

COST VS VALUE 2017

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COST VS VALUE 2017

Midrange Project Descriptions

ATTIC INSULATION (FIBERGLASS)

Air-seal a 35x30 attic floor to address any air leakage from conditioned space to unconditioned space. Then add fiberglass loosefill insulation, placing it on top of existing insulation if present. Fiberglass loosefill is applied until thickness equating with R-30 insulation value is reached.

BACKUP POWER GENERATOR

Install modular propane gas-powered electrical backup system with capacity for providing 70 amps of emergency power in two 240-volt circuits and six 120-volt circuits. Assume existing propane gas supply. Include generator mounted on 2-by-4-foot concrete or composite pad, automatic transfer switch, load center, exterior disconnect, and grounding rod. Include 30 feet of conduit and electrical cable for generator connections; grounded cable for circuits; 5 feet of flexible fuel line for connection to existing rigid gas supply line; and automotive-type storage battery.

BACKYARD PATIO

Install a 20x20 flagstone patio on flat ground behind the home. Connect the house and patio by installing a lift-and-slide glass door on the back of the house. Place a gas-powered fire pit in the center of the patio and surround it with four mid-priced all-weather deck chairs. On the far end of the patio from the home, install a stone-veneer modular kitchen unit with gas grill, mini-refrigerator, sink, and storage. From each corner of the patio, erect a 20x20 cedar pergola capable of holding an awning that can shade the entire deck. Install mid-priced, low-voltage lights on the pergola sufficient to illuminate the patio at night. Install all needed gas and electrical connections underground from the home to the patio.

BASEMENT REMODEL

Finish the lower level of a house to create a 20-by-30-foot entertaining area with wet bar and a 5-by-8-foot full bathroom; construct 24 linear feet of finished partition to enclose mechanical area. Walls and ceilings are painted drywall throughout; exterior walls are insulated; painted trim throughout. Include five six-panel factory-painted hardboard doors with passage locksets. Electrical wiring to code.

Main room: Include 15 recessed ceiling light fixtures and three surface-mounted light fixtures, and a snap-together laminate flooring system.

Bathroom: Include standard white toilet, vanity with cultured marble top, resilient vinyl flooring, two-piece fiberglass shower unit, a light/fan combination, vanity light fixture, recessed medicine cabinet, towel and paper-holder hardware.

Bar area: Include 10 linear feet of raised-panel oak cabinets with laminate countertops, stainless steel bar sink, single-lever bar faucet, undercounter refrigerator, and vinyl floor tile.

BATHROOM ADDITION

Add a full 6-by-8-foot bathroom over a crawlspace with poured concrete walls. Include cultured-marble vanity top with molded sink; standard chrome faucets; 30-by-60-inch white fiberglass tub/shower with ceramic tile surround; single-lever temperature and pressure-balanced faucet; white low-profile toilet; general and spot lighting; electrical wiring to code; mirrored medicine cabinet; linen storage closet or cabinet; vinyl wallpaper; painted trim; and ceramic tile floor.

BATHROOM REMODEL

Update an existing 5-by-7-foot bathroom. Replace all fixtures to include 30-by-60-inch porcelain-on-steel tub with 4-by-4-inch ceramic tile surround; new single-lever temperature and pressure-balanced shower control; standard white toilet; solid-surface vanity counter with integral sink; recessed medicine cabinet with light; ceramic tile floor; vinyl wallpaper.

DECK ADDITION (COMPOSITE)

Add a 16-by-20-foot deck using pressure-treated joists supported by 4x4 posts anchored to concrete piers. Install composite deck material in a simple linear pattern. Include a built-in bench and planter of the same decking material. Include stairs, assuming three steps to grade. Provide a complete railing using a matching system made of the same composite as the decking material.

DECK ADDITION (WOOD)

Add a 16-by-20-foot deck using pressure-treated joists supported by 4x4 posts anchored to concrete piers. Install pressure-treated deck boards in a simple linear pattern. Include a built-in bench and planter of the same decking material. Include stairs, assuming three steps to grade. Provide a complete railing system using pressure-treated wood posts, railings, and balusters.

