Harris Williams

Home Services Consumer Study

REPORT | Q1 2026

What's Included:

01 **Residential Services Update:** Get up to speed on the latest consumer trends within the home services sector, including homeowner preferences, expectations, and demand drivers.

02 **Subsector Overview:** Dive into current consumer trends impacting subsectors within home services and how service providers can differentiate themselves.

03 **Market Landscape:** Connect with our team to learn about our recent activity and explore current sector trends and key investment opportunities.

Our Year in Review:

2025 HW Residential Services Transactions

Highground

HighGround
a portfolio company of
TRIVEST
has been acquired by
KNOX LANE

Exclusive Sell-Side Advisor

Leading platform of restoration brands focused on residential end markets

Erie Home

ERIE HOME
has been acquired by
LeafHome
a portfolio company of
GRIDIRON CAPITAL

Exclusive Sell-Side Advisor

Mono-brand private-pay, residential roofing provider with a national footprint

Jones Lake

JONES
a portfolio company of
FORT POINT CAPITAL
has been acquired by
LGP

Exclusive Sell-Side Advisor

Premier provider of lake and pond management services to residential, commercial, and municipal customers

Turf Masters

TURF MASTERS BRANDS
a portfolio company of
CenterOak PARTNERS
has been acquired by
ExperiGreen LAWN CARE
a portfolio company of
WIND POINT PARTNERS

Lead Sell-Side Advisor

Leader in residential lawncare focused on organic growth and acquiring best-in-class brands

Select Home Services Experience

All My Sons Moving & Storage; Authority Brands (2x); BCR Best Choice Roofing; Empower Brands (2x); ExperiGreen Lawn Care; Fairway Lawns; Groundworks (2x); Home Franchise Concepts; Insurcomm; Ned's Home; neighborly (4x); Punctual Pros; SavATree; SERVPRO; TurnPoint; VirginiaGreen Lawn Care

Home Services Remains Attractive to Investors

01 “Do It For Me” Market Gains Lasting Momentum

Both hiring preferences and demand for non-discretionary, essential services are accelerating, with a clear consumer trend toward outsourcing, supported by stable or increased spending

Consumers are systematically moving away from DIY projects, driven by a desire for convenience and certainty, and increasing their spend on professional home services even amid economic downturns

02 Evolving Generational Preferences Drive Distinct, Renewed Demand

The evolving preferences and expectations of younger homeowners are a primary driver of demand, fundamentally influencing the market and its long-term outlook

Consumer priorities, communication preferences, and payment methods diverge across age groups, incentivizing service providers to tailor their approach to effectively serve different demographics

03 Consumers Favor Strong Brands and Modern Technology

In a competitive home services market, homeowners increasingly rely on brand reputation and recognition as a proxy for trust, prefer a seamless, tech-enabled experience, and discover providers through paid advertising channels

This dynamic creates a clear competitive advantage for providers who can invest in brand-building and updated digital platforms to meet modern expectations, allowing them to capture market share

Insights from surveys of 1,000+ homeowners, conducted over multiple years, reveal enduring trends to help operators adapt to shifting consumer needs and to support interested investors in uncovering approaches to effectively engage with the sector

90% — **of respondents are as likely or more likely to hire a home services provider than they were 2 – 3 years ago**

85% — **of respondents plan to maintain or increase their spend on home services, even during a recession**

96% — **of respondents say a well-regarded, well-known brand is important when hiring a home services provider**

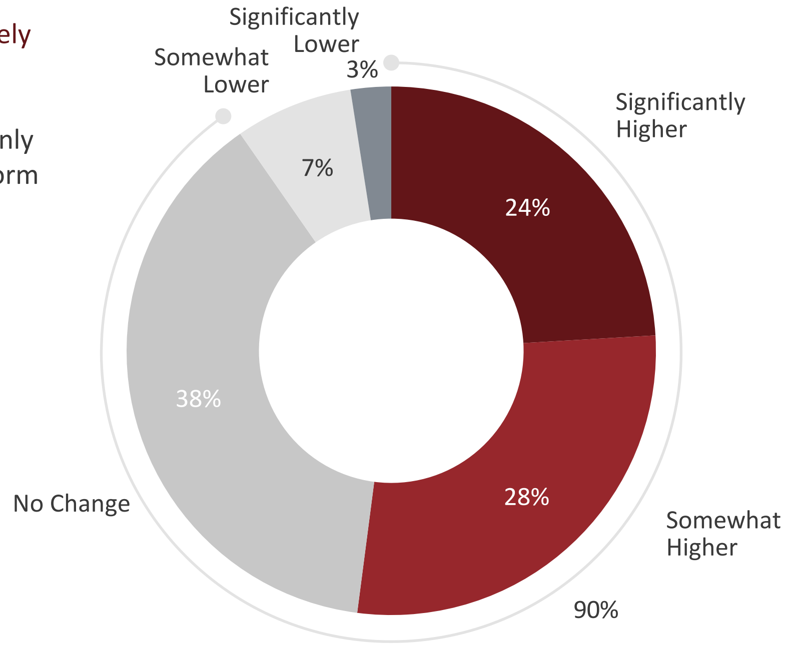
79% — **of respondents prefer hiring “local” companies or individuals for home services**

94% — **of respondents noted availability of financing has had an impact on their decision to purchase a service**

Consumers are Outsourcing More Home Services

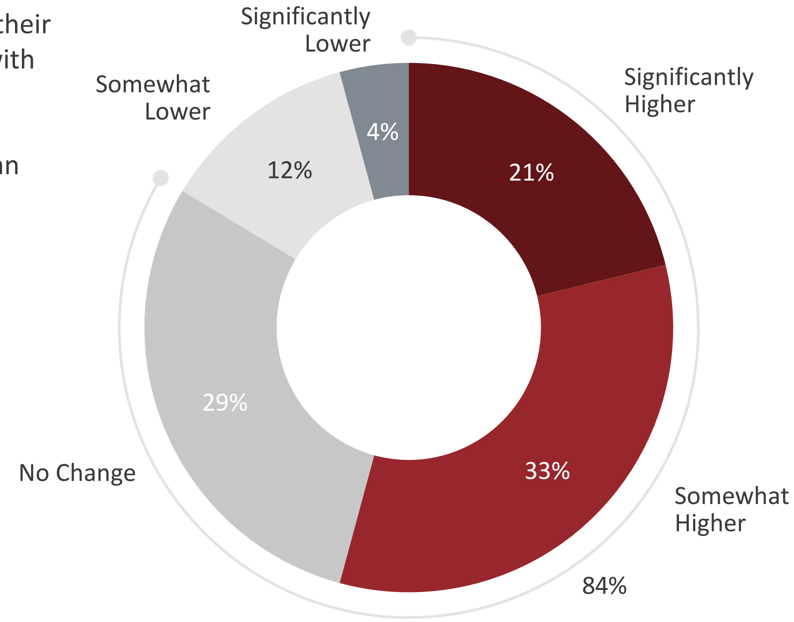
Preference for Hiring vs. DIY Relative to 2 - 3 Years Ago

~90% of consumers are as likely or more likely to hire a home services provider than they were 2 – 3 years ago, while only ~10% are more likely to perform these services themselves



