



# **STOP THE STALL:** **How Brands Can Inspire Homeowners To Act**

**November 13, 2025**

# Today's Presenter



**Dan Kraemer**  
Sr. Brand Strategist



# Fully Independent, Integrated Agency



**40+** year history

**150** employees strong

**Data** and **insights** driven

Passion for understanding  
**what drives the homeowner**



# Two Short Polling Questions



# 2025 Is Not Shaping Up As Planned

**-1.4%**

**New home sales  
through August YTD**  
(NAHB)

**FLAT VS YA**

**Existing home sales  
through August YTD**  
(National Association of Realtors)

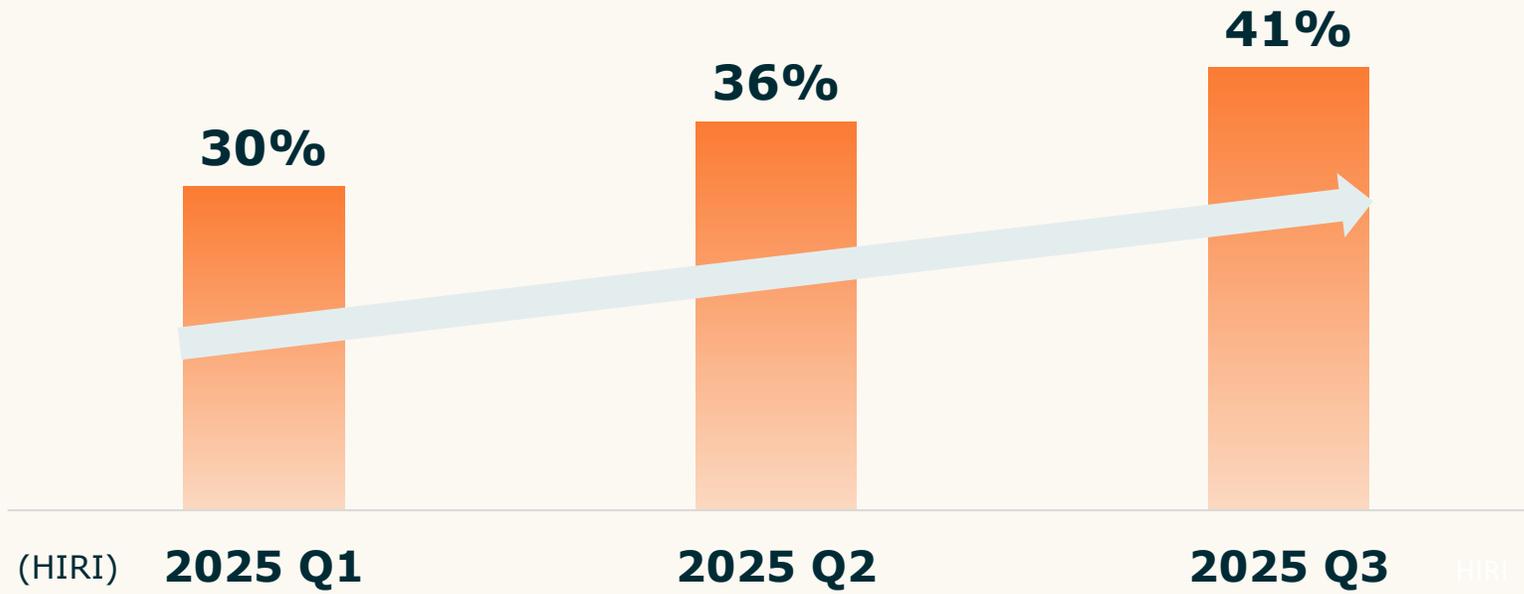
**49 INDEX**

**Q3 '25 Rate of incoming  
leads and inquiries**  
(NAHB/Westlake Royal RMI)



# Homeowner Increasingly Sitting On The Sidelines

Postponement or Canceling Home Improvement  
Jobs Among Project Doers



# Yes, Rates Are Above 6% But Economy Has Been Relatively Sound

**+3.8%**

**US GDP Growth  
Q2 '25**

(U.S. Bureau of Economic Analysis)

**4.3%**

**Unemployment  
August '25**

(St. Louis Fed)

**+1.5%**

**Wage growth  
outpaced inflation**

(Bureau of Labor Statistics)



# Despite April Dips, Stock Market Has Seen Growth

**+11.7%**

**Dow Jones Industrial  
Average YTD**  
(Through 11/10)

**+22.0%**

**NASDAQ Composite  
YTD**  
(Through 11/10)

HIRI



**Stop The Stall**

How Brands Can Inspire Homeowners To Act

# **Vital To Understand** **Why Homeowners** **are Delaying**



# Online Survey Among 900 Homeowners

## Planned Project

- Estimated budget
- Primary / shared decision maker

## Household Income

- 25% \$40k - \$59.9k
- 25% \$60k - \$99.9k
- 25% \$100k - \$174.9k
- 25% \$175k+

## Head of Household Age

- 6% Gen Z
- 15% Young Millennials
- 17% Older Millennials
- 31% Gen X
- 31% Baby Boomers