ENTRY DOOR REPLACEMENT (FIBERGLASS)

Remove existing 3-0/6-8 entry door and jambs and replace with fiberglass door with simulated wood grain, stained same color both sides; dual-pane, decorative half-glass panel with zinc coming; PVC-wrapped exterior trim in color to match existing trim; 2.5-inch interior colonial or ranch casings in hardwood stained to match door. Replace existing lockset with mortise lock with lever handle and integrated deadbolt.

ENTRY DOOR REPLACEMENT (STEEL)

Remove existing 3-0/6-8 entry door and jambs and replace with new 20-gauge steel unit, including clear dual-pane half-glass panel, jambs, and aluminum threshold with composite stop. Door is factory finished with same color both sides. Exterior brick-mold and 2.5-inch interior colonial or ranch casings in poplar or equal prefinished to match door color. Replace existing lockset with new bored-lock.

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FAMILY ROOM ADDITION

In a style appropriate to the existing house, add a 16-by-25-foot room on a crawlspace foundation with siding and fiberglass shingle roof. Include drywall interior with fiberglass insulation, pre-finished hardwood floor, and 180 square feet of glazing including windows, atrium-style exterior doors, and two operable skylights. Tie into existing HVAC. Add electrical system to code, including 12 recessed ceiling lights.

GARAGE DOOR REPLACEMENT

Remove and dispose of existing 16x7-foot garage door and tracks. Install new 4-section garage door on new galvanized steel tracks; reuse existing motorized opener. New door is uninsulated, single-layer, embossed steel with two coats of baked-on paint, galvanized steel hinges, and nylon rollers. 10-year limited warranty.

MAJOR KITCHEN REMODEL

Update an outmoded 200-square-foot kitchen with a functional layout of 30 linear feet of semi-custom wood cabinets, including a 3-by-5-foot island; laminate countertops; and standard double-tub stainless-steel sink with standard single-lever faucet. Include energy-efficient range, ventilation system, built-in microwave, dishwasher, garbage disposal, and custom lighting. Add new resilient flooring. Finish with painted walls, trim, and ceiling.

MANUFACTURED STONE VENEER

Remove a 300 square-foot continuous band of existing vinyl siding from the bottom third of the street-facing façade, beginning at the garage, continuing around the main entry, and ending at the corner of the side addition. Replace with adhered manufactured stone veneer, including 36 linear feet (LF) of sills, 40 LF of corners, and one address block. Installation includes two separate layers of water resistive barrier laid over bare sheathing, corrosion resistant lath and fasteners, and nominal ½-inch-thick mortar scratch coat and setting bed. Outline the archway using an 8x10-inch keystone and a soldier course of flats on either side.

MASTER SUITE ADDITION

Add a 24-by-16-foot master bedroom suite over a crawlspace. Include walk-in closet/dressing area, a freestanding soaker tub, separate 3-by-4-foot ceramic tile shower, and double-bowl vanity with solid-surface countertop. Bedroom floor is carpet; bathroom floor is ceramic tile. Painted walls, ceiling, and trim. General and spot lighting, exhaust fan; electrical wiring to code.

MINOR KITCHEN REMODEL

In a functional but dated 200-square-foot kitchen with 30 linear feet of cabinetry and countertops, leave cabinet boxes in place but replace fronts with new shaker-style wood panels and drawer fronts, including new hardware. Replace cooktop/oven range and slide-in refrigerator with new energy-efficient models. Replace

laminare countertops; install midpriced sink and faucet. Repaint trim, add wall covering, and remove and replace resilient flooring.

ROOFING REPLACEMENT

Remove existing roofing to bare wood sheathing and dispose of properly. Install 30 squares of 235-pound fiberglass asphalt shingles (min. 25-year warranty) with new felt underlayment, galvanized drip edge, and mill-finish aluminum flashing. Assume a 5-square hip roof; custom flashing at two average-size skylights; and custom cap treatment at vented ridge.

SIDING REPLACEMENT

Replace 1,250 square feet of existing siding with new siding. Include factory trim at all openings and corners.

TWO-STORY ADDITION

In a style similar to the rest of the home, add a first-floor family room and a second-floor bedroom with full bathroom in a 24-by-16-foot two-story wing over a crawlspace. Add new HVAC system to handle addition; electrical wiring to code.

Family room: Include a prefabricated gas fireplace; 11 3-by-5-foot double-hung insulated clad-wood windows; an atrium-style exterior door; carpeted floors; painted drywall on walls and ceiling; and painted trim.