Change in Spending Relative to 2 - 3 Years Ago

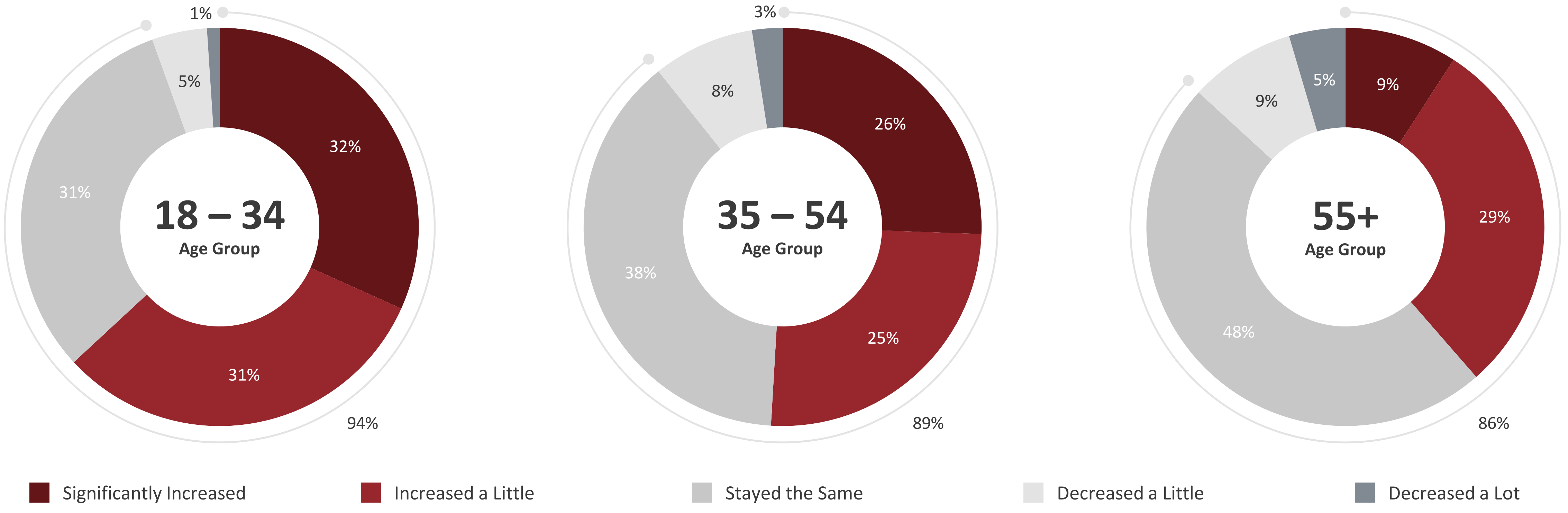
Consumers are increasing their spend on home services, with ~84% spending as much or more, while only 16% are expecting to spend less than they were 2 – 3 years ago



Key Insight: The structural shift towards outsourcing home services is accelerating a multi-year trend, as consumers increasingly back their growing preferences for hiring professionals with greater spending

Younger Consumers Lead Shift Towards Hiring Over DIY

Preference for Hiring Vs. DIY Relative to 2 - 3 Years Ago

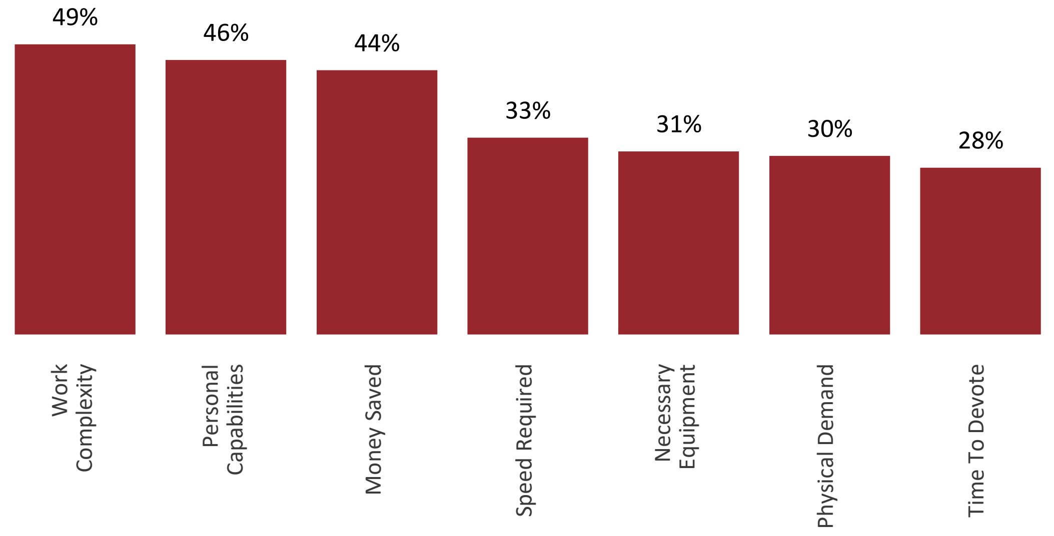


Key Insight: While preference for hiring home services professionals is growing across all age groups, this trend is overwhelmingly concentrated in consumers under 55, with ~94% of consumers aged 18 - 34 and ~89% of consumers aged 35 – 54 maintaining or increasing their preference for outsourcing home services work, signaling a significant generational shift away from DIY solutions

Certainty & Convenience Drive Hiring Decisions

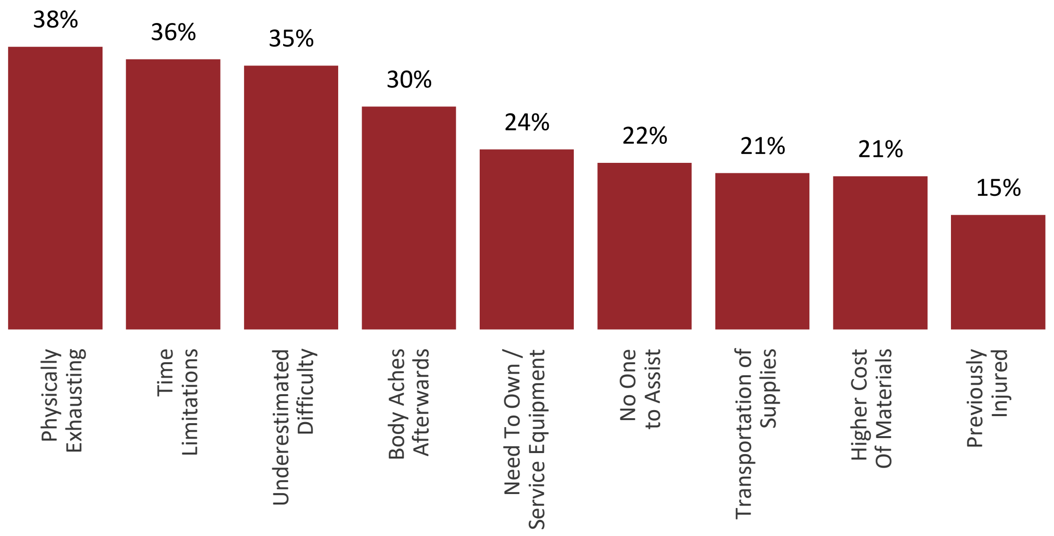
Factors Influencing Hiring vs. DIY

Execution risk drives consumers to hire professionals, with factors such as project complexity (49%) and lack of personal capabilities (46%) often outweighing potential cost savings (44%)



Challenges Faced with DIY

Consumers cite high personal costs, such as physical exhaustion (38%) and time commitment (36%), as the most significant deterrents from DIY projects



Key Insight: Homeowners who hire professionals prioritize quality and convenience over potential DIY savings. With that, however, DIY isn't always cheaper — higher material costs and specialized equipment can make some projects as costly, or even more expensive, than hiring professionals

Technical Services Boost DIFM Uptake

More Outsourcing / DIFM ⟷ More DIY

Highly Technical, Common Services

These services have high awareness and ubiquitous use cases for all homeowners that cannot be DIY-ed due to urgency, complexity, importance to home health and quality, and safety

- HVAC Repair
- Roofing
- Electrical
- Foundation Repair
- Window Replacement
- Plumbing

Less-Frequent, Technical Services

Technical services needing skilled labor to install / repair, with high avg. ticket, more episodic demand, and in some cases, potential for recurring service plans. Low provider awareness vs. traditional residential services, providing opportunity for sophisticated players

- Interior Remodeling
- Garage Door Repair
- Generator Install / repair

Highly Recurring Maintenance Services

Exterior, subscription-like services with high value-add for a low overall cost. Adoption among all homeowners is still low, contributing to lower survey results than the strong retention rates achieved by quality providers would suggest

- Exterior Lawncare
- Pest Control
- Gutter Cleaning

Infrequent Services

Services that rise up infrequently, and in some cases, can be deferrable or neglected by homeowners despite being difficult and time-consuming to DIY

