

Webinar: Weathering The Off Season

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Webinar: Weathering The Off Season



Webinar: Weathering the Off-Season

Our home improvement industry thrives nine months out of the year. It is winter that brings a sharp change to homeowners' project timelines. Because of the costly travel and expenses that accrue during the holidays, homeowners typically pause, cancel, or delay their home projects till the spring.

But this year, nothing has been normal. COVID-19 has disrupted every sector—and most aspects—of our lives. The travel industry has suffered catastrophic damages during this somber time of social distancing. The 2020 holiday season will be like no other.

To better understand how homeowners will approach the upcoming holiday season, we surveyed more than 5,000 Modernize homeowners to learn about their travel and home improvement plans. The results are surprising.

We learned homeowners will be home for the holidays:

- **76%** of homeowners will **not** travel this holiday

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- **55%** of homeowners will begin or continue home improvement projects this winter
- **22%** of homeowners plan to spend between \$5,000 and \$15,000 on home improvement projects
- **39%** of homeowners plan to pay for their projects with cash

In our webinar on Thursday, October 29, we will not only discuss these survey results, but also how contractors can leverage these rare, off-season business opportunities. Learn how to effectively market and remarket your business to homeowners wanting to pursue home improvement projects this holiday season. Register today and save the date.

Join Our Webinar October, 29th!

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