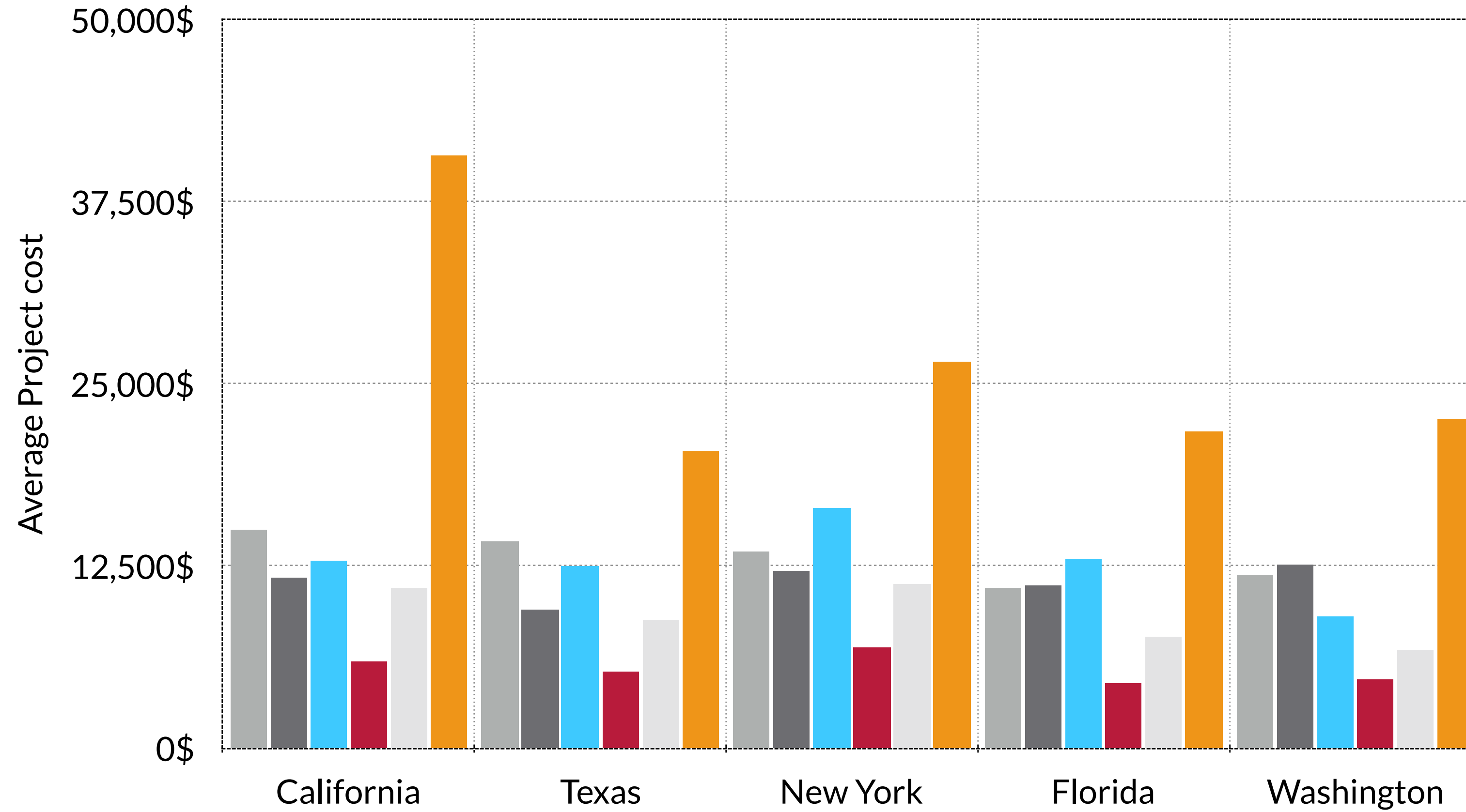
StateWise Popular Renovation Projects



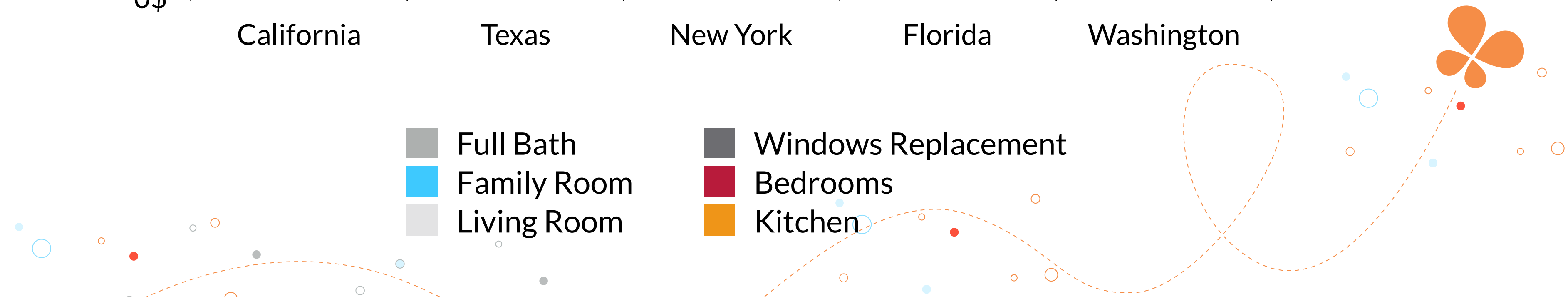
- Full Bath
- Bedrooms
- Windows Replacement
- Living Room
- Family Room
- Kitchen