## Race / Ethnicity

- 70% White
- 13% Hispanic
- 11% Black
- 5% Asian

## Political Party Support

- 35% Democrat
- 30% Independent
- 35% Republican

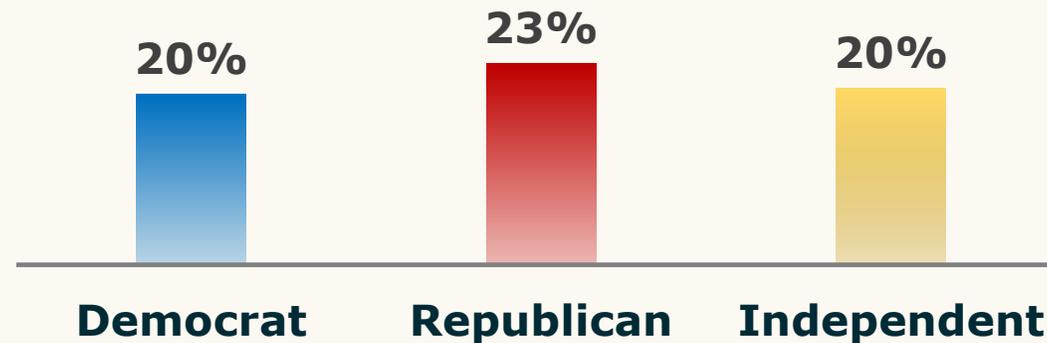


# Several Findings Surprised Us



# Although Divided in Outlook Republicans, Democrats, & Independents Are United in Likelihood To Delay

Percent Likely to Delay By  
Political Party Support

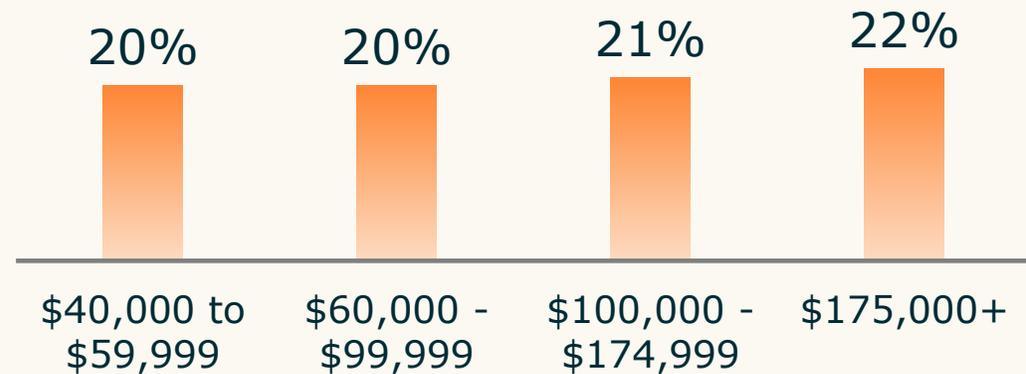


# Although Wealthiest Quintile Drives Home Improvement Spending They Were Just As Likely To Delay

49%

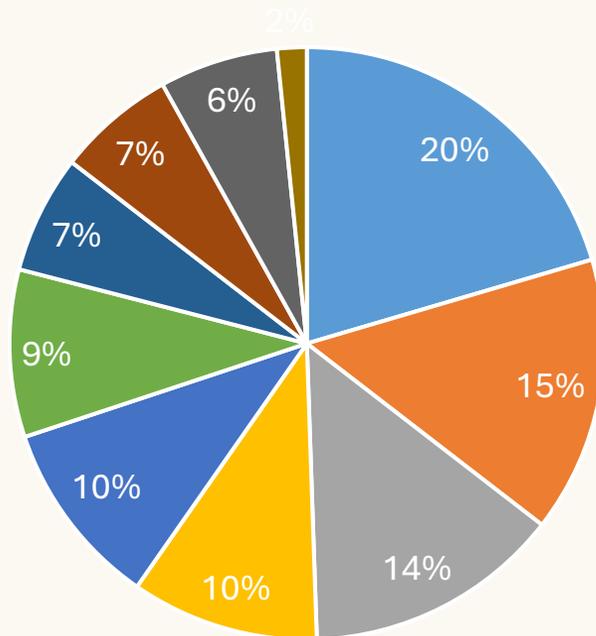
Home improvement spend from top income quintile (HIRI)

