

Contact:  
 Linda Stephen  
 IWPR Group  
 (402) 483-0747  
[Linda@iwprgroup.com](mailto:Linda@iwprgroup.com)

**For Immediate Release**

**REMODELING Magazine Releases 25<sup>th</sup> Annual Cost vs. Value Report  
 Highlights Best Remodeling Projects for Maximum Return on Investment**

**Washington, D.C. November 14, 2011** – REMODELING Magazine has just released its 25th annual Cost vs. Value Report covering the 35 most popular home remodeling and renovation projects. The free 2011-2012 report covers 80 U.S. cities and is available for download at [www.costvsvalue.com](http://www.costvsvalue.com). The report contains data that compares construction costs for popular remodeling projects against the share of those costs recovered at resale. In addition to city data, the report includes tables with national and regional averages.

“Replacement projects are again performing better in resale value than other types of remodeling,” said Sal Alfano, Editorial Director of REMODELING. “Seven of the 10 top-ranked projects include exterior replacements of siding, windows and doors. This is partly because they impact curb appeal and also because they are relatively low cost.”

The three remodeling projects with the highest return in 2011-12 are 1) Fiber Cement Siding Replacement; 2) Entry Door Replacement; and 3) Attic Bedroom Remodel, followed by minor kitchen remodels, garage door and window replacements.

**REMODELING’s 2011-12 Cost vs. Value Report - Preview**

<b>2011-12</b>	<b>National Averages</b>		
<b>Midrange Projects</b>	<b>Job Cost</b>	<b>Resale Value</b>	<b>Cost Recouped</b>
Entry Door Replacement (steel)	\$ 1,238	\$ 903	73.0%
Attic Bedroom Remodel	\$ 50,148	\$ 36,346	72.5%
Minor Kitchen Remodel	\$ 19,588	\$ 14,120	72.1%
Garage Door Replacement	\$ 1,512	\$ 1,087	71.9%
Siding Replacement (vinyl)	\$ 11,729	\$ 8,155	69.5%
Window Replacement (vinyl)	\$ 11,319	\$ 7,692	68.0%
Window Replacement (wood)	\$ 12,229	\$ 8,258	67.5%

Hanley Wood, LLC  
 One Thomas Circle N.W., Suite 600  
 Washington, DC 20005-5811  
 Phone 202.452.0800 Fax 202.785.1974

[www.hanleywood.com](http://www.hanleywood.com)

Basement Remodel	\$ 63,378	\$ 42,338	66.8%
Major Kitchen Remodel	\$ 57,494	\$ 37,785	65.7%
Deck Addition (composite)	\$ 15,579	\$ 9,780	62.8%
Two-Story Addition	\$165,796	\$103,391	62.4%
Bathroom Remodel	\$ 16,552	\$ 10,293	62.2%
Deck Addition (wood)	\$ 10,350	\$ 7,259	62.2%
Family Room Addition	\$ 83,118	\$ 50,004	60.2%
Master Suite Addition	\$106,196	\$ 62,874	59.2%
Roofing Replacement	\$ 21,204	\$ 12,257	57.8%
Garage Addition	\$ 57,824	\$ 33,089	57.2%
Entry Door Replacement (fiberglass)	\$ 3,536	\$ 1,990	56.3%
Bathroom Addition	\$ 40,096	\$ 20,455	51.0%
Back-up Power Generator	\$ 14,760	\$ 7,009	47.5%
Sunroom Addition	\$ 74,310	\$ 34,133	45.9%
Home Office Remodel	\$ 27,963	\$ 11,983	42.9%
<b>Upscale Projects</b>	<b>Job Cost</b>	<b>Resale Value</b>	<b>Cost Recouped</b>
Siding Replacement (fiber-cement)	\$ 13,461	\$ 10,493	78.0%
Garage Door Replacement	\$ 2,994	\$ 2,129	71.1%
Siding Replacement (foam-backed vinyl)	\$ 14,274	\$ 9,937	69.6%
Window Replacement (vinyl)	\$ 14,328	\$ 9,898	69.1%
Window Replacement (wood)	\$ 18,999	\$ 12,175	64.1%
Grand Entrance (fiberglass)	\$ 7,488	\$ 4,554	60.8%
Major Kitchen Remodel	\$110,938	\$ 63,731	57.4%
Bathroom Remodel	\$ 52,249	\$ 28,972	55.5%
Deck Addition (composite)	\$ 37,829	\$ 20,637	54.6%
Roofing Replacement	\$ 37,481	\$ 20,435	54.5%
Bathroom Addition	\$ 76,209	\$ 40,061	52.6%
Garage Addition	\$ 86,347	\$ 44,967	52.1%
Master Suite Addition	\$227,178	\$114,822	50.5%

Copyright 2011 Hanley Wood LLC. Complete data for the REMODELING 2011-12 Cost vs. Value Report is available online at [www.costvsvalue.com](http://www.costvsvalue.com). Any excerpts from these data tables must be attributed to Hanley Wood, LLC.

The Cost vs. Value Report includes a comparison tool, which allows users to compare data with other cities, as well as to other years and to download as a PDF. 3-D Google SketchUp renderings are also available for all of the projects in this year's Cost vs. Value Report. Visitors can click on the project name in the data tables, then "look around" just by moving the cursor inside the QuickTime movie player. They can also download the complete SketchUp model.

A 2011-12 Cost vs. Value iPhone app is also available at the AppStore.

Realtors and remodelers can also create personalized on-demand reprints with specific city data from the Cost vs. Value report at <http://www.remodeling.hw.net/reprints/index.html>. There are four standard reports available as mailers or handouts: All Projects, Replacements, Top Projects and Kitchen & Bath Projects.

#### **About REMODELING's Cost vs. Value Report**

Published for 25 years, REMODELING's prestigious Cost vs. Value Report ([www.costvsvalue.com](http://www.costvsvalue.com)) compares construction cost with resale value for popular home improvement projects in 80 U.S. markets. REMODELING magazine reaches 85,000 remodeling professionals who are the top influencers, specifiers and purchasers of products and services in the \$299 billion remodeling industry. Construction costs are provided by HomeTech Publishing ([www.hometechpublishing.com](http://www.hometechpublishing.com)), a remodeling estimating software company. Resale value data are aggregated from estimates provided by members of the National Association of Realtors ([www.realtor.org](http://www.realtor.org)) through an email survey broadcast by Realtor Magazine. Indianapolis-based Specpan ([www.specpan.com](http://www.specpan.com)), a market research company, hosts the Web-based survey, collects and compiles the data, and provides pre-and post-survey consulting. Follow more remodeling trends at [www.remodelingmag.com](http://www.remodelingmag.com).

#### **About Hanley Wood**

Hanley Wood is a leading business-to-business media company focused on the residential, commercial construction and design industries. Its diverse portfolio includes magazines, websites, e-newsletters, exhibitions and conferences, custom marketing and data services.

Hanley Wood is comprised of four operating platforms: Media, which publishes more than 20 magazines, featuring REMODELING, BUILDER and ARCHITECT magazines, along with related websites, e-newsletters, and conferences; Exhibitions, which produces marquee events such as the Remodeling Show, World of Concrete, and the AIA National Convention and Design Expo that bring residential and commercial construction professionals face-to-face with manufacturers, suppliers, distributors, and service providers; Market Intelligence, which collects and aggregates proprietary data sets that capture hundreds of pieces of profile and material information about housing developments in more than 750 housing markets; and Marketing, which plans, creates, and executes strategic and integrated marketing solutions for its clients. [www.hanleywood.com](http://www.hanleywood.com).

###