Bathroom: 5 by 8 feet. Include a one-piece fiberglass tub/shower unit; standard white toilet; wood vanity with solid-surface countertop; resilient vinyl flooring; and mirrored medicine cabinet with built-in light strip; papered walls; and painted trim; exhaust fan.

Bedroom: Include walk-in closet/dressing area; carpet; painted walls, ceiling, and trim; general and spot lighting.

UNIVERSAL DESIGN BATHROOM

Begin with an existing 5x7 bathroom with toilet, tub shower, storage space, overhead light, tile floor, and single bathroom vanity with sink and a mirror behind the sink. Widen doorway so the room is accessible by wheelchair. Replace existing door with a wood interior door and standard interior door knobs with push-button lock. Reinforce bathroom walls as appropriate to support grab bars, towel hooks, and seats. Place electrical switches and outlets at heights that make them accessible to a person in a wheelchair. Replace existing 3x5 tub/shower unit with a walk-in, zero-threshold shower. Install a fold-down seat in the shower area. Use a height-adjustable/removable shower head. Replace existing toilet with comfort-height toilet. Install support bars as needed next to the toilet. Replace the bathroom vanity and sink with a unit whose doors are easily accessible while sitting and has space beneath for a person to sit comfortably at it. Install a standard porcelain sink and faucets with lever handles. Place mid-priced light fixtures on either side of the mirror. Replace overhead lighting with a 100-watt equivalent LED unit. Reconfigure storage so it can be accessed from a wheelchair.

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Upscale Project Descriptions

BATHROOM ADDITION

Add a new 100-square-foot master bathroom to existing master bedroom over a crawlspace. Include 42-by-42-inch neo-angle shower with ceramic tile walls with accent strip, recessed shower caddy, body-spray fixtures, and frameless glass enclosure. Include a freestanding soaker tub with high-end faucets; stone countertop with two sinks; two mirrored medicine cabinets with lighting; a compartmentalized commode area with one-piece toilet; and a humidistat-controlled exhaust fan. Use all color fixtures. Use larger matching ceramic tiles on the floor, laid on the diagonal with ceramic tile base molding. Add general and spot lighting including waterproof shower fixture. Cabinetry shall include a custom drawer base and wall cabinets for a built-in look. Extend HVAC system, and include electric in-floor heating.

BATHROOM REMODEL

Expand an existing 35-square-foot bathroom to 100 square feet within existing house footprint. Relocate all fixtures. Include 42-by-42-inch neo-angle shower with ceramic tile walls with accent strip, recessed shower caddy, body-spray fixtures, and frameless glass enclosure. Include a freestanding soaker tub with high-end faucets; stone countertop with two sinks; two mirrored medicine cabinets with lighting; a compartmentalized commode area with one-piece toilet; and a humidistat-controlled exhaust fan. Use all color fixtures. Use larger matching ceramic tiles on the floor, laid on the diagonal with ceramic tile base molding. Add general and spot lighting including waterproof shower fixture. Cabinetry shall include a custom drawer base and wall cabinets for a built-in look. Extend HVAC system, and include electric in-floor heating.

DECK ADDITION (COMPOSITE)

Add a 16-by-20-foot deck using pressure-treated joists supported by 4x4 posts anchored to concrete piers. At one corner, add a second, 10-foot-diameter six-sided platform one step down from the main deck. Include stairs on the smaller deck, assuming three steps to grade. Install composite deck material in a simple linear pattern. Trim the perimeter joists and wrap the 4x4 posts with composite materials to match the decking. Using the same decking material, include a built-in bench and planter along one 16-foot side. On the remaining perimeter, provide a railing system using composite material of contrasting or complementary colors that includes decorative balusters, post caps, and lighting. Railing and trim should provide for overall curb appeal to the outdoor living space by integrating the deck with the home's color and architecture, creating a custom look.

GARAGE DOOR REPLACEMENT

Remove and dispose of existing 16x7-foot garage door and tracks. Install new 4-section garage door on new heavy-duty galvanized steel tracks; reuse existing motorized opener. New door is high-tensile strength steel with two coats of factory-applied paint, and foam insulated to minimum R-12, with thermal seals between pinch-resistant panels. Windows in top panel are ½-inch insulated

glass. Hardware includes galvanized steel hinges and ball-bearing urethane rollers. Lifetime warranty.

