



Home Services Lead Pricing In 2026 â?? Roofing, Kitchen Remodeling, And Bathroom Renovation CPL Benchmarks

Description

By James Schulze

This article discusses the pricing of home services leads and the most important factors that influence cost per lead. It also offers insights on how strong operational execution can help contractors make the most of their home services leads and drive ROI.

The U.S. home services market is one of the largest economic sectors, valued at more than [\\$700 billion](#) by McKinsey & Company. And, it looks like this strong growth will continue for the foreseeable future. Contractors continue to compete aggressively for homeowners seeking to do home services projects such as installing a new roof, remodeling a kitchen, and renovating a bathroom. Home services leads are the fastest way to identify and connect with these homeowners. For contractors who are looking to grow their businesses, it is critical to understand how home services leads are priced and what impacts ROI overall. So, what do home services leads cost in 2026?

What do home services leads cost in 2026?

Home services contractors most frequently purchase real-time leads and aged leads (see our [blog](#), â??Home Services Leads Explained â?? Roofing, Kitchen Remodeling, And Bathroom Renovationsâ?•). These are the cost per lead (CPL) that contractors can expect to pay for each type of home services lead:

1. **Real-time home services leads (\$55 â?? \$100 per lead)** â?? Real-time home services leads are data leads that are posted to a contractor in real-time via an API link. They represent homeowners who want to *immediately* discuss their home improvement project with a contractor. As they are higher intent leads, they command a higher price, usually between \$55 and \$100 per lead.
2. **Aged home services leads (pennies up to \$1.00 per lead)** â?? Aged home services leads are real-time leads that have simply *aged*. They are still intentful homeowners, but the lead was

created some time ago. It could have been created within the last 30 days or possibly even 1 year ago or longer. The freshest aged leads, typically those still within the 30-day window after the lead was initially created, are priced at the highest end of the range. Aged leads that were created 180 days ago or longer have the lowest CPL.

What factors influence the pricing of home services leads?

The pricing of each lead varies significantly based on:

- Project type and size
- Lead exclusivity
- Homeowner intent
- Geography
- Traffic source
- Qualification depth

How project type and size affects pricing

Roofing, kitchen remodeling, and bathroom renovation campaigns all have different pricing and conversion rates. And, in general, higher-ticket projects tend to support higher acquisition costs because:

- Revenue potential per customer is larger.
- Project margin is higher.
- Contractor competition is stronger.

Roofing leads

Roofing is one of the most active and aggressive home services lead categories. Demand is heavily influenced by storms, insurance claims, seasonal weather, and the evolving solar marketplace. Roofing lead pricing often varies based on:

- Storm-related urgency and insurance involvement
- Age of leads
- Roof age
- Geographic targeting

Roofing campaigns can become extremely competitive after major weather events, causing the CPL to rise significantly in affected areas. Many roofing companies prioritize real-time roofing leads, higher-intent aged roofing leads, and highly localized campaigns because homeowner urgency tends to be strongest immediately after damage occurs.

Another dynamic that drives roofing leads demand is the length of homeownership. With homeowners keeping their homes almost twice as long today versus 2020, major repairs like roof replacements drive demand for roofing leads.

Kitchen remodeling leads

Kitchen remodeling campaigns typically target higher-value projects with longer sales cycles. Consumers searching for kitchen renovations are often researching options, comparing contractors, evaluating financing, and planning larger home investments. Because kitchens are consistently the most expensive room to remodel, the large price tag of kitchen remodeling projects makes many contractors more willing to spend aggressively on customer acquisition. The pricing of kitchen remodeling leads is influenced by:

- Geographic footprint of the contactor
- Lead type (e.g., real-time, aged)
- Specificity in lead type (e.g., only kitchen remodeling or general home services)

Kitchen remodeling leads may convert more slowly than emergency-driven home services campaigns, but successful projects often produce significantly larger revenue opportunities.

A unique 2026 kitchen trend that began a few years ago is consumers looking to upgrade to smart appliances. With AI, integration with other tech, and busy lifestyles, consumers are buying new appliances, which leads to remodeling projects.

Bathroom renovation leads

Bathroom remodeling includes popular projects like walk-in showers, tub-to-shower conversions, accessibility upgrades, vanity replacements, flooring, and full bathroom remodels. Bathroom renovation campaigns often perform well because:

- Project sizes are manageable.
- Financing options are common.
- Homeowners view bathrooms as high-impact upgrades.
- Many projects address aging-in-place concerns.

Like kitchen remodeling, bathroom campaigns often target homeowners with higher home equity, established incomes, and long-term homeownership plans. In today's aging homeowner market, baby boomers are resisting the urge to move into assisted living, with bath remodels in particular accelerating among seniors. Many contractors focus on senior-specific renovations, such as walk-in tubs. This demand is driving lead generation.

How lead exclusivity affects pricing

The pricing of home services leads also depends on whether the lead is exclusive or shared:

- **Exclusive home services leads** Exclusive leads are sold only to one contractor. Key benefits of these leads are a stronger homeowner experience, better contact rates, and higher close potential. Because of these benefits, exclusive home services leads are priced at a premium. Many larger contractors prefer exclusive traffic, because it allows more control in the sales processes, better appointment setting, and improved brand positioning. That being said, it is important to note that exclusive leads do not mean exclusive consumers. Consumers today are smarter than ever, and between comparison sites, AI, and Google searches, astute homeowners are opting in on multiple sites. Exclusive home services leads still need to be worked aggressively to win new opportunities.