Percent Likely to Delay By Household Income

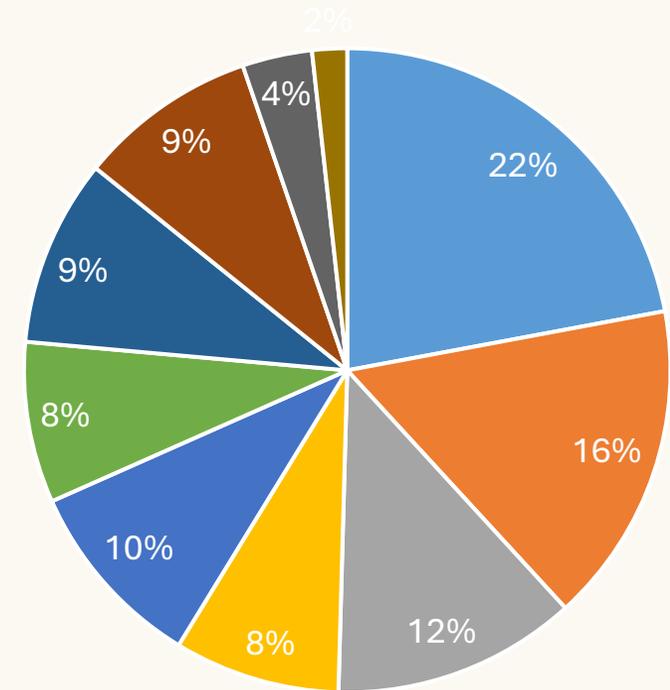


# Similar Project Mix Between Those Likely and Unlikely To Delay

Planned Projects Among Those  
**Likely** to Delay



Planned Projects Among Those  
**Unlikely** to Delay



# We Needed To Find Deeper Insights

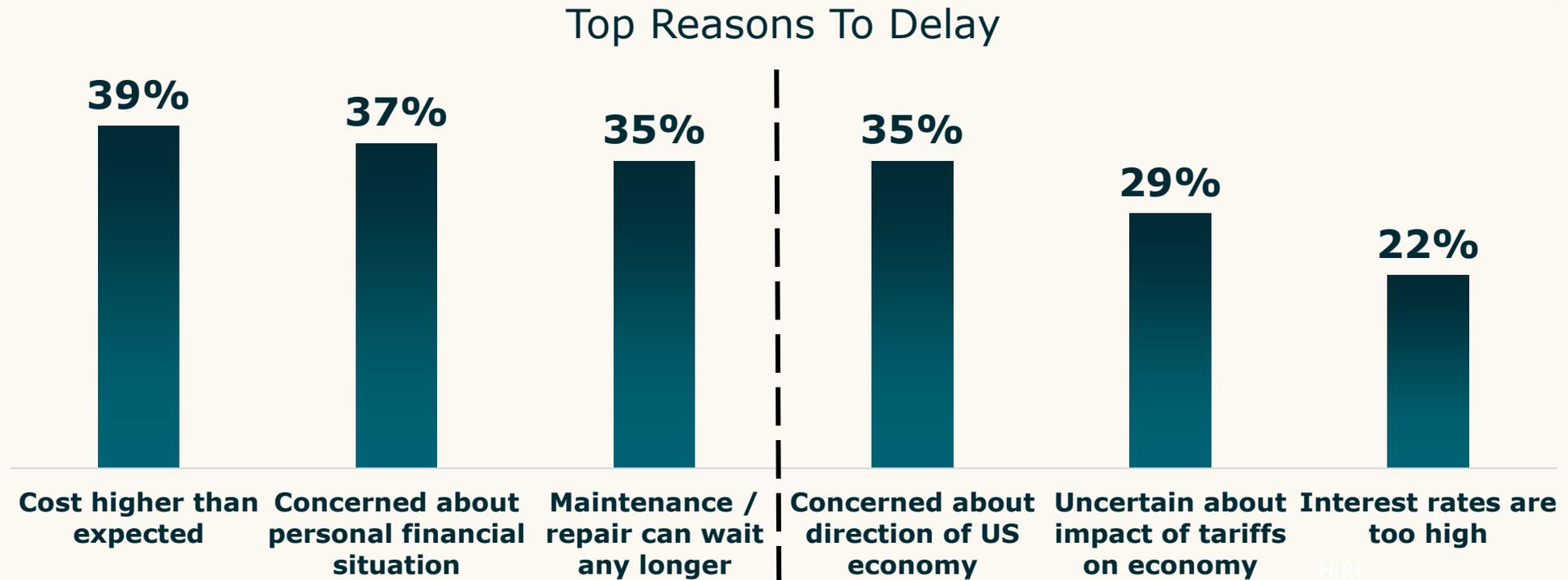


**Finding:**

**External Factors Matter  
But Personal Matters Are The  
Deciding Factor**

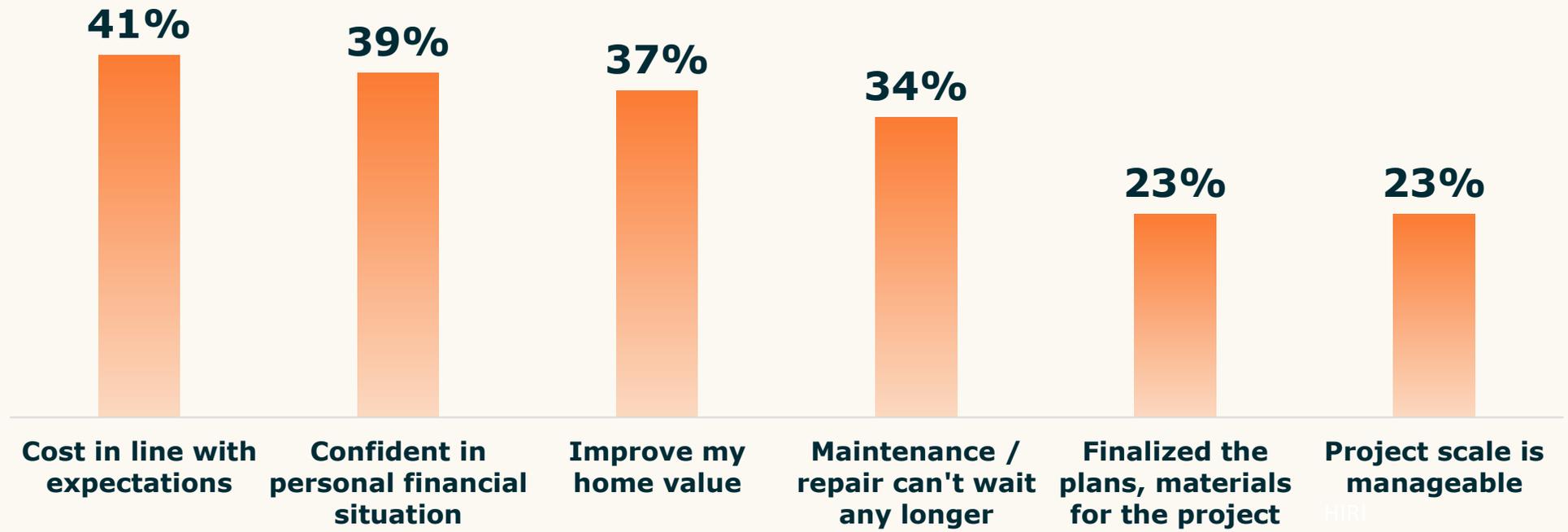


# Among Those Delaying, Personal Matters Outweigh External Factors



# Among Those Not Delaying, Personal Factors Are The Primary Drivers

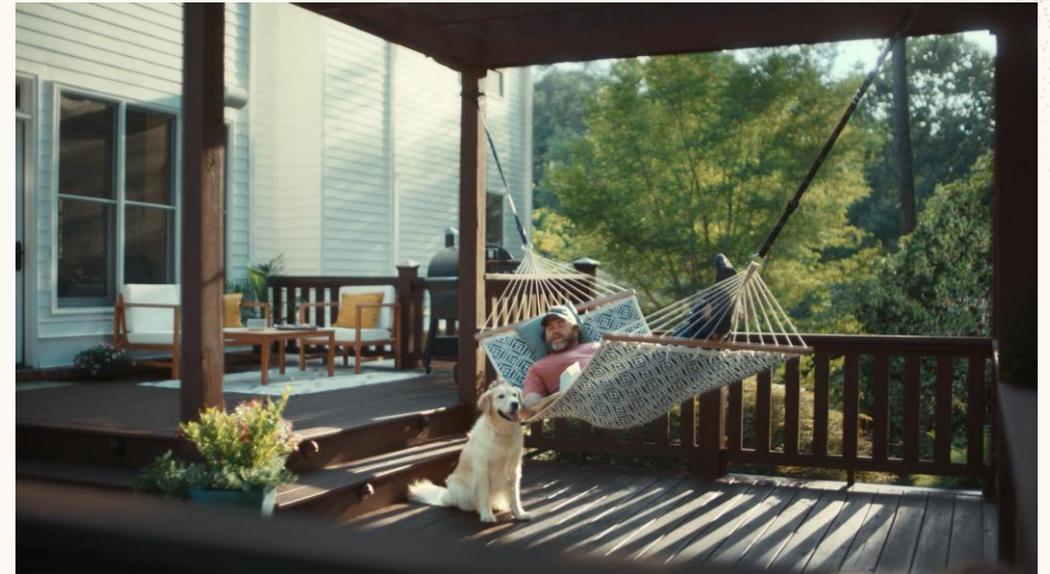
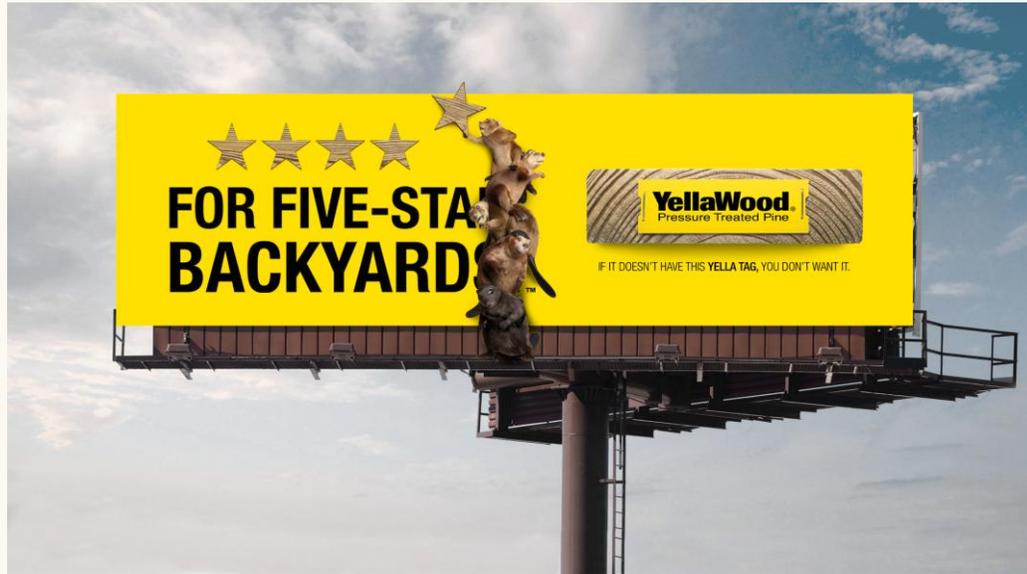
Top Reasons To Not Delay