- Painting
- Exterior Cleaning
- Moving

Low-Effort and DIY-Able

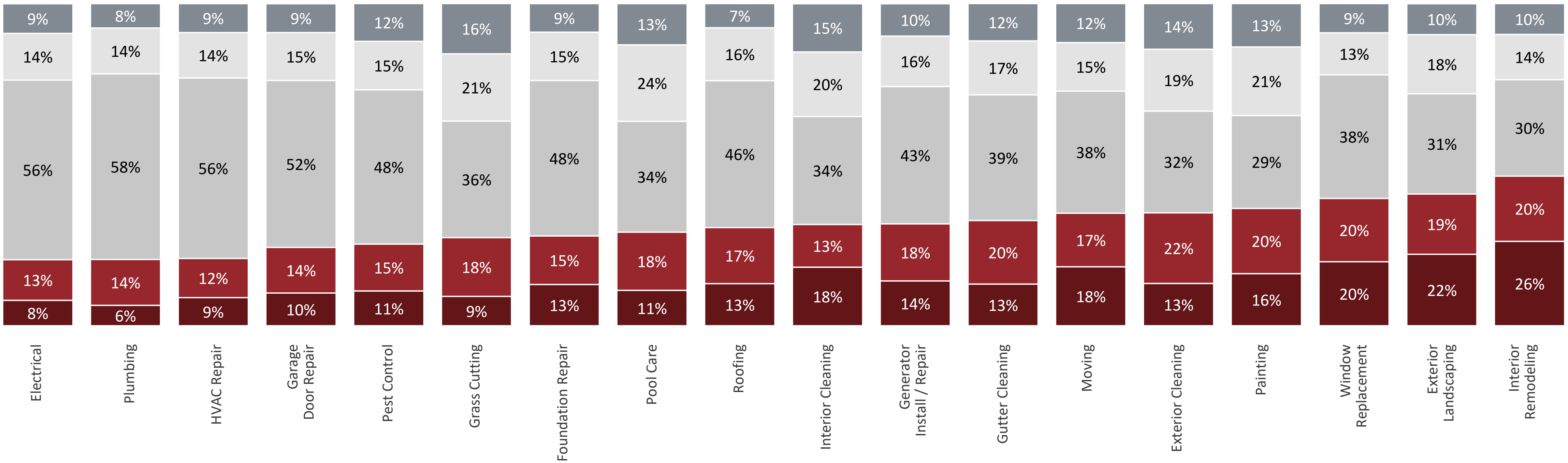
While these services are frequent, many homeowners view them as DIY-able due to little technical requirements, leaving convenience / time as the main benefit to outsourcing

- Interior Cleaning
- Grass Cutting
- Pool Care

Key Insight: Survey data requires context – broadly speaking, residential services are valued by homeowners, who have a proclivity for outsourcing; however, survey constructs will show some expected and also nuanced results that require context

Home Services are Recession Resilient

Likelihood to Purchase Service During Economic Recession

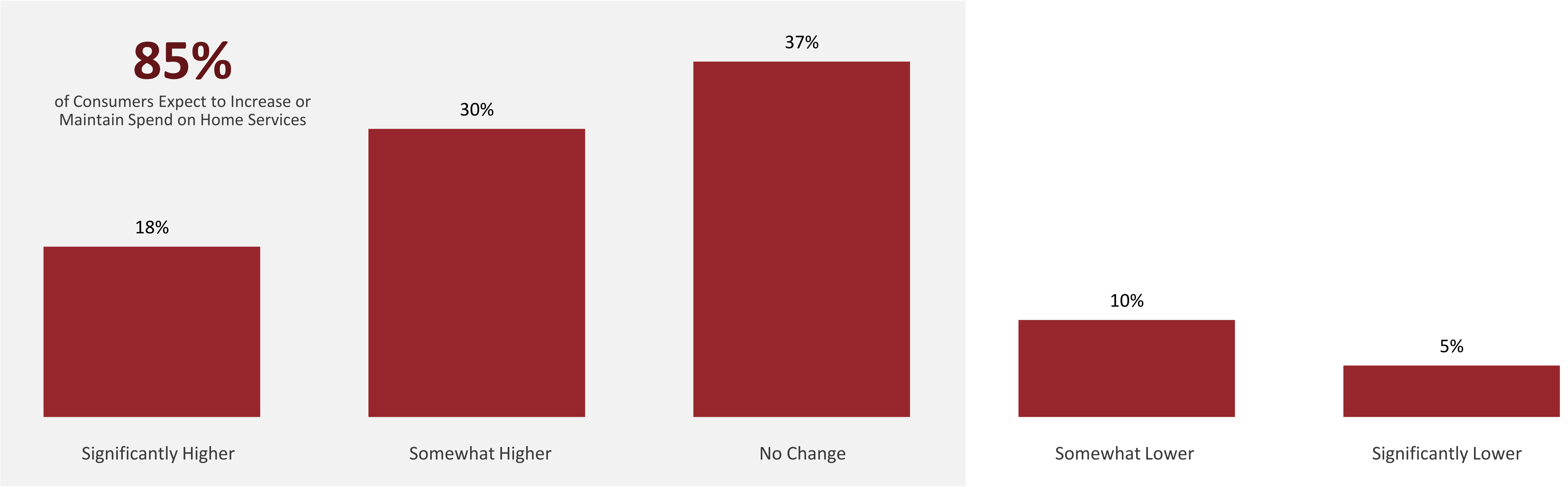


Key Insight: While home services overall demonstrate strong recessionary resilience, a clear divide emerges between essential and discretionary projects, with ~80% of consumers planning to maintain or increase spending on fundamental repairs, compared to only ~60% for more aesthetic, deferrable work

Decrease Significantly | Decrease Moderately | Stay the Same | Increase Moderately | Increase Significantly

Consumers Plan to Continue Investing in Home Services

Consumer Spending Outlook



Key Insight: 85% of consumers believe they will spend the same amount or more on home services in the next 12 months, while only ~15% predict they will spend less

Types of Residential Services

Repair / Replace

Reactive services to fix systems or equipment after breakdown has occurred

Example Services

- HVAC Repair
- Garage Door Repair
- Electrical
- Roofing
- Foundation Repair
- Plumbing
- Gutter Install
- Window Replacement
- Generator Install / Repair

Recurring

Services provided to residential customers on a regular schedule

Example Services

- Pest Control
- Interior Cleaning
- Landscaping
- Gutter Cleaning
- Pool Care
- Exterior Cleaning
- Power Washing
- Lake / Pond Management
- Water Filtration

Remodeling

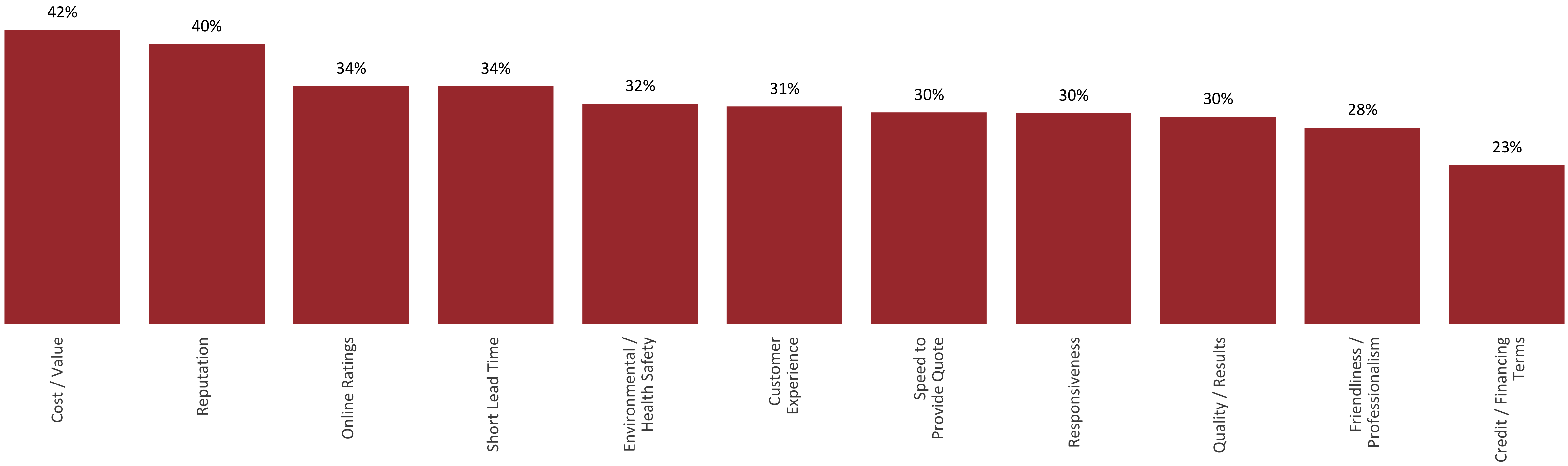
Projects that alter the structure, layout, or appearance of a home

Example Services

- Painting
- Moving
- Siding
- Windows
- Bathroom Remodeling
- Kitchen Remodeling
- Decking
- Fencing

Key Consumer Selection Criteria for Repair Services

Considerations For One-time Repair / Replace Service Providers[1]