GRAND ENTRANCE (FIBERGLASS)

Remove existing 3-0/6-8 entry door and cut and reframe opening for a 12-36-12 entrance door with dual sidelites. Move double-gang electrical box with two switches. Fiberglass door blank matches upscale entry, including color, threshold, lockset, and decorative half-glass; sidelites match door. PVC-wrapped exterior trim in color to match existing trim; wider interior colonial or ranch casings (3.5-inch to cover new jack studs) in hardwood stained to match door. All work to be completed in one day.

MAJOR KITCHEN REMODEL

Update outmoded 200-square-foot kitchen with 30 linear feet of top-of-the-line custom white cabinets with built-in sliding shelves and other interior accessories. Include stone countertops with imported ceramic- or glass-tile backsplash; built-in refrigerator, commercial grade cooktop and vent hood, wall oven, and built-in microwave unit. Install high-end undermount sink with designer faucets and water filtration system. Add new general and task lighting, including low-voltage undercabinet lights. Install tile or similar flooring that looks like wood.

MASTER SUITE ADDITION

Add a 32-by-20-foot master bedroom suite over a crawlspace.

Bedroom: Add a spacious sleeping area with lounging/sitting area adjacent to large master bathroom. Include custom bookcases and built-in storage with millwork details; high-end gas fireplace with stone hearth and custom mantle; and large walk-in closet/dressing area with natural light, mirrors, and linen storage. Add French doors to exterior.

Bathroom: Include a large walk-in shower with dual-shower system, stone shower walls and floor, and custom frameless glass enclosure. Add freestanding soaker tub. Include two sinks in separate custom vanities with stone countertops and large mirrors. Create partitioned area for luxury one-piece toilet.

General: Add 5-foot-long hospitality center with bar sink, undercounter refrigerator, custom cabinetry, granite or marble countertop, and microwave. Include soundproofing, in-floor heating, custom wall finishes and hardware, general and spot lighting, and lighting controls.

WINDOW REPLACEMENT (VINYL)

Replace 10 existing 3-by-5-foot double-hung windows with insulated, low-E, simulated-divided-lite vinyl windows. Simulated wood-grain interior finish; custom-color exterior finish. Trim exterior to match existing; do not disturb existing interior trim.

WINDOW REPLACEMENT (WOOD)

Replace 10 existing 3-by-5-foot double-hung windows with insulated, low-E, simulated-divided-lite wood windows. Interior finish of stained hardwood; exterior finish of custom-color aluminum cladding. Trim exterior to match existing; do not disturb existing interior trim.

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PROJECT TYPE	DETROIT		
	Job Cost	Resale Value	Cost Recouped
MIDRANGE			
Attic Insulation (fiberglass)	\$1,359	\$750	55.2%
Backup Power Generator	13,485	5,115	37.9%
Backyard Patio	58,230	13,885	23.8%
Basement Remodel	78,414	31,571	40.3%
Bathroom Addition	47,513	15,071	31.7%
Bathroom Remodel	20,498	9,235	45.1%
Deck Addition (composite)	17,916	6,808	38.0%
Deck Addition (wood)	11,633	5,319	45.7%
Entry Door Replacement (fiberglass)	3,350	1,739	51.9%
Entry Door Replacement (steel)	1,456	558	38.3%
Family Room Addition	100,434	44,231	44.0%
Garage Door Replacement	1,909	1,214	63.6%
Major Kitchen Remodel	66,763	29,125	43.6%
Manufactured Stone Veneer	7,830	5,833	74.5%
Master Suite Addition	128,903	89,417	69.4%
Minor Kitchen Remodel	22,756	15,875	69.8%
Roofing Replacement	21,811	11,000	50.4%
Siding Replacement	15,490	11,573	74.7%
Two-Story Addition	180,652	100,833	55.8%
UPSCALE			
Universal Design Bathroom	\$ 18,324	\$ 7,179	39.2%
Bathroom Addition	87,249	26,692	30.6%
Bathroom Remodel	62,738	19,429	31.0%
Deck Addition (composite)	42,088	11,643	27.7%
Garage Door Replacement	3,244	1,900	58.6%
Grand Entrance (fiberglass)	8,450	4,250	50.3%
Major Kitchen Remodel	130,590	50,286	38.5%
Master Suite Addition	264,189	106,308	40.2%
Window Replacement (vinyl)	15,662	10,750	68.6%
Window Replacement (wood)	19,396	9,917	51.1%