**Strategy 1:**  
Inspire the homeowner  
on an individual level,  
rather than focusing on  
external factors



# Recognizes Importance of The Backyard To Homeowners



## Stop The Stall

How Brands Can Inspire Homeowners To Act

# Empowers Homeowners To Have a Five Star Backyard

## BETTER BACKYARDS START WITH EVEN BETTER IDEAS.

[How to Choose a Contractor](#) p.6

[Keeping Your Deck Safe](#) p.16

[Streamline the Deck Planning Process](#) p.24

[Understanding Lumber Grades](#) p.31

[Do You Need Design Help?](#) p.39

[What to Expect When Building](#) p.48

[A Great Fence](#) p.58

[The All-Season Deck](#) p.64

[The Finishing Touch](#) p.71

[Lights Done Right](#) p.78

[Choosing Outdoor Furniture](#) p.85

[The Ultimate Outdoor Kitchen](#) p.94

[Choosing Outdoor Sound & Video](#)

[Landscaping Trends](#) p.110

[Gather Round the Fire](#) p.120

[Backyard Entertaining](#) p.128

## STREAMLINE THE DECK PLANNING PROCESS

A deck planning checklist helps you think it all through.



### DIY CORNHOLE BOARD PLAN

DOWNLOAD A FREE CORNHOLE PLAN

Win no matter what the score. Learn how to build cornhole boards.



COST: \$\$\$\$

TIME: 4 Hrs

SKILL: ★☆☆

## ADIRONDACK FOOTSTOOL

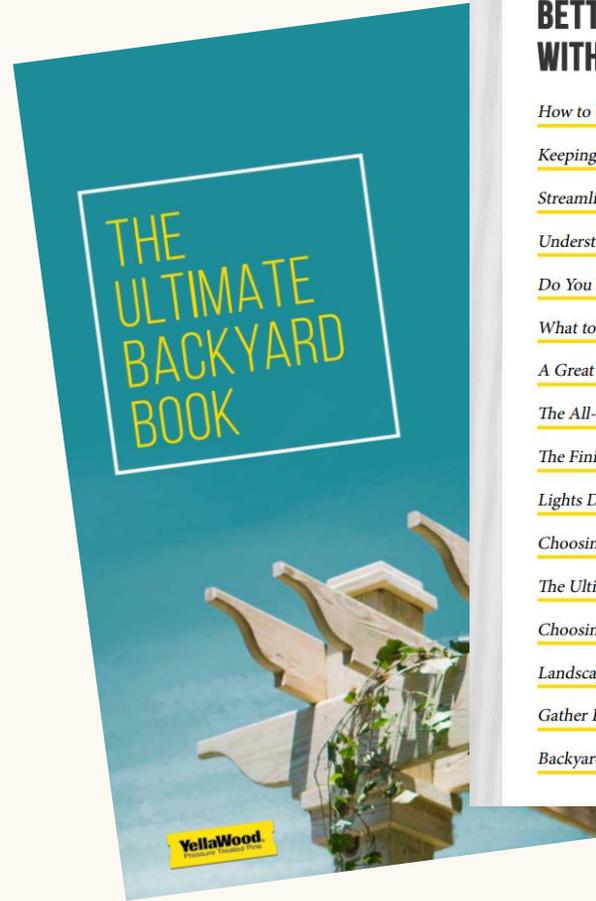


COST: \$\$\$

TIME: 6 Hrs

SKILL: ★★☆☆

## DELUXE COOLER (+HACK)



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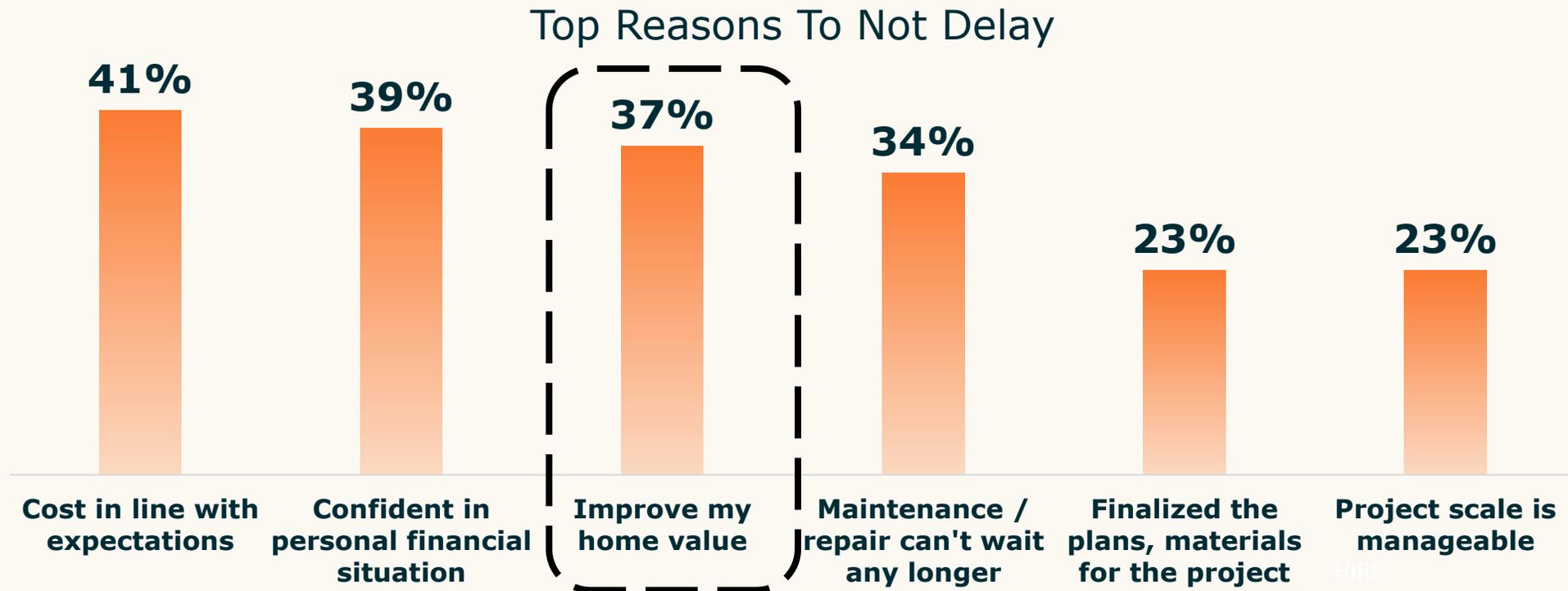
How Brands Can Inspire Homeowners To Act

**Finding:**

**Increasing Home Value  
Unlocks Participation**



# Desire to Improve My Home Value Is A Top Driver To Not Delay



# The Home: Homeowners Most Valuable, Most Used Asset

**#1**

Primary residence  
is the largest asset  
for all households

(NAHB)