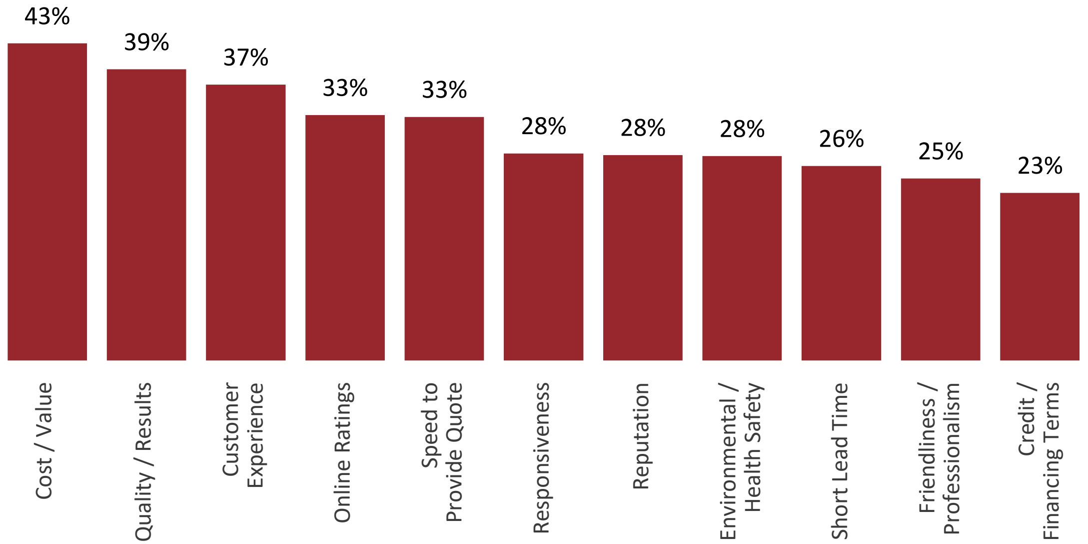
Key Insight: For one-time services, provider selection is driven by intermediate, transactional needs, more heavily prioritizing items such as reputation (40%) and short lead time (34%)

1) Certain similar responses grouped for comparability

Consumer Considerations for Recurring Service Providers

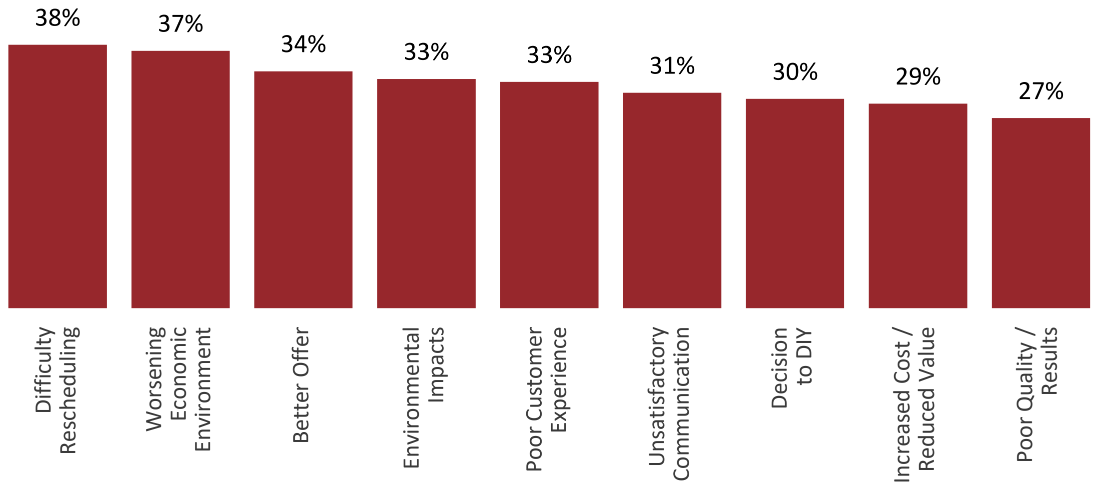
Considerations for Recurring Upkeep / Maintenance Service Providers

For recurring services, consumer loyalty is earned through long-term proven value, where consistent quality (39%) and customer experience (37%) become increasingly important



Causes of Cancellation for Recurring Services

Customer churn lacks a clear dominant driver, with reasons for cancellations distributed mainly across service delivery failures and price sensitivity

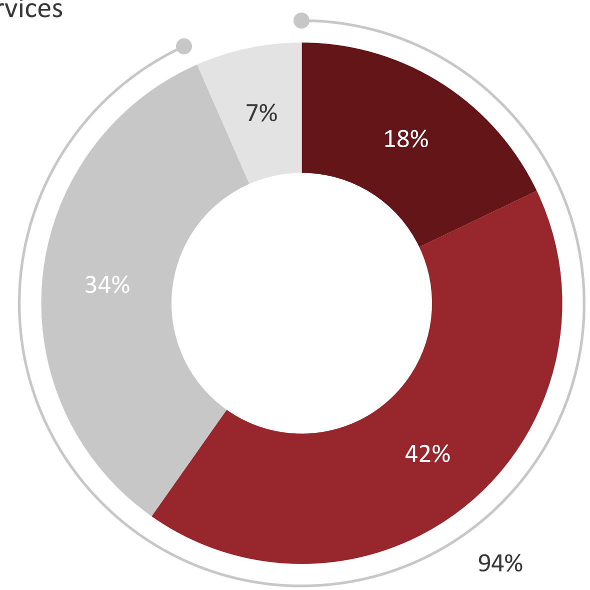


Key Insight: To secure long-term customer retention, recurring service providers must offer value through both operational excellence and competitive pricing, as differentiation in either of these areas wins loyalty while failure drives cancellation

Consumer Demand is Relatively Inelastic to Price Changes

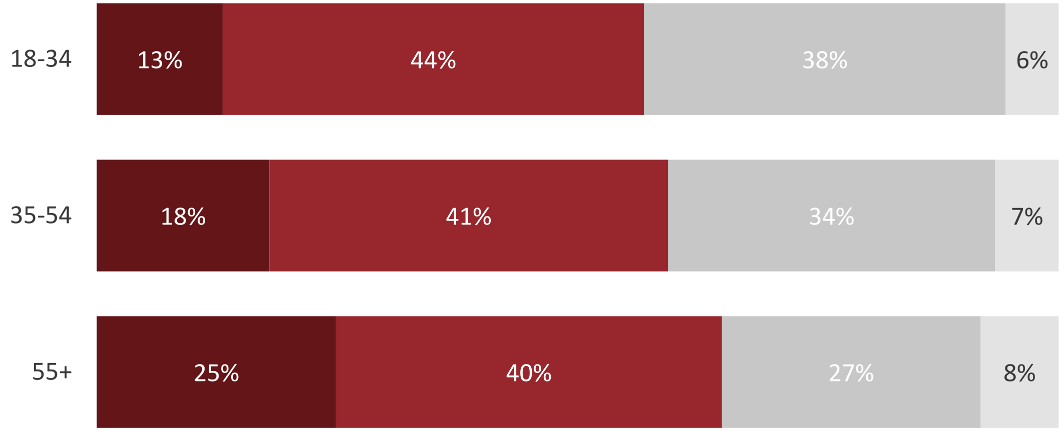
Maximum Acceptable Price Increase for Recurring Services Before Cancelling or Adjusting Frequency

~94% of respondents indicated a willingness to accept a price increase of up to 10% for recurring services



Maximum Acceptable Price Increase for Recurring Services by Age Group

Consumer demand for home services is highly price inelastic across all ages, with younger homeowners being the most willing to accept significant price increases