- **Shared home services leads** — Shared leads are sold to multiple contractors simultaneously. They have a lower CPL. There are larger available volumes, making it easier for contractors to scale. But there are some challenges. Shared leads can be —oversold.— They also decay faster and typically have reduced contact rates. They tend to work best for contractors with fast response systems, inside sales teams, and aggressive follow-up processes. An astute contractor does not shy away from shared home services leads. With 80% of deals closing between touches 5 and 12, many contractors realize shared leads help accelerate consumer knowledge, which brings consumers closer to selecting a contractor.

How homeowner intent affects pricing

Homeowner intent varies widely by lead type. Real-time leads have higher homeowner intent than aged leads. That is one of the reasons why real-time leads are priced higher.

One of the biggest mistakes contractors make is focusing only on lead cost. An inexpensive lead does not necessarily produce a better ROI. For example, a low-cost shared lead with poor contact rates may perform poorly. A higher-cost real-time lead may produce substantially stronger close rates. Sophisticated home services lead buyers evaluate campaigns based on:

- Appointment rates
- Issued estimates
- Close percentages
- Client cost per acquisition (CPA)
- Total project revenue

Homeowner intent and operational execution often matter more than simply chasing the cheapest possible CPL. A quality lead that is driven off a home services specific creative will many times outperform a lead that comes from a co-reg path.

How target geography affects pricing

Lead pricing can differ dramatically depending on a contractor's targeted geography. Market conditions vary. Local pricing is often affected by the geographic area's:

- **Population density** — A densely-populated area will have a larger target audience, making it easier to find a lead. Leads will cost less in highly-populated areas.
- **Competition level** — If an area has numerous contractors competing for leads and business, the price per lead will be higher.
- **Weather conditions** — An area that suffers severe weather conditions will have an urgent need for home services. Many contractors will be competing for this emergency work, which will drive up lead pricing.
- **Housing age** — Geographic areas with older homes will undoubtedly have substantial demand for repairs, upgrades, and remodels. Demand will increase lead prices.
- **Regional demand trends** — Lead pricing will be higher in areas that are booming — economy is growing, people are moving in, attracting more contractors.

A contractor who wants to micro-target a specific geographic area will face higher lead costs due to a smaller audience size.

Speed-to-lead is critical

Selecting the right home services leads is only part of the equation in driving strong ROIs. A contractor must also be able to execute well operationally to make the most of their leads. This begins with how they first contact a lead.

Speed-to-lead is the time it takes for a contractor to contact a lead after they have received it. Why is it important? Consumers frequently fill out multiple forms on different sites and contact multiple contractors after submitting requests. There is plenty of competition for each home improvement project. Contractors who respond quickly outperform businesses relying on delayed outreach.

Strong-performing contractors typically emphasize:

- Rapid response times
- Inbound call handling
- Appointment-setting systems
- After-hours coverage
- Consistent follow-up

Missed calls and slow response times can significantly reduce conversion performance in highly competitive local markets.

Along with speed-to-lead, top-performing contractors also focus on call and message deliverability. With spam likely labels ruining connection rates, smart contractors keep DIDs remediated to maintain high contact rates. A contractor that relies on SMS for outreach knows how to handle A2P and 10DLC registration to inbox into a consumer's handset. Astute contractors also know that 10DLC registration is needed for each type of campaign, so an appointment reminder campaign needs a separate 10DLC registration form an outreach campaign. Finally, domain authority is a requirement to reach consumers via email. A contractor should use an app like MXToolbox to measure the health, security, and deliverability of a domain's email infrastructure by analyzing DNS records, server performance, and blacklist statuses.

Conclusion

As homeowners continue to invest in repairs, renovations, and upgrades, contractors are increasingly purchasing home services leads for roofing, kitchen remodeling, bathroom renovations, and other projects. The strongest campaigns focus on more than simply reducing the cost per lead. Successful contractors prioritize high-intent leads, response speed, operational execution, strong tech stack to ensure outreach deliverability, and ultimately, long-term ROI. At The Leads Warehouse, we work across multiple lead generation channels, including real-time leads and aged leads, to help contractors scale their customer acquisition strategies. Are you ready to talk about how you can grow your home services sales pipeline?

About the author

James Schulze is the President and CEO of The Leads Warehouse, a marketing data company with over 20 years of experience in bringing lead generation solutions to companies selling into the home, automotive, financial, insurance, health and life, and legal sectors. He works directly with clients to optimize conversion strategies and ROI across multiple verticals.

Connect with James Schulze on LinkedIn:

<https://www.linkedin.com/in/james-l-schulze>

Read additional market analysis and commentary from James Schulze on Substack:

<https://jameslschulze.substack.com>

If you would like more information on how you can grow your [home services](#) sales, give The Leads Warehouse a call at **1-800-884-8371** or visit our website at <http://theleadswarehouse.com>.

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Author

jimtlw-media

The Leads Ware House