

Residential Pros Feel Confident in the Outlook for New Jobs, With Most Homeowners Expecting to Maintain Their Project Plans in 2025, According to Newly Released Data From STANLEY®

- *Nearly three-quarters of residential pros surveyed say their clients are increasing the size of their 2025 projects*
- *Costs of materials and labor are cited as top concerns as pros plan for the year*
- *Many homeowners (93%) are embracing high-end design trends to upgrade their homes*
- *High job satisfaction and fulfillment in their work are reported by majority of residential pros*

TOWSON, Md., July 8, 2025 /PRNewswire/ -- Despite the backdrop of the current economic and housing climate, many homeowners are still seeking to upgrade their homes by hiring residential contractors to complete their project plans in 2025. That's according to a new survey of residential pros from [STANLEY®](#), a global leader in hand tools.

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. 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.

A Positive 2025 Outlook

Residential pros have a positive outlook for 2025, despite external factors like rising costs of materials, skilled labor shortages and an evolving economic backdrop.

Eighty-nine percent of residential pros surveyed said they feel confident in the outlook for new jobs and are also satisfied with their level of work so far in 2025. In fact, 69% say their clients are **increasing** the size of their 2025 projects and most **disagree** that their clients are backing out of (66%), scaling down (60%) or delaying (57%) approved projects.

However, that doesn't mean they don't have some concerns. Respondents cited the cost of materials (36%) and the cost of labor (30%) as top concerns in the coming year.

More Clients Want High-End Design Trends

The survey also asked respondents who their clients are and what types of projects they're interested in completing for their homes.

- Nearly half of the homes residential pros surveyed work on are valued from \$250,000 to \$499,000.
- Over half of projects fall within the range of \$10,000 to \$19,000.
- Sixty-four percent of respondents said their clients show their appreciation by making referrals.

Additionally, 93% of residential pros say their clients are interested in **high-end design projects**, those that blend style, comfort and functionality, in 2025.

The top high-end design projects noted as client priorities by respondents were: blending painted and finished wood surfaces (44%); painted wood cabinetry in bold colors (39%); color drenching (38%); layered lighting (38%); sustainable design (37%); and eat-in kitchen spaces and built-in seating (36%).

Beyond high-end design projects, residential pros reported the highest-priority projects among their clients in 2025 will be in the kitchen or bathroom. Eighty-one percent said current clients are prioritizing a full or partial kitchen remodel while 79% said a full or partial bathroom remodel was a priority this year.

- For partial kitchen remodels, homeowners want to update: flooring (48%), new cabinets (43%), wall tile or backsplash (43%), and the countertop (41%).
- For partial bathroom remodels, the priorities are: flooring (51%), drywall (49%), wall tile or backsplash (47%), or the shower (46%), tub (44%) or sink (41%).

Other priority areas are the basement (64%) and the living room (48%).

Residential Pros Report High Job Satisfaction

The majority of residential pros (85%) surveyed say they are satisfied with their roles, a high rate among U.S. workers¹. They find pleasure and fulfillment in their work (85%) and feel that the financial benefits are worth their efforts (82%). They also feel valued and respected. Eight out of 10 agree that society values skilled trade professionals like themselves.

"For today's residential pros, their work is deeply personal. They in many ways *are* their businesses, so it's especially important they feel empowered to build their way, tackling challenges as they see fit. Being able to bring their unique craftsmanship to a

project not only instills a sense of pride but also furthers their reputation," said Tim Buszka, Global Brand Director, STANLEY®. "STANLEY understands this purpose-driven approach because how we build our tools – from our iconic tapes, knives and other hand tools – is inspired by the way residential pros work."

Survey results also suggest these individuals enjoy purposeful careers. Eighty-two percent take pride in the *very high-quality work* that they perform, and 81% believe that their autonomy is essential to their job satisfaction.

To read more of the findings from *The STANLEY® Pro's Perspective: Job Satisfaction Report*, click [here](#).

To learn more about STANLEY, visit www.stanleytools.com.

About the Survey

Stanley Black & Decker commissioned an online survey of small residential contractors representing all regions of the United States between April 25 and May 3, 2025. Nearly all participants were owners or managers of a business that focused on home remodeling and repair and employed no more than 20 employees. With a sample size of 526 participants, the survey yielded a 95% confidence rate +/- 4.3%.

About STANLEY

STANLEY has set the precedent for quality tools for professionals around the globe for more than 175 years. With a legacy of precision, reliability and durability, STANLEY continues to drive the industry forward with innovative solutions in hand tools, power tools, storage and accessories. For more information visit www.stanleytools.com or follow STANLEY on [Facebook](#) and [Instagram](#).

About Stanley Black & Decker

Founded in 1843 and headquartered in the USA, Stanley Black & Decker (NYSE: SWK) is a worldwide leader in Tools and Outdoor, operating manufacturing facilities globally. The Company's approximately 48,000 employees produce innovative end-user inspired power tools, hand tools, storage, digital jobsite solutions, outdoor and lifestyle products, and engineered fasteners to support the world's builders, tradespeople and DIYers. The Company's world class portfolio of trusted brands includes DEWALT®, CRAFTSMAN®, STANLEY®, BLACK+DECKER®, and Cub Cadet®. To learn more visit: www.stanleyblackanddecker.com or follow Stanley Black & Decker on [Facebook](#), [Instagram](#), [LinkedIn](#) and [X](#).

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

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