StateWise Renovation Costs - Popular Projects

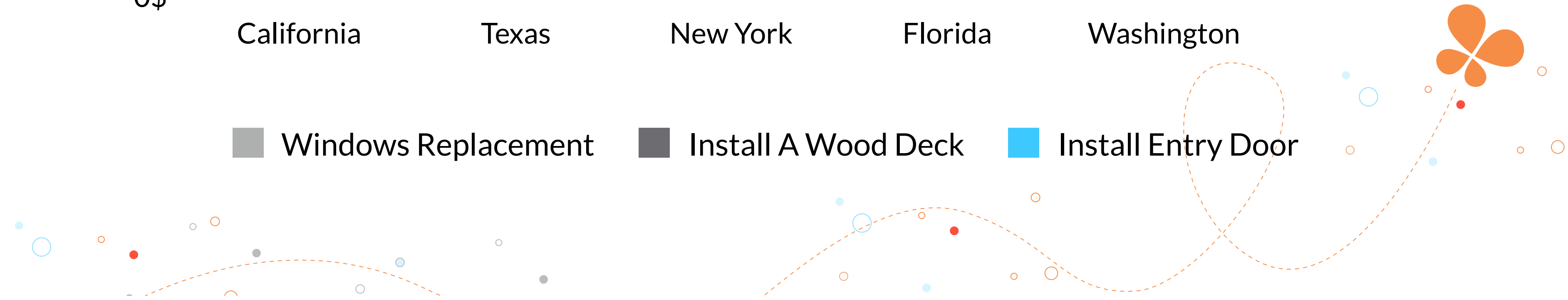