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PROJECT TYPE	EAST NORTH CENTRAL		
	Job Cost	Resale Value	Cost Recouped
MIDRANGE			
Attic Insulation (fiberglass)	\$1,351	\$1,071	79.3%
Backup Power Generator	13,055	5,835	44.7%
Backyard Patio	53,518	25,080	46.9%
Basement Remodel	72,856	38,828	53.3%
Bathroom Addition	44,578	20,076	45.0%
Bathroom Remodel	19,285	10,994	57.0%
Deck Addition (composite)	17,393	9,142	52.6%
Deck Addition (wood)	10,864	6,147	56.6%
Entry Door Replacement (fiberglass)	3,286	2,439	74.2%
Entry Door Replacement (steel)	1,425	1,103	77.4%
Family Room Addition	92,075	54,573	59.3%
Garage Door Replacement	1,792	1,187	66.2%
Major Kitchen Remodel	63,282	34,125	53.9%
Manufactured Stone Veneer	7,853	6,166	78.5%
Master Suite Addition	121,780	72,212	59.3%
Minor Kitchen Remodel	21,303	15,348	72.0%
Roofing Replacement	20,859	12,874	61.7%
Siding Replacement	14,788	9,662	65.3%
Two-Story Addition	177,167	108,758	61.4%
UPSCALE			
Universal Design Bathroom	\$ 16,440	\$ 9,060	55.1%
Bathroom Addition	83,101	40,511	48.7%
Bathroom Remodel	61,196	30,229	49.4%
Deck Addition (composite)	39,993	16,735	41.8%
Garage Door Replacement	3,301	2,239	67.8%
Grand Entrance (fiberglass)	8,364	5,029	60.1%
Major Kitchen Remodel	125,164	75,395	60.2%
Master Suite Addition	253,908	123,921	48.8%
Window Replacement (vinyl)	15,406	9,634	62.5%
Window Replacement (wood)	18,920	11,832	62.5%

CONFIDENCE LEVEL: 95% +/-6.9

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PROJECT TYPE	2017 NATIONAL AVERAGES		
	Job Cost	Resale Value	Cost Recouped
MIDRANGE			
Attic Insulation (fiberglass)	\$1,343	\$1,446	107.7%
Backup Power Generator	12,860	6,940	54.0%
Backyard Patio	51,985	28,546	54.9%
Basement Remodel	71,115	49,768	70.0%
Bathroom Addition	43,232	23,283	53.9%
Bathroom Remodel	18,546	12,024	64.8%
Deck Addition (composite)	17,249	11,252	65.2%
Deck Addition (wood)	10,707	7,652	71.5%
Entry Door Replacement (fiberglass)	3,276	2,550	77.8%
Entry Door Replacement (steel)	1,413	1,282	90.7%
Family Room Addition	89,566	62,055	69.3%
Garage Door Replacement	1,749	1,345	76.9%
Major Kitchen Remodel	62,158	40,560	65.3%
Manufactured Stone Veneer	7,851	7,019	89.4%
Master Suite Addition	119,533	77,506	64.8%
Minor Kitchen Remodel	20,830	16,699	80.2%
Roofing Replacement	20,664	14,214	68.8%
Siding Replacement	14,518	11,093	76.4%
Two-Story Addition	176,108	125,222	71.1%
UPSCALE			
Universal Design Bathroom	\$ 15,730	\$ 10,766	68.4%
Bathroom Addition	81,515	46,507	57.1%
Bathroom Remodel	59,979	35,456	59.1%
Deck Addition (composite)	39,339	22,171	56.4%
Garage Door Replacement	3,304	2,810	85.0%
Grand Entrance (fiberglass)	8,358	5,855	70.1%
Major Kitchen Remodel	122,991	76,149	61.9%
Master Suite Addition	250,687	150,140	59.9%
Window Replacement (vinyl)	15,282	11,286	73.9%
Window Replacement (wood)	18,759	13,691	73.0%

CONFIDENCE LEVEL: 95% +/-2.6

Note: In four markets—Pensacola, Palm Springs, Quad Cities, and West Palm Beach—the job costs are an average of the costs for that project in that particular market's Census Division.

