

The STANLEY® Pro's Perspective: Job Satisfaction Report

The STANLEY® Pro's Perspective: Job Satisfaction Report surveyed 500 owners and managers of small (20 or fewer employees) repair and remodeling companies across the United States between April 25 and May 3, 2025. The survey aimed to understand residential pros' anticipated workloads in 2025, what projects their clients are pursuing in the year ahead, and their job sentiment and satisfaction.



The Market for Renovations and Repairs Remains Strong

- Ninety-five percent of residential pros are satisfied with their volume of work in 2024 and 2025.
- Most expect their clients to maintain their commitments in 2025, placing them among the more optimistic participants in the construction industry.
 - Sixty-nine percent say their clients *are increasing* the size of their 2025 projects.
 - Most survey participants disagree that their clients are backing out of (66%), scaling down (60%), or delaying (57%) approved projects.
- But, that doesn't mean they don't have some concerns. The topmost concern among residential pros is the cost of materials (36%). In addition, 30% are concerned about the cost of labor and 27% about maintaining their reputation. About 25% are concerned about the state of the economy.
- About one-quarter of those surveyed said they were concerned about work-life balance, staying healthy enough to keep working, retaining skilled workers and getting paid on time.



Project Scope and Scale

- Nearly half of the home values that Small Pro Builders work on are within \$250,000 and \$499,000 and 21% are between \$500,000 and \$749,000.
- Most of the homes Small Pro Builders work on are in good (54%) to excellent (37%) condition.
- Most of their projects fall between \$10,000 and \$19,000; 17% are between \$5,000 and \$9,000.



Clients Want to Upgrade with High-End Design Trends

- Ninety-three percent say their clients are interested in high-end design projects.
- Residential pros responded to a list of high-end projects, checking those that are priorities for their clients. The top responses for interior projects were: blending painted and finished wood surfaces (44%); painted wood cabinetry in bold colors (39%); color drenching (38%); layered lighting (38%); sustainable design (37%); eat-in kitchen spaces and built-in seating (36%); a mixture of textures in the bathroom and kitchen (36%); and prep kitchens (31%).

- High-end exterior projects that residential pros cited as most popular were luxury patio and outdoor living rooms (33%) and outdoor kitchens (30%).
- According to respondents, the highest-priority remodeling projects in 2025 will be in the kitchen or bathroom. Eighty-one percent said a full or partial kitchen remodel was a priority and 79% said a full or partial bathroom was a priority for their clients.
- Two other areas of the house that are priorities for remodeling are the living room (48%) and the basement (64%).



Residential Pros Report High Job Satisfaction

- The majority of residential pros (85%) surveyed report they are satisfied with their roles, a high rate among U.S. workers¹, and 95% say they are satisfied with the volume of their work into 2025.
- A large percentage of residential pros are positive about their career choice. They report being satisfied in their role as pro/tradesperson (85%); find pleasure and fulfillment in their work (86%); and say financial benefits are worth their efforts (82%).
- The report provides some insight into why residential pros are satisfied with their work: 81% say that having autonomy in their work is essential, and 82% say they take pride in the “very high quality” of their work.
- Nearly all feel respected and appreciated by their clients and society alike. Eight out of ten (80%) agree that society values skilled trade professionals like themselves; most (84%) feel respected as a professional, and 82% agree their clients respect their recommendations.
- Sixty-four percent said clients show their appreciation by making referrals. Other ways clients show their appreciation: by saying thank you (45%); by writing positive reviews online (44%); by asking them to do more work (44%); by tipping (33%); and by bringing them drinks (30%) or lunch (28%).

¹ Job satisfaction rates for workers in the U.S. can vary greatly, from [65%](#) to [88%](#).