



## **REMODELING ON THE RISE AS MORE HOMEOWNERS CHOOSE TO RENOVATE INSTEAD OF RELOCATE**

PONTE VEDRA BEACH, Fla. (Oct. 29, 2009) – Remodeling projects are on the rise as more homeowners are opting to renovate instead of relocate in today's economy, said Jeff Brecko, vice president of Ponte Vedra Beach, Fla.-based Aurora Custom Remodeling. And it comes as no surprise to the company that the majority of remodeling projects are taking place in kitchens and bathrooms, which have historically proven to provide the highest return on investment for homeowners.

“The reason kitchens and baths draw a higher return on investment is a combination of their relative importance to the home and the public's better understanding of the costs associated with the luxury products that typically comprise a kitchen or bathroom remodel,” Brecko said. “Kitchen and bath remodels also appear to be the most recession proof, which is largely due to the decision by homeowners to stay put combined with the personal satisfaction a homeowner gets from remodeling these spaces. Kitchens and baths reflect not only a homeowner's taste, but also their lifestyle.”

According to the National Association of Realtors, kitchens and bathrooms rank among the top three remodels that provide the most return on investment, ranking just below deck additions. It is products like granite countertops, high-end appliances, quality flooring and custom cabinetry in the kitchen that provide the most return for homeowners when it comes time to sell the home, said Brecko. To receive a high return in the bathroom, new products should include luxury baths and showers, dual vanities and unique combinations of finishes and fixtures.

Brecko reminds homeowners that any home remodeling project requires adequate preparation.

“When we visit a home our first step is to listen to the owner's wants and needs, and then analyze the feasibility of executing the project within the constraints of the existing home and the owner's budget,” he said. “Many times we will produce sketches to illustrate the possibilities of the existing space, and more often than not, an architect or designer is not required for these interior remodeling projects. Even if structural changes are anticipated, a professional remodeler is best qualified to juggle the competing considerations of form, function, and budget.”