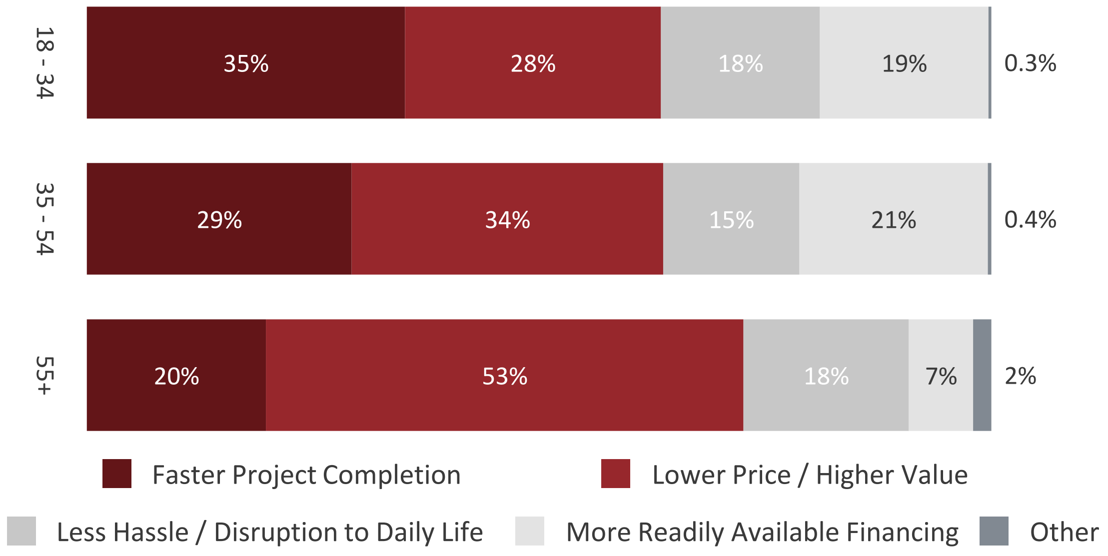
Key Insight: The resilient, inelastic nature of consumer demand for home services grants providers significant pricing power, allowing them to pass through modest price increases with limited risk of customer churn

1 – 3% Increase   3 – 5 % Increase   5 – 10% Increase   10%+ Increase

Value Leads as Remodeling Hiring Priorities Shift with Age

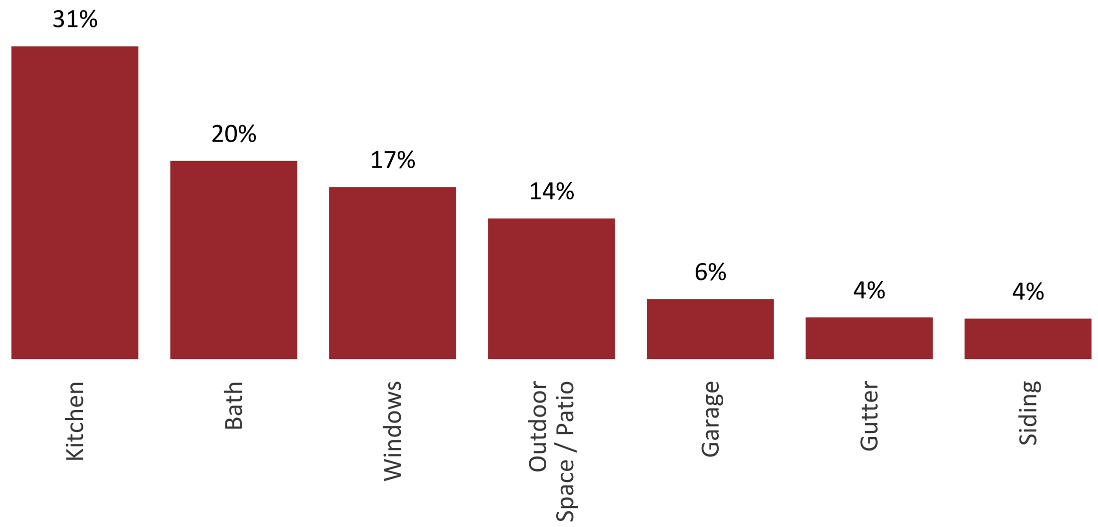
Factors Influencing Hiring for Remodeling by Age Group

Remodeling hiring considerations are distinctly shaped by generational preferences: homeowners 18 – 34 emphasize speed, those 55+ focus primarily on value, and the 35 – 54 segment represents a transitional group that balances both



Priority of Remodeling Projects

Consumer remodeling priorities are highly concentrated within the most visible and functional spaces of the home, with kitchen, bath, and windows alone capturing ~68% of all project demand

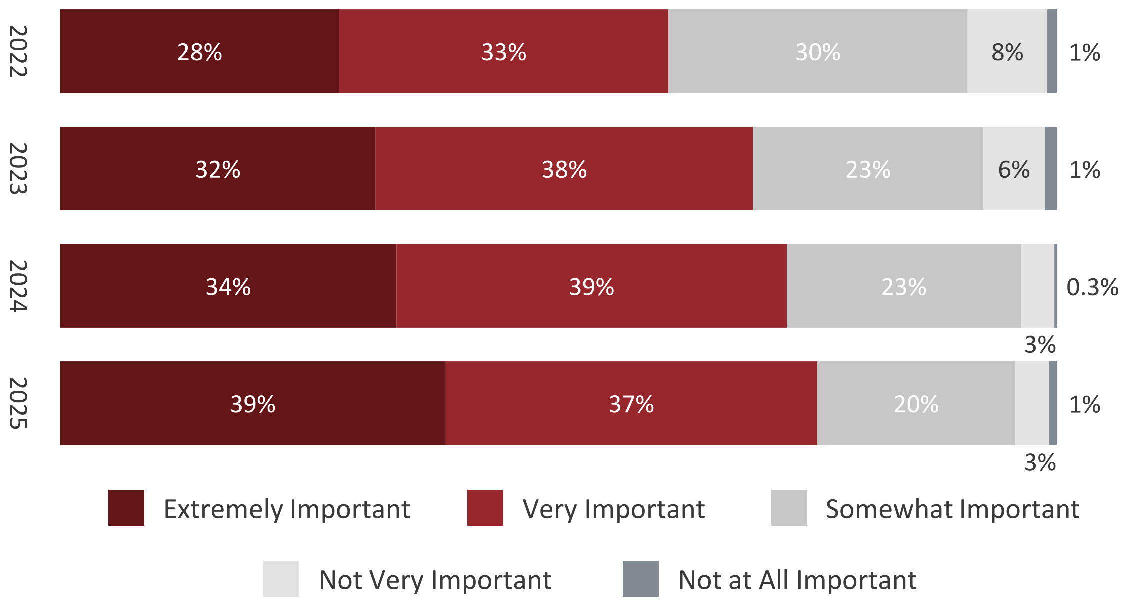


Key Insight: Consumers remain committed to home improvement, with a strong focus on maximizing value. Investment priority is concentrated in targeted, high-impact projects that deliver outsized returns, enhancing daily functionality, visual appearance, and property value

Consumers Increasingly Value Brand Reputation

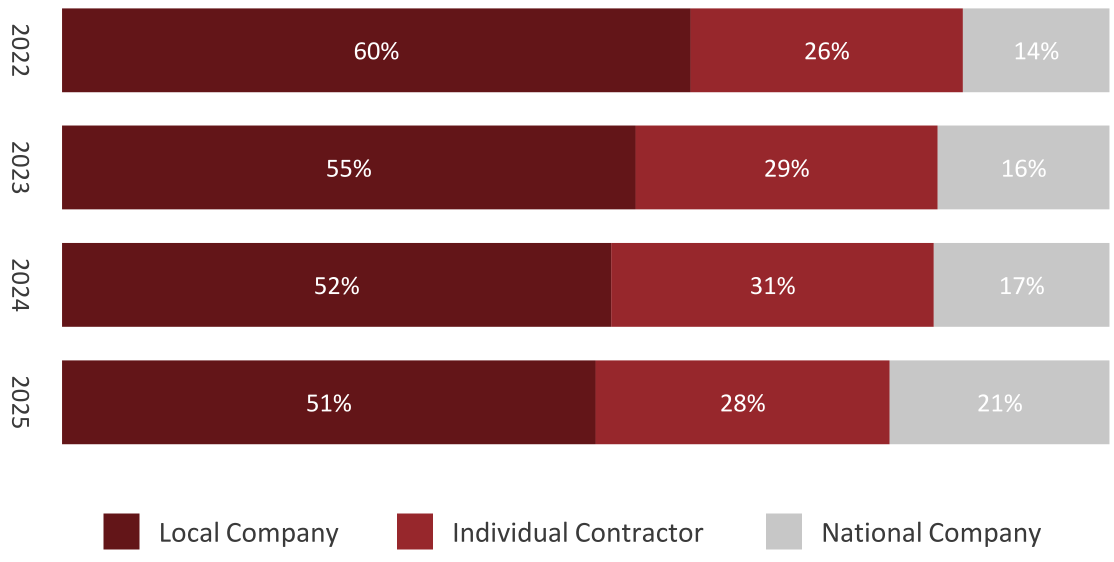
Importance of a Well-known, Well-regarded Brand

A well-regarded brand name is increasingly important to a majority of home services customers