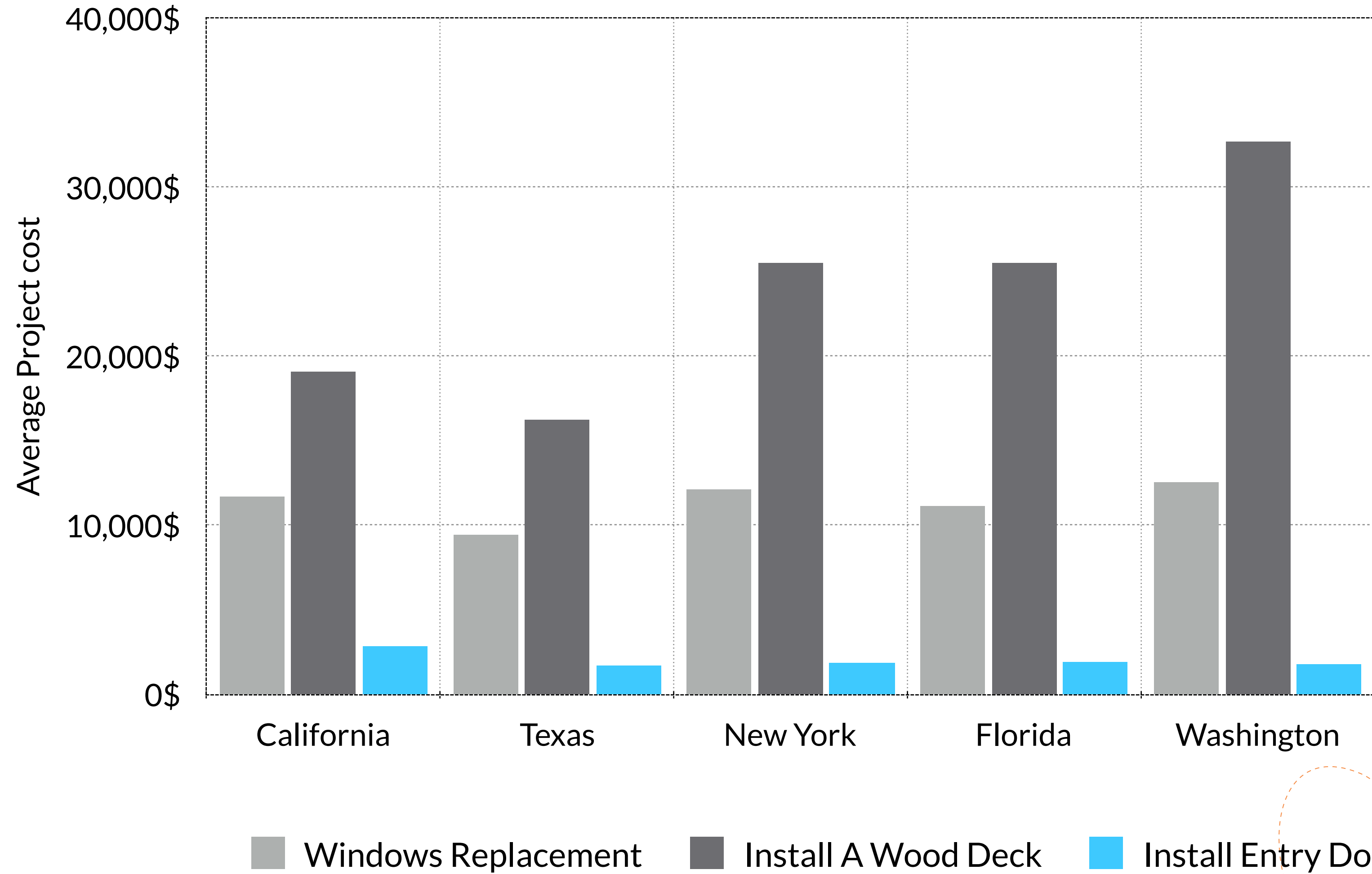


- Full Bath
- Family Room
- Living Room
- Windows Replacement
- Bedrooms
- Kitchen