**18hrs, 12min**

Americans spend  
per day at home

(US Bureau of Labor Statistics)

**Reframing as an investment in home value helps reposition the #1 barrier as the #1 driver**

**#1 Reason to Delay**

**39%**



**Cost higher than expected**

**#1 Reason to Not Delay**

**41%**



**Cost in line with expectations**



## **Strategy 2:**

**Reframe the value equation to your customer**

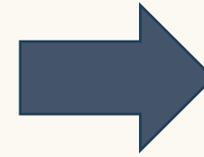
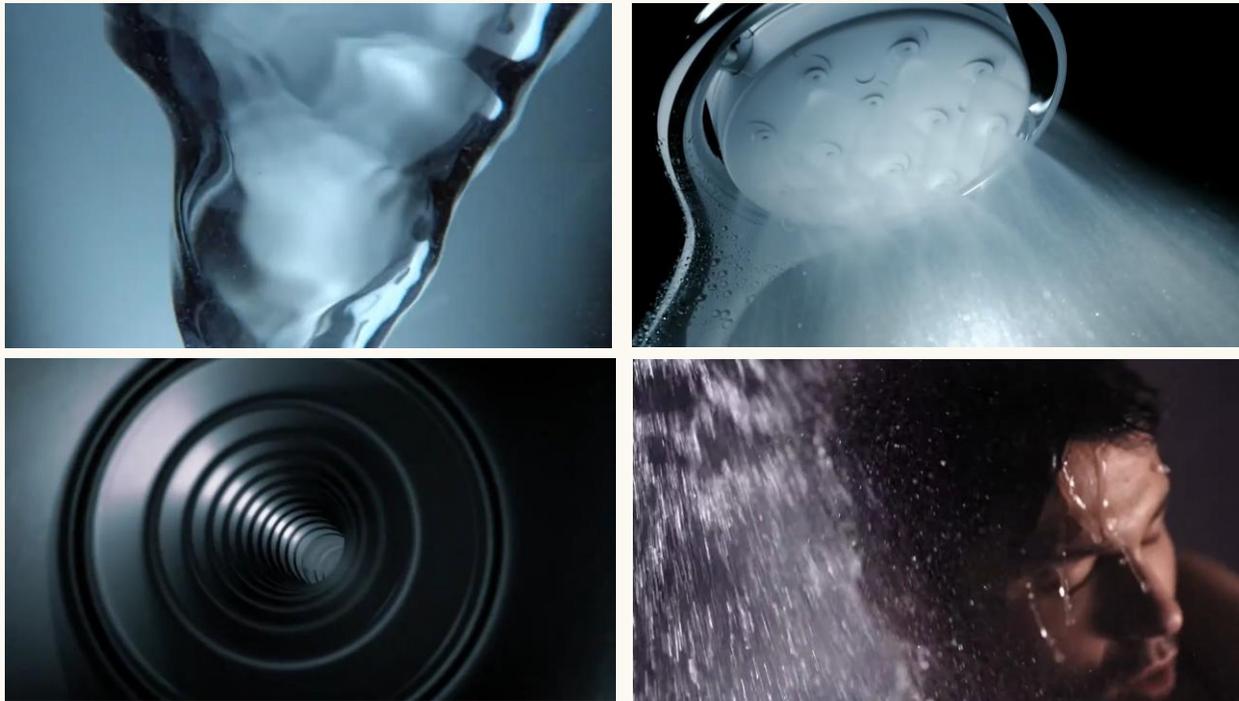
**Speak to how the value of their project increases the value of their home to them**



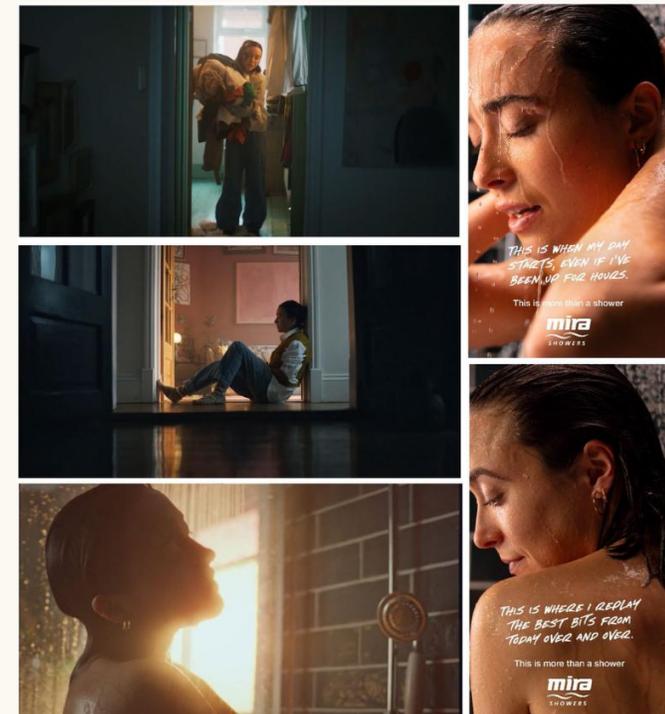
# Mira Showers

## Shifted Focus On Emotional Value Of A Shower

### Technical Features



### Shower as a Sanctuary



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How Brands Can Inspire Homeowners To Act