Preferred Type of Service Provider

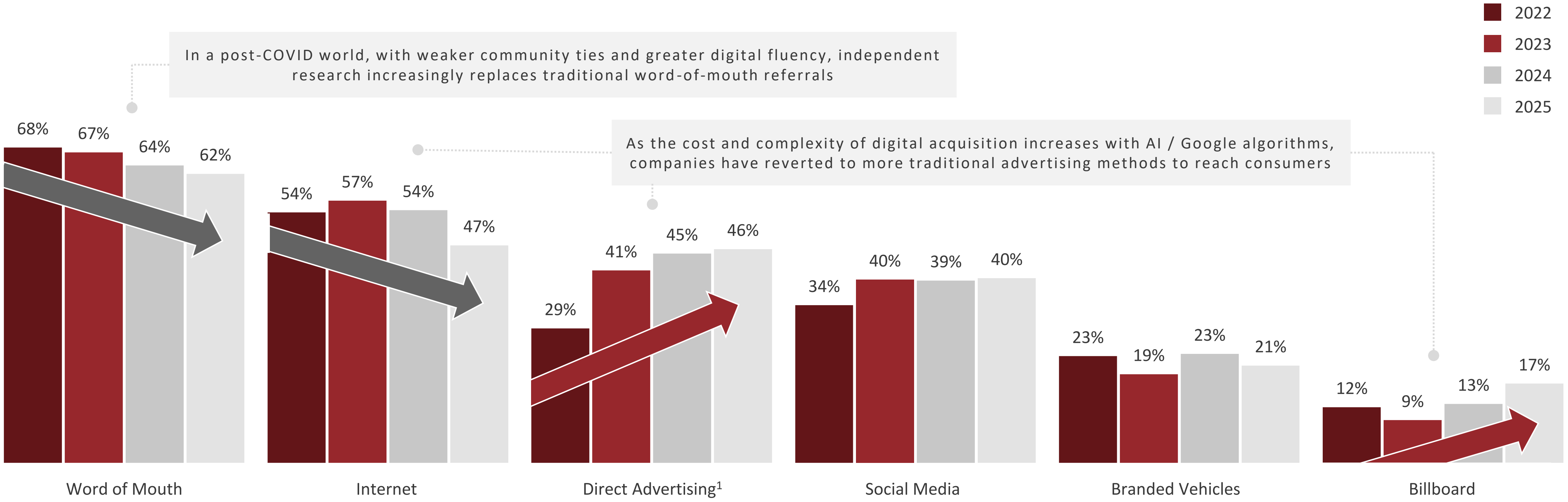
National brands are becoming more important in consumers' decision making, expanding considerations beyond historically preferred local providers



Key Insight: The rising importance of brand recognition and reputation in consumer selection allows scaled providers to gain an edge, leveraging their structural advantages to build trust and capture market share

Referral & Digital Channels are Critical

2024 vs. 2025: How Did You Learn About Your Home Services Provider?



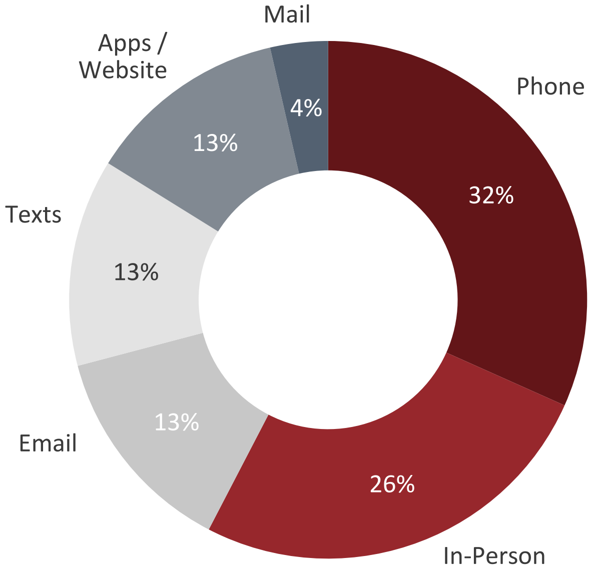
Key Insight: While organic discovery, such as word of mouth and the internet, remain top acquisition sources, an evolving and increasingly competitive market is driving a notable shift toward paid channels, with direct advertising, social media, and billboards becoming more prevalent for consumers in 2025

1) Includes TV advertising and direct mail

Customer-Facing Technology is a Valuable Differentiator

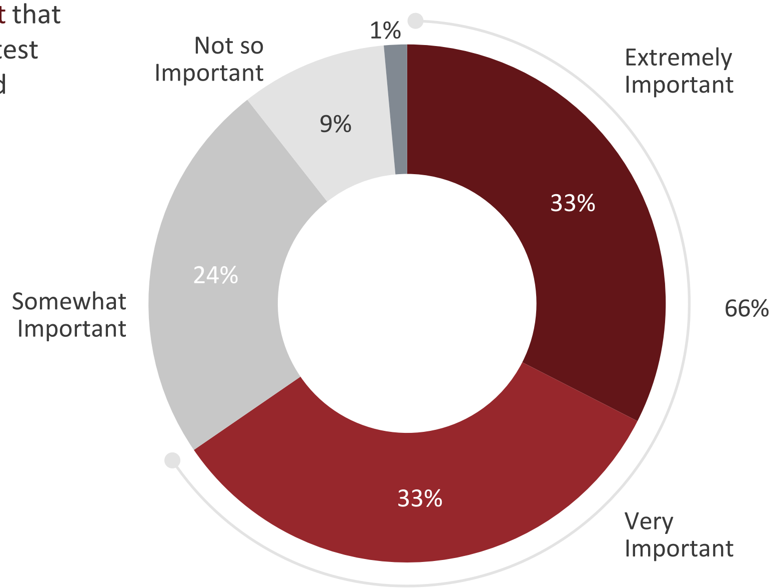
Preferred Way of Interacting with Service Providers

Consumers increasingly factor digital interactions, making effective tech-enabled communication a key strategic advantage for providers



Importance of Latest Tech Used for Booking, Billing, Project Management

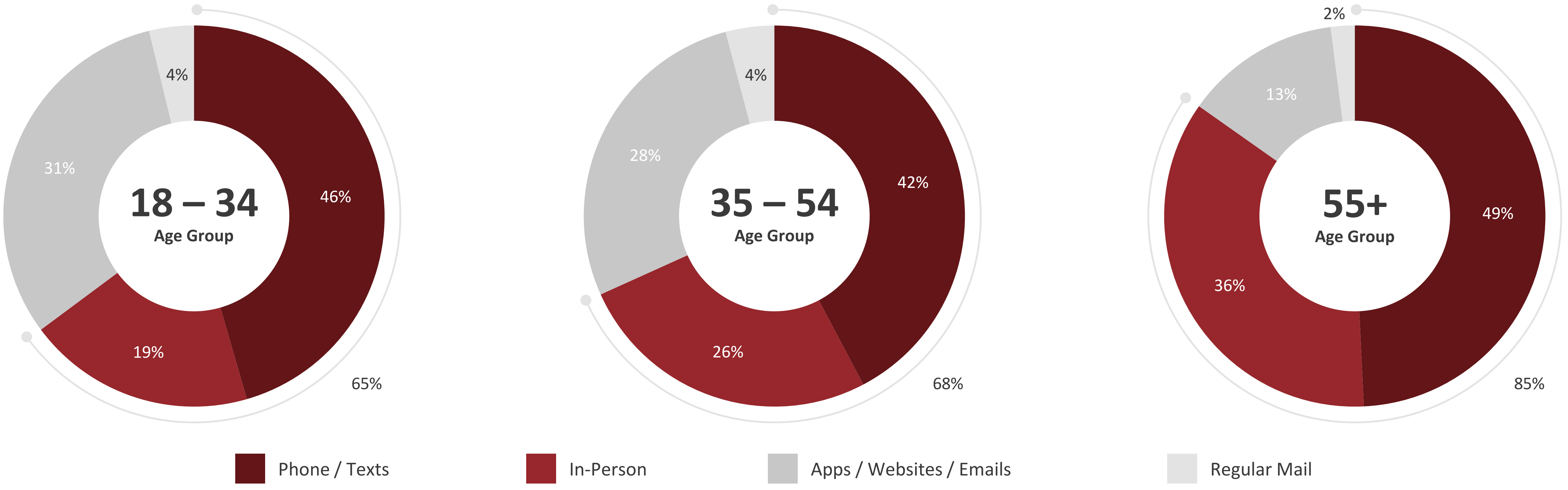
~66% of consumers say it's extremely or very important that service providers use the latest tech for booking, billing, and project management