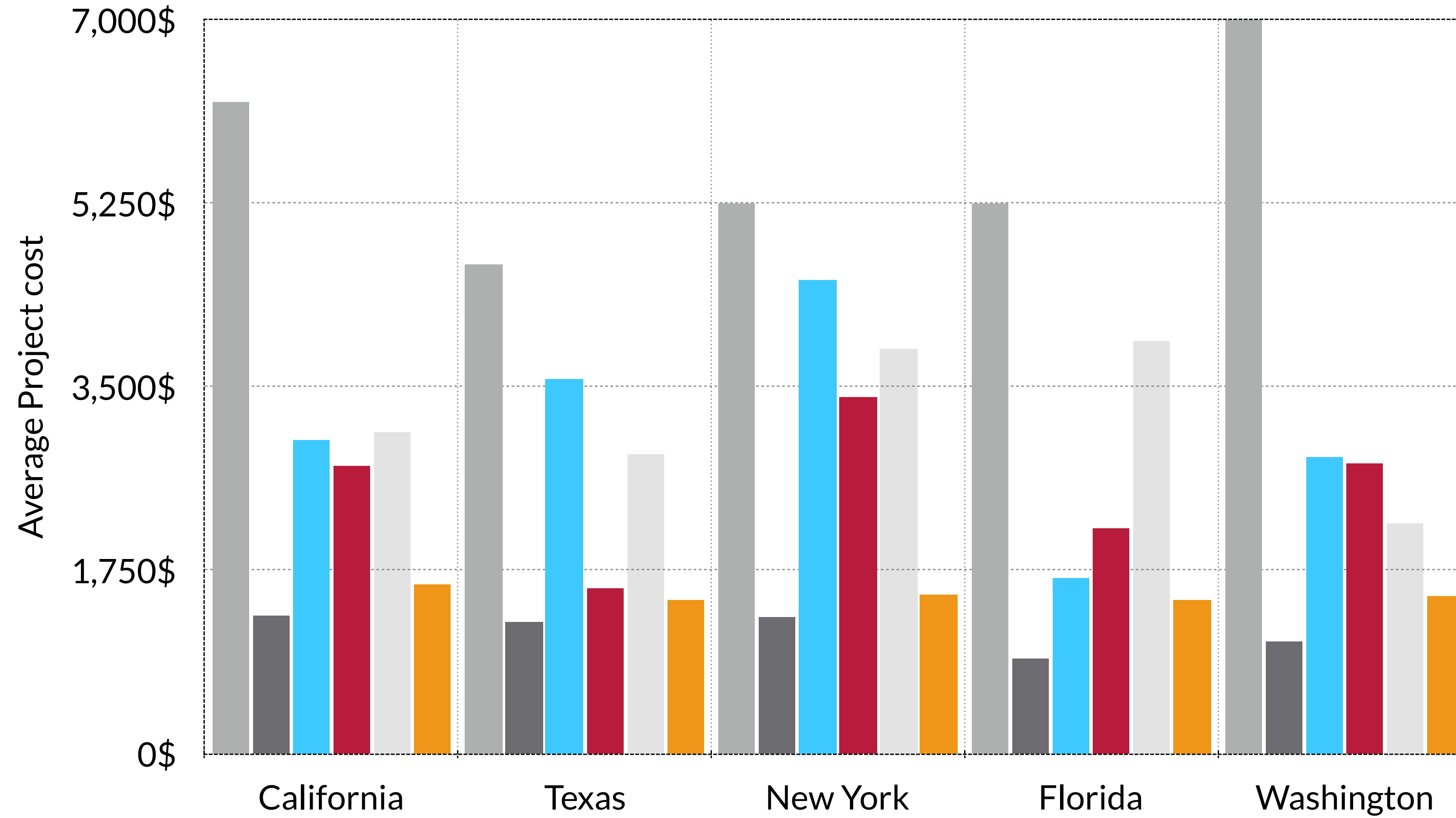


StateWise Exterior Project Costs





StateWise Energy Efficient Project Costs

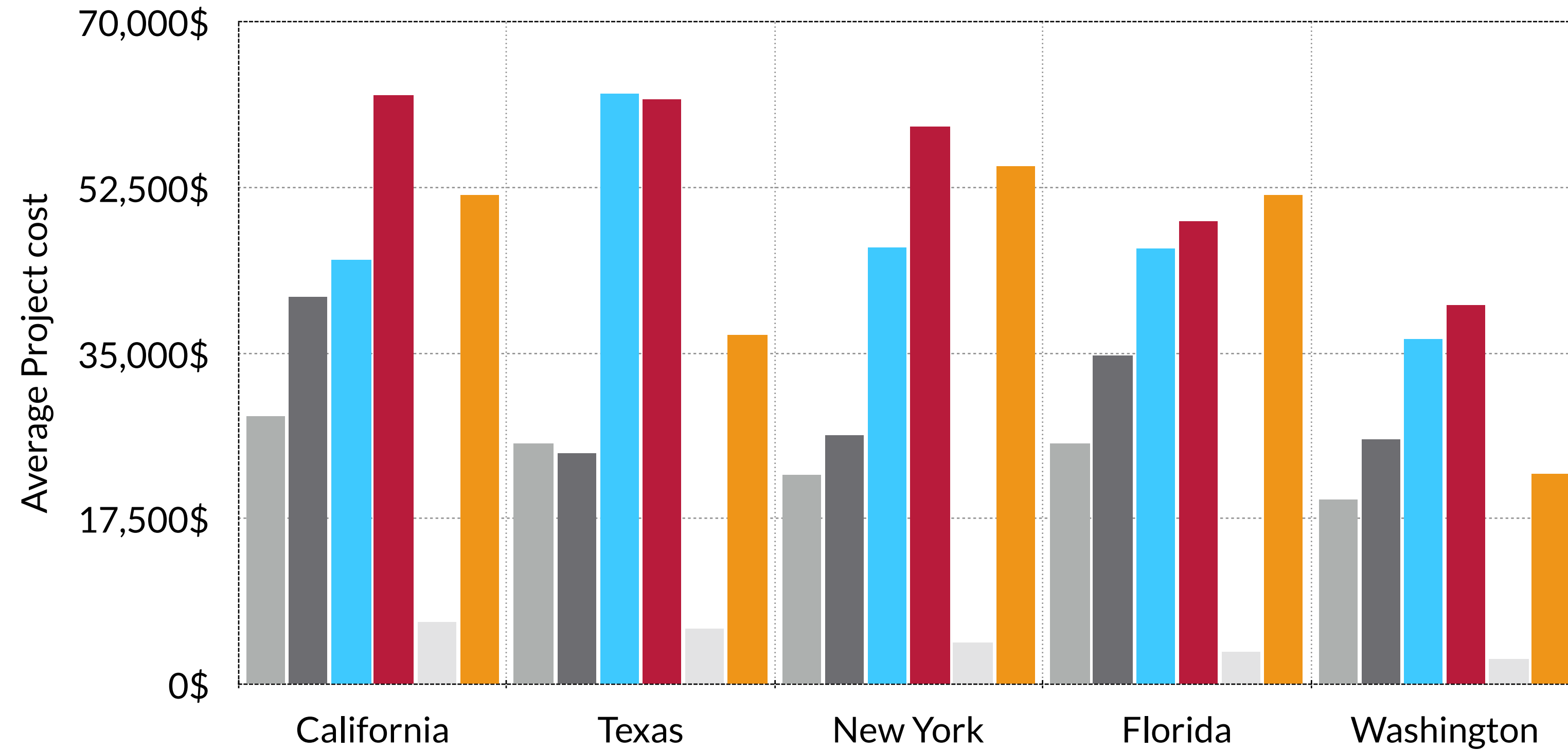


- Install Air Conditioning
- Replace Hot Water Heater
- Replace Furnace
- Install Can Lighting
- Repipe House Water Supply Lines
- Upgrade Electrical Panel





StateWise Room Addition Costs



- Full Bath
- Bed Rooms
- Family Room
- Garage
- Half BathRoom
- Kitchen