## Stop The Stall

How Brands Can Inspire Homeowners To Act

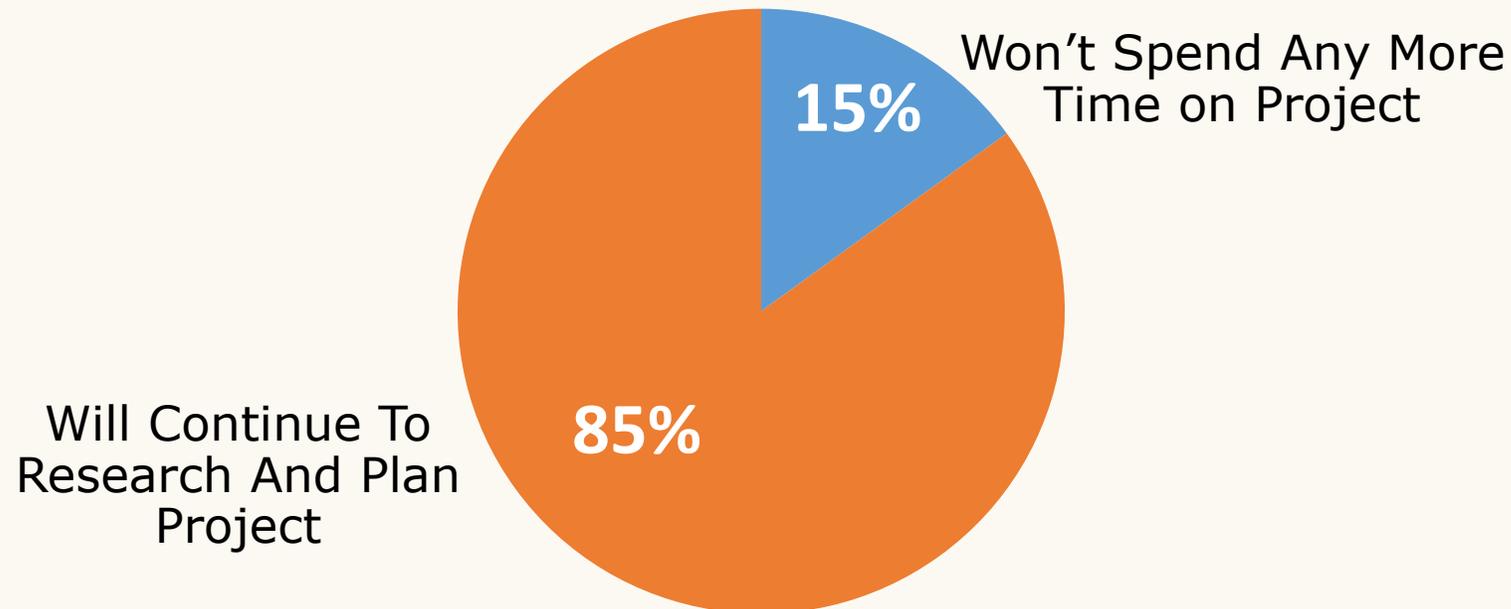
**Finding:**

**Even When Delayed,  
Homeowners Continue To  
“Work” On Their Project**

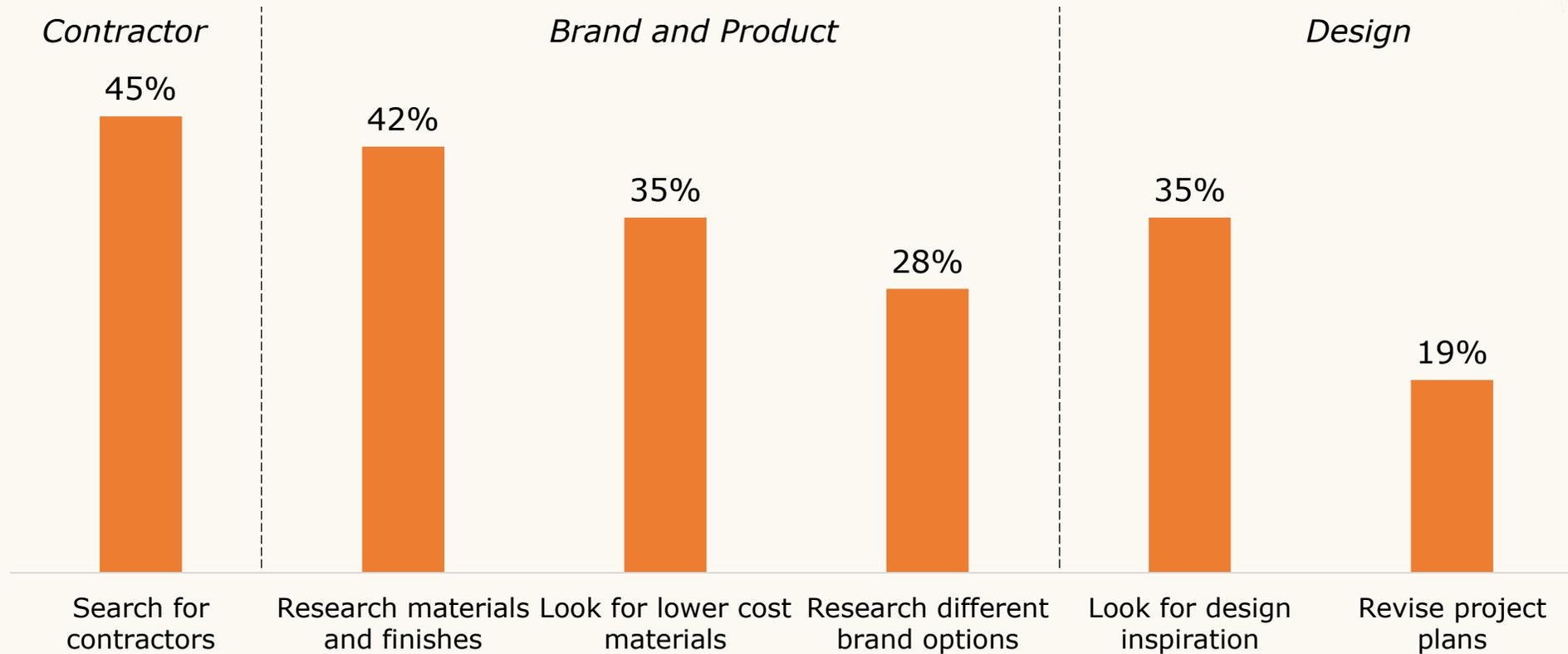


# 85% of Those Likely To Delay Will Continue To Spend Time On Their Project

## Project Activities If On Delay



# Homeowners Are Researching Contractors, Brands, and Designs



# Brand Presence Drives Brand Selection

**62%**

**Millennial DIYers do  
“a lot” or “a good  
amount” of research  
online before  
purchasing**  
(Farnsworth Group)

