

Investing in the Master Bath

U.S. homeowners who remodel their master bathrooms are willing to invest in creating functional, attractive spaces.

In fact, they typically spend about \$7,000 on their master bath projects, according to a bathroom trends study from Houzz, a home improvement website. That makes master bath remodels second in price only to major kitchen upgrades, which are typically \$11,000 investments, the study shows.

Homeowners' project goals include creating beautiful rooms that add value and function to a home and reflect their personal tastes.


In addition, 46 percent of homeowners who remodel a master bathroom also renovate a master bedroom at the same time, according to Houzz.

Applied to Retail

Nearly 80 percent of homeowners who are upgrading their master bathrooms consider style and beauty to be top priorities in the remodel, data from Houzz reveals.

Keep that statistic in mind as you talk with customers about their own plans for master bathroom upgrades.

Ask what look and feel they want for their bathrooms and whether they would like the colors and design to complement the master bedroom, or if the bathroom should include a totally distinct design.

In addition, homeowners who are shopping for a new toilet and fresh paint may expand on their project, increasing their transaction size, if they think more broadly about what style they want for their bedrooms. 

Scrubbing Up the Bathroom

When renovating master bathrooms...

81%

maintain master bath and bedroom styles that match.

44%

of those remodeling change the bathroom's layout.

7%

change the bathroom's location in the house.

Top Functional Priorities When Remodeling

- 1 Good Lighting 47%
- 2 Easy to Clean and Disinfect 44%
- 3 Fits More Than One Person..... 42%

Source: 2018 U.S. Houzz Bathroom Trends Study