Key Insight: While consumers still value live communication, the growing popularity of modern, tech-enabled interactions creates a key opportunity for professionalized platforms to differentiate by seamlessly integrating both into the customer experience

Phone-Based & In-Person Services Remain Critical

Preferred Interaction by Age Group

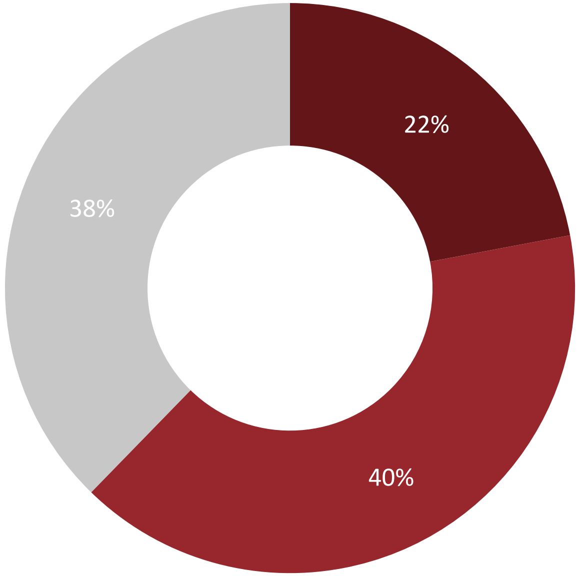


Key Insight: While company-initiated outreach through phone / text notifications remains the favored interaction method across all age groups, secondary preferences diverge, as younger populations prioritize convenient digital tools while older generations value trust and assurance from in-person conversations

Consumers Like Flexible Payment Options

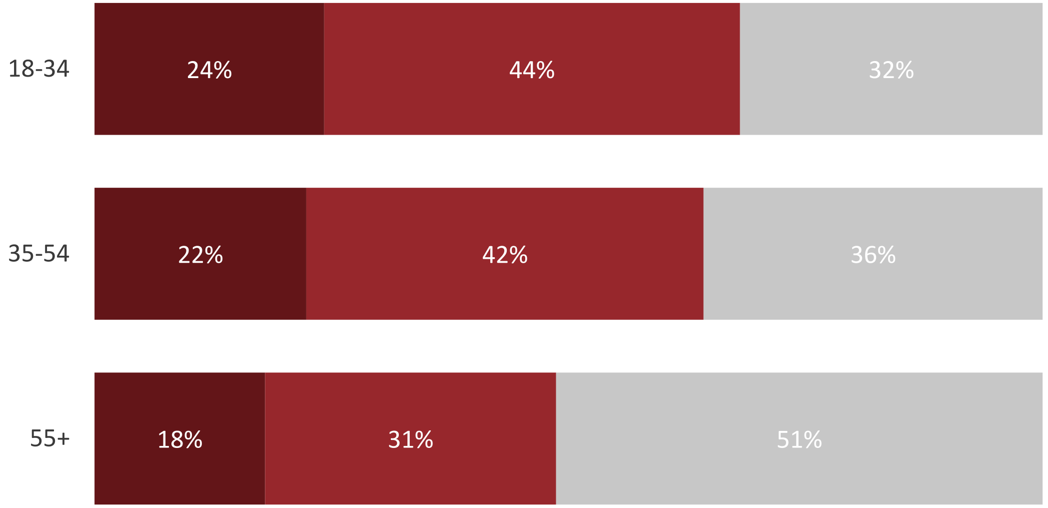
Preferred Payment Method for Recurring Services

Consumers are split on which payment plan is optimal, giving an advantage to service providers that can offer several different options



Preferred Payment Method by Age

With pre-payment options in universal decline, payment preferences are diverging across generations: younger consumers are increasingly adopting auto-pay while older customers continue to favor traditional pay-as-you-go



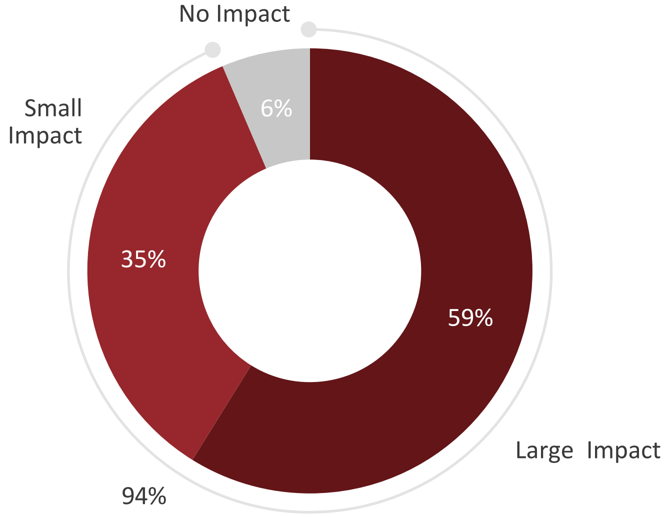
Key Insight: While company-initiated outreach through phone / text notifications remains the favored interaction method across all age groups, secondary preferences diverge, as younger populations prioritize convenient digital tools while older generations value trust and assurance from in-person conversations

Pre-Pay in Full in Exchange for a Discount
Auto-Pay as Services are Delivered
Pay-as-You-Go (Not Automatic)

Mid-Sized Projects Drive Increasing Financing Demand

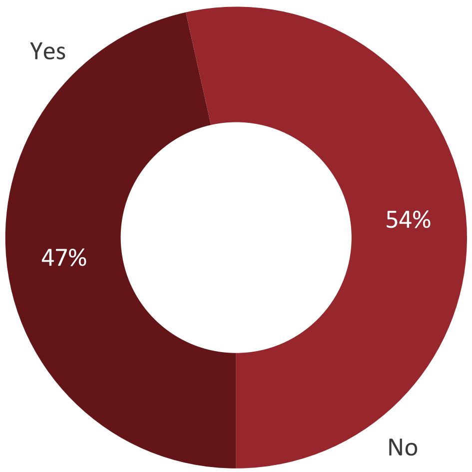
Impact of Available Financing on Decision to Purchase a Service

94% of respondents say the availability of financing has had an impact on their decision to purchase a service



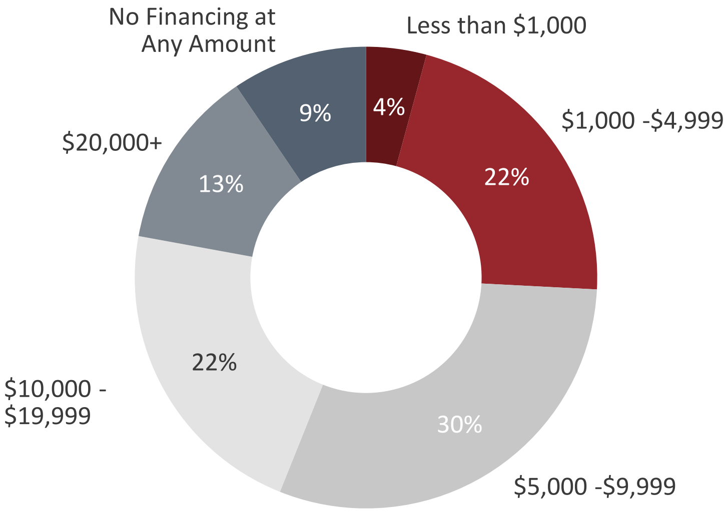
Percentage of Consumers Who Have Used Financing vs. Not

The rapid increase in consumer use of financing highlights the growing importance of flexible payment solutions in engaging and attracting homeowners