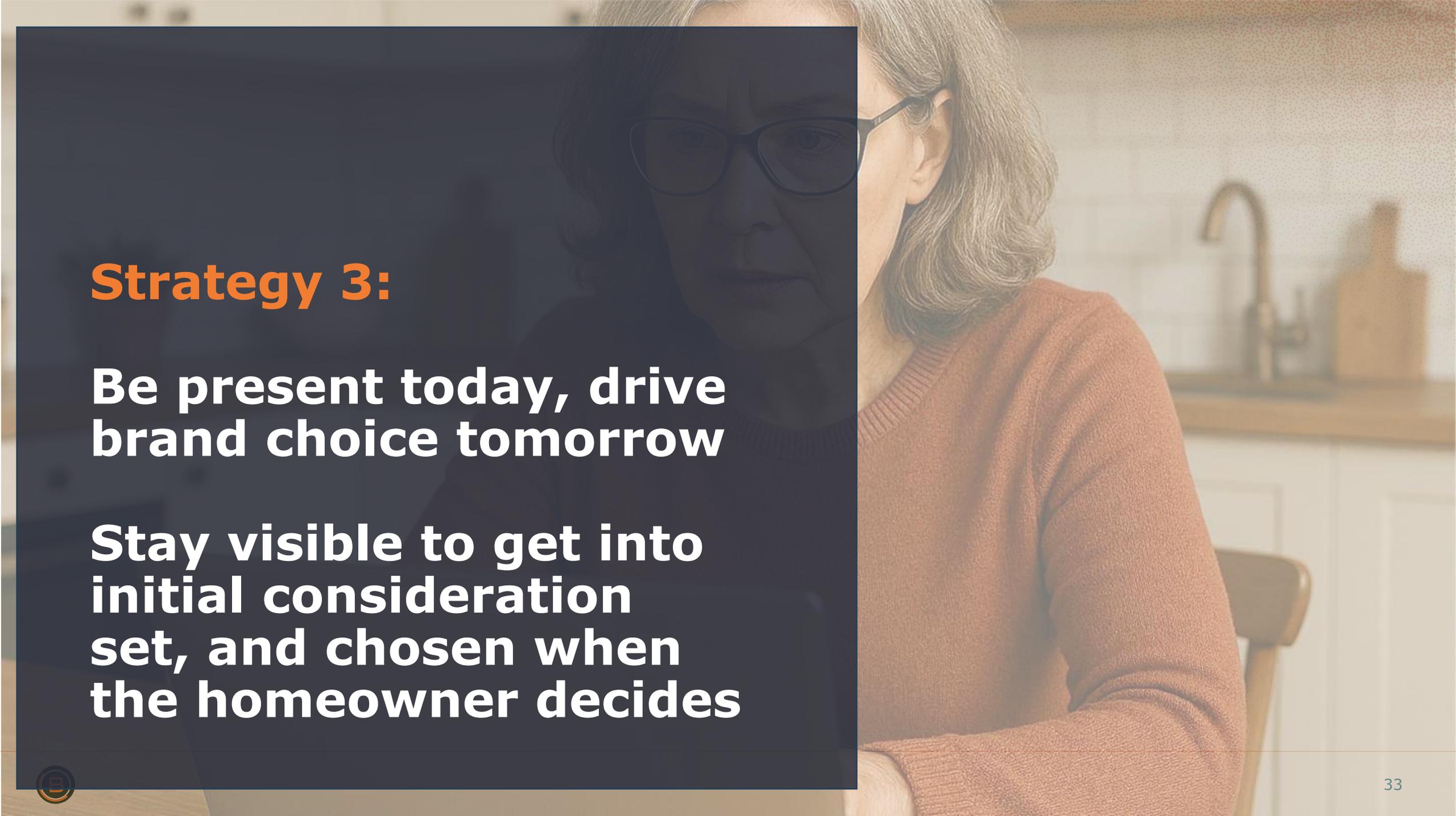
**2 - 4**

**# of brands in initial  
consideration set**

**70%**

**Of brands eventually  
purchased come from  
the initial consideration  
set**  
(McKinsey)

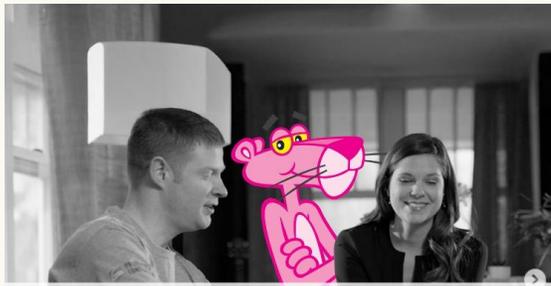


A woman with grey hair and glasses is sitting at a table in a kitchen. She is wearing a brown sweater. The background shows a kitchen counter with a sink and a wooden cutting board. The image is partially obscured by a dark blue overlay on the left side.

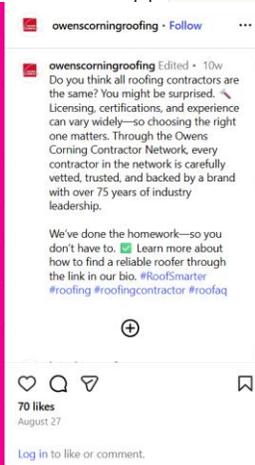
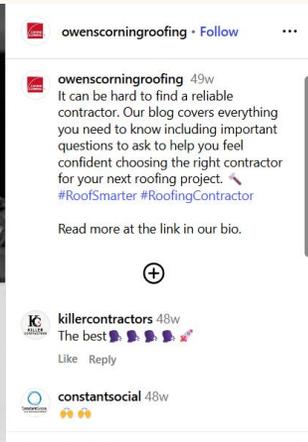
## **Strategy 3:**