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PROJECT TYPE	DETROIT			EAST NORTH CENTRAL			2017 NATIONAL AVERAGES		
	Job Cost	Resale Value	Cost Recouped	Job Cost	Resale Value	Cost Recouped	Job Cost	Resale Value	Cost Recouped
MIDRANGE									
Attic Insulation (fiberglass)	\$1,359	\$750	55.2%	\$1,351	\$1,071	79.3%	\$1,343	\$1,446	107.7%
Backup Power Generator	13,485	5,115	37.9%	13,055	5,835	44.7%	12,860	6,940	54.0%
Backyard Patio	58,230	13,885	23.8%	53,518	25,080	46.9%	51,985	28,546	54.9%
Basement Remodel	78,414	31,571	40.3%	72,856	38,828	53.3%	71,115	49,768	70.0%
Bathroom Addition	47,513	15,071	31.7%	44,578	20,076	45.0%	43,232	23,283	53.9%
Bathroom Remodel	20,498	9,235	45.1%	19,285	10,994	57.0%	18,546	12,024	64.8%
Deck Addition (composite)	17,916	6,808	38.0%	17,393	9,142	52.6%	17,249	11,252	65.2%
Deck Addition (wood)	11,633	5,319	45.7%	10,864	6,147	56.6%	10,707	7,652	71.5%
Entry Door Replacement (fiberglass)	3,350	1,739	51.9%	3,286	2,439	74.2%	3,276	2,550	77.8%
Entry Door Replacement (steel)	1,456	558	38.3%	1,425	1,103	77.4%	1,413	1,282	90.7%
Family Room Addition	100,434	44,231	44.0%	92,075	54,573	59.3%	89,566	62,055	69.3%
Garage Door Replacement	1,909	1,214	63.6%	1,792	1,187	66.2%	1,749	1,345	76.9%
Major Kitchen Remodel	66,763	29,125	43.6%	63,282	34,125	53.9%	62,158	40,560	65.3%
Manufactured Stone Veneer	7,830	5,833	74.5%	7,853	6,166	78.5%	7,851	7,019	89.4%
Master Suite Addition	128,903	89,417	69.4%	121,780	72,212	59.3%	119,533	77,506	64.8%
Minor Kitchen Remodel	22,756	15,875	69.8%	21,303	15,348	72.0%	20,830	16,699	80.2%
Roofing Replacement	21,811	11,000	50.4%	20,859	12,874	61.7%	20,664	14,214	68.8%
Siding Replacement	15,490	11,573	74.7%	14,788	9,662	65.3%	14,518	11,093	76.4%
Two-Story Addition	180,652	100,833	55.8%	177,167	108,758	61.4%	176,108	125,222	71.1%
UPSCALE									
Universal Design Bathroom	\$ 18,324	\$ 7,179	39.2%	\$ 16,440	\$ 9,060	55.1%	\$ 15,730	\$ 10,766	68.4%
Bathroom Addition	87,249	26,692	30.6%	83,101	40,511	48.7%	81,515	46,507	57.1%
Bathroom Remodel	62,738	19,429	31.0%	61,196	30,229	49.4%	59,979	35,456	59.1%
Deck Addition (composite)	42,088	11,643	27.7%	39,993	16,735	41.8%	39,339	22,171	56.4%
Garage Door Replacement	3,244	1,900	58.6%	3,301	2,239	67.8%	3,304	2,810	85.0%
Grand Entrance (fiberglass)	8,450	4,250	50.3%	8,364	5,029	60.1%	8,358	5,855	70.1%
Major Kitchen Remodel	130,590	50,286	38.5%	125,164	75,395	60.2%	122,991	76,149	61.9%
Master Suite Addition	264,189	106,308	40.2%	253,908	123,921	48.8%	250,687	150,140	59.9%
Window Replacement (vinyl)	15,662	10,750	68.6%	15,406	9,634	62.5%	15,282	11,286	73.9%
Window Replacement (wood)	19,396	9,917	51.1%	18,920	11,832	62.5%	18,759	13,691	73.0%

CONFIDENCE LEVEL: 95% +/-6.9

CONFIDENCE LEVEL: 95% +/-2.6

Note: In four markets—Pensacola, Palm Springs, Quad Cities, and West Palm Beach—the job costs are an average of the costs for that project in that particular market's Census Division.