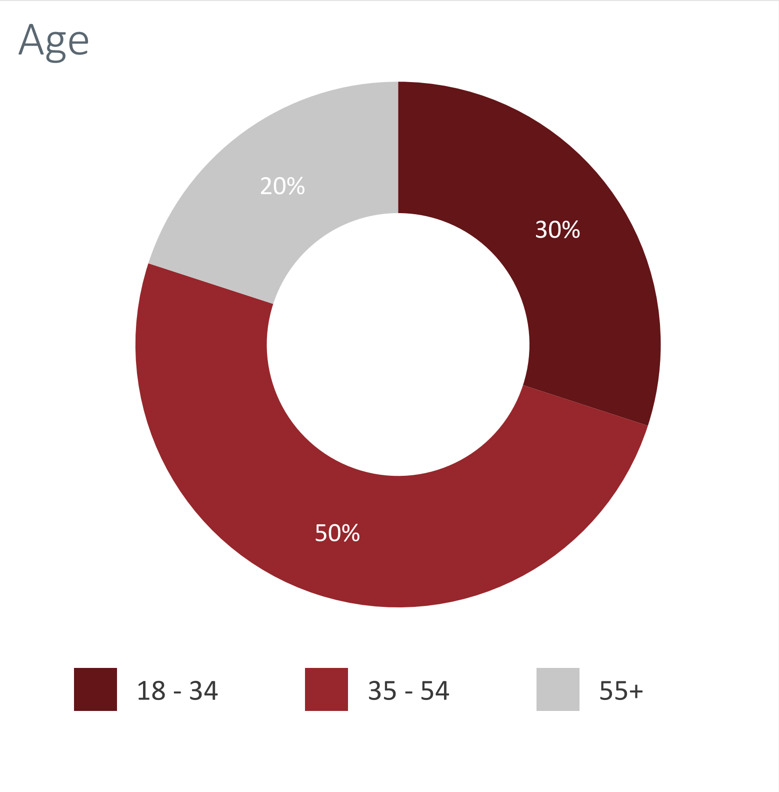
Dollar Amount at Which Financing Is Utilized

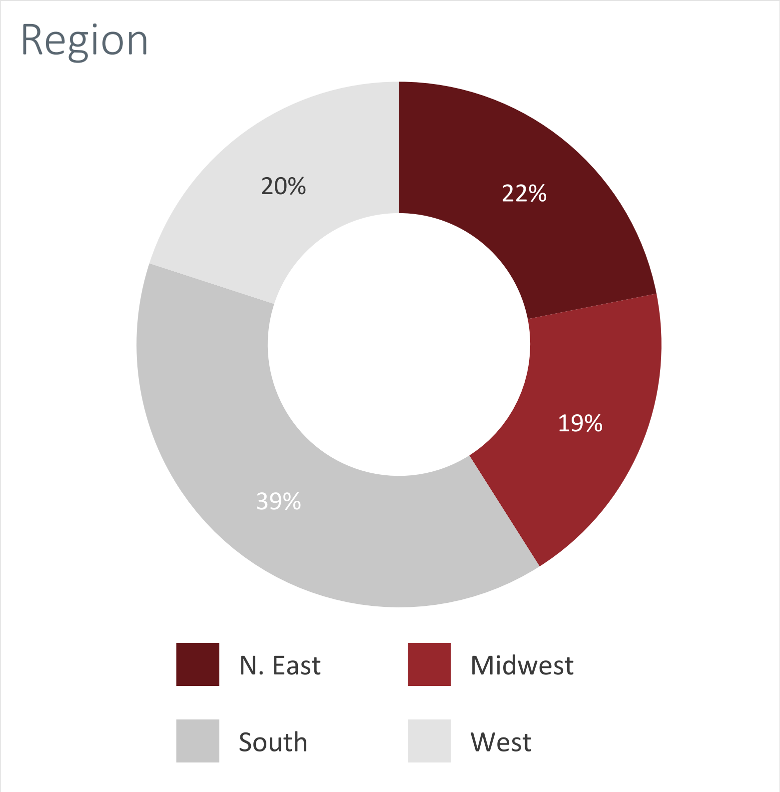
Financing utilization peaks for mid-size projects, with the largest share of customers employing funding options for services ranging $5,000 - $9,999 (30%)

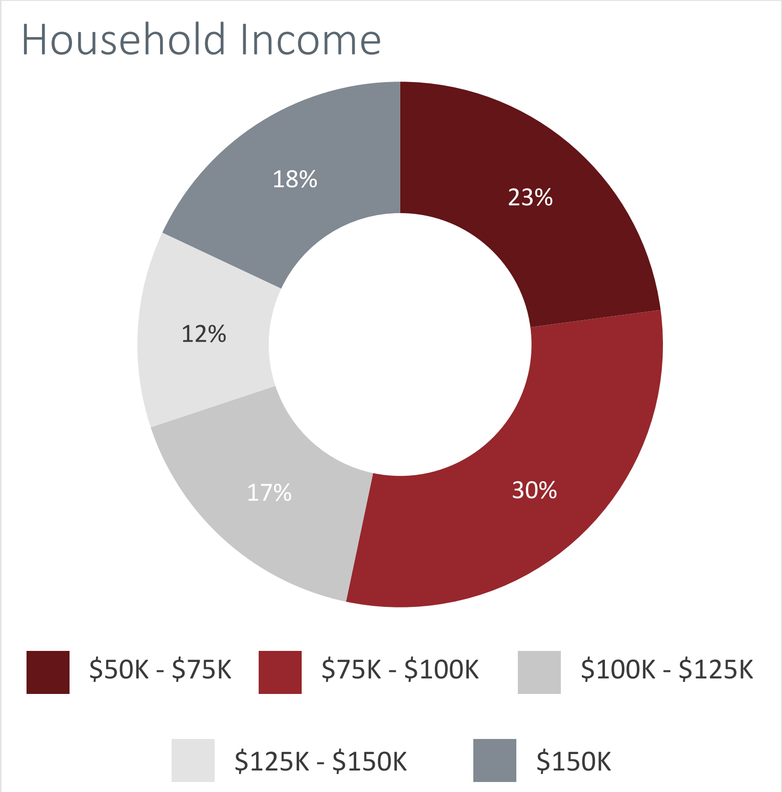


Key Insight: Accelerated adoption of financing reinforces its role in driving consumer investment — especially for mid-sized projects where funding demand is highest — making financing options critical for capturing and converting demand and a key differentiator for scaled providers.

About the Research







Harris Williams surveyed 1K+ consumers who were qualified based on their use of home services and are reflective of the average U.S. population

Our Team

Consumer Global Coverage

- North America
- Europe
- Asia

Consumer Sector Coverage Areas

- Consumer Products
- Consumer Multi-Site
- Consumer Services
- Food and Beverage

Residential Services Transaction Experience

Turf Masters Brands, a portfolio company of CenterOak Partners, has been acquired by ExperiGreen Lawn Care, a portfolio company of Wind Point Partners	Jones, a portfolio company of Fort Point Capital, has been acquired by LGP	ErieHome has been acquired by LeafHome, a portfolio company of Gridiron Capital	HighGround, a portfolio company of Trivest, has been acquired by Knox Lane	Wind Point Partners has acquired ExperiGreen Lawn Care, a portfolio company of Huron Capital
Brightstar has acquired BCR Best Choice Roofing	Broad Sky Partners has acquired Punctual Pros, a franchisee of Authority Brands	Summit Partners has acquired Insurcomm	VirginiaGreen has been recapitalized by Golden Gate Capital	Groundworks, a portfolio company of Cortec Group, has been acquired by KKR
Authority Brands has been acquired by BCI and funds advised by Apax	Fairway Lawns, a portfolio company of Prairie Capital / Rising Point Capital, has been acquired by Morgan Stanley Capital Partners	Neighbor's, a portfolio company of Avalt, has been acquired by Cobepa	Bayview has acquired HomeVestors, a portfolio company of Levine Leichtman	All My Sons Moving & Storage, a portfolio company of Sterling, has been recapitalized by Golden Gate Capital
SavATree, a portfolio company of CI Capital Partners, has been acquired by funds managed by Apax	Neighborly, a portfolio company of funds managed by Harvest Partners, has been acquired by KKR	Lynx Franchising, a portfolio company of Incline Equity Partners, has been acquired by MidOcean Partners	OMERS has acquired TurnPoint Services	Groundworks, a portfolio company of Succession Capital Partners, has entered into a growth capital partnership with Cortec Group
Home Franchise Concepts, a portfolio company of Trilantic North America, has been acquired by JM Family Enterprises, Inc.	Servpro has been recapitalized by Blackstone	Authority Brands, a portfolio company of Riverarch Equity Partners, has been acquired by Apax Partners	Neighborly, a portfolio company of Riverside, has been acquired by Harvest Partners	

Our Team

Connect With Our Team

Learn more about our deep expertise unlocking value for great businesses in the residential services sector:

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75% Revenue from repeat clients

83% Managing Directors promoted from within the firm

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- Business Services
- Consumer
- Energy, Power & Infrastructure
- Healthcare & Life Sciences
- Industrials
- Technology
- Transportation & Logistics

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