**Be present today, drive brand choice tomorrow**

**Stay visible to get into initial consideration set, and chosen when the homeowner decides**



## QUESTIONS TO ASK BEFORE HIRING A RELIABLE ROOFING CONTRACTOR



Surrounds homeowner with roofing education and guidance

**Preferred Contractor Network**

**Roofing 101 Guide**

**Product Selection**

**Color Selection**



**Stop The Stall**

How Brands Can Inspire Homeowners To Act

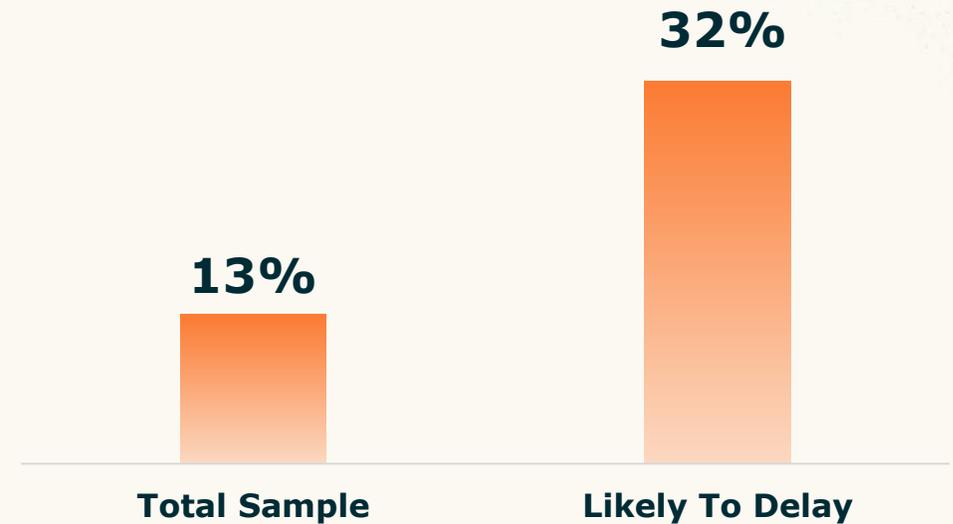
**Finding:**

**Brands and Products Are Focus  
When Homeowners Plan to  
Scale Back**



# Chance of “Scaling Back” Increases Among Those Likely to Delay

## Homeowners Planning to Scale Back



# Homeowners Primarily Scaling Back By Looking For Less Expensive Products

## #1 Brands, Products

31%: Cheaper/Lower Cost Materials

8%: Lower quality/grade products

5%: Reuse/keep existing items

5%: Shop around/find better prices

## #2 Project Scope

19%: Reduce project scope

12%: Postpone parts of project

5%: Shop around / find better prices

## #3 Labor Savings

11%: DIY / Do work themselves

5%: Hire cheaper contractors



# They Will Be Living With Their Product Decisions For A Long Time

**61%**

**Plan to live in their home for  
11+ years post renovations**  
(Houzz)



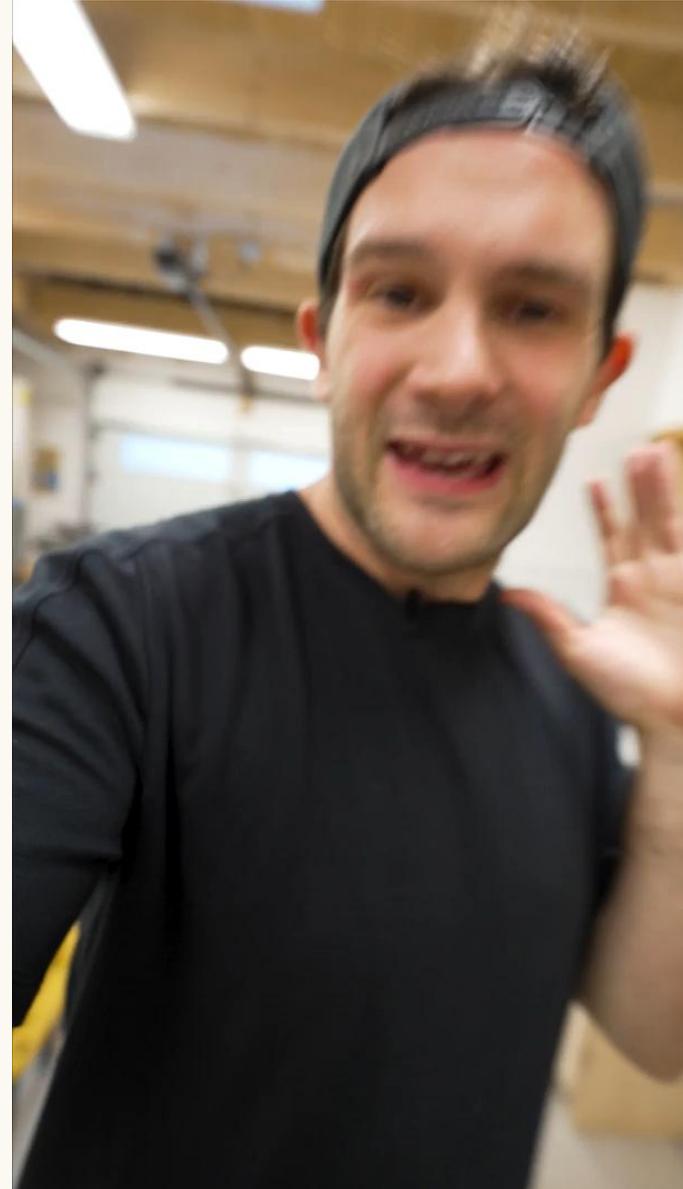
A woman with long dark hair, wearing a denim jacket and jeans, with a tan tote bag slung over her shoulder, is seen from behind, looking at a display of plumbing fixtures in a hardware store. The display consists of several rows of showerheads and faucets mounted on a wooden panel. The background shows blue metal shelving units in a warehouse-like setting.

## Strategy 4:

**Target homeowners with opening price point, educate on value and differentiation of premium price points**



# RENTAL



## Stop The Stall

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**Finding:**

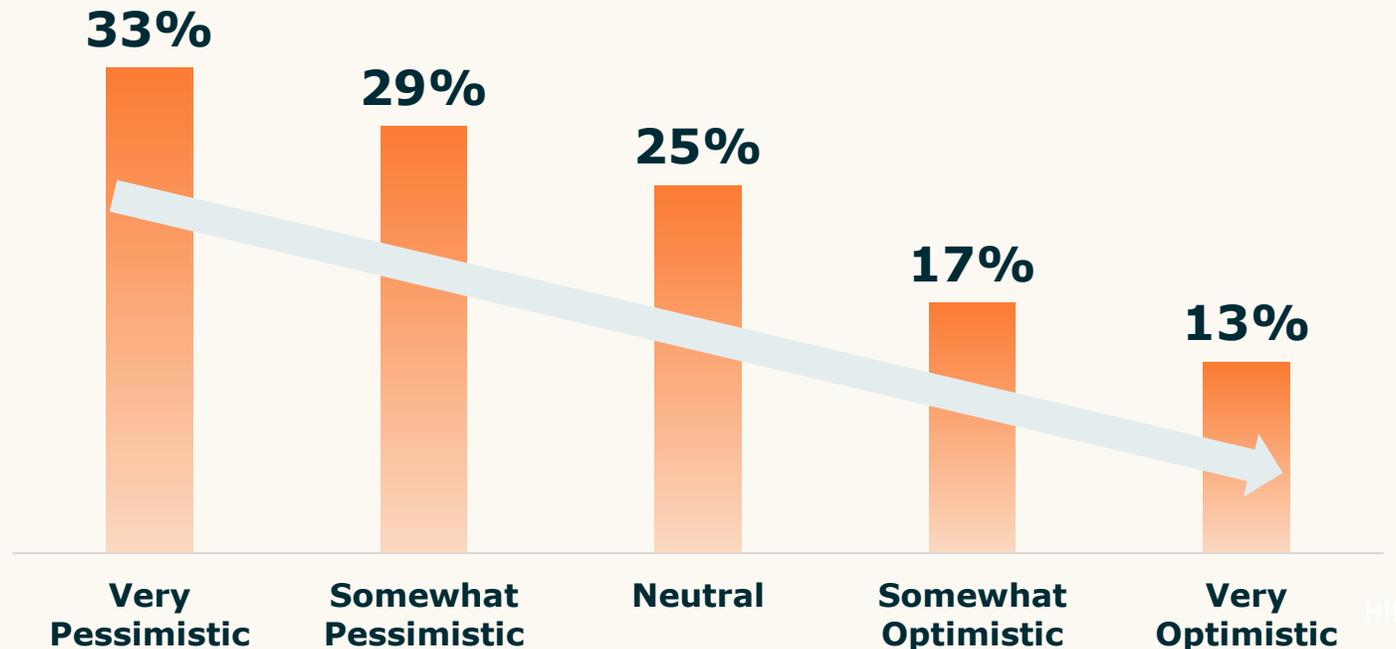
**Personal Optimism**

**Fuels Renovation Momentum**



# Those Optimistic About Future Personal Situation Were Significantly Less Likely To Delay

Likely To Delay By Outlook On Personal Financial Situation Over Next 6 To 12 Months



# In General, Consumers Buy Products When They Are Feeling Positive

**63%**

**Consumers are 63% more  
likely to buy a product if they  
feel positive**  
(Marketing Science Institute)



## **Strategy 5:**

**Be the voice of  
optimism to help fuel  
renovation momentum**





## Stop The Stall

How Brands Can Inspire Homeowners To Act

## In Summary

# Five Homeowner Strategies

- 1 Inspire the homeowner on an individual level, rather than focusing on external factors**
- 2 Reframe the value equation to your customer**
- 3 Be present today to drive brand choice tomorrow**
- 4 Target with opening price point, educate on value and differentiation of premium price points**
- 5 Be the voice of optimism to help fuel renovation momentum**



# Let Us Know How We Can Help



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# THANK YOU

