

# Animal House: Remodeling Impact

February 2017

National Association of REALTORS® Research Department

# Introduction

In 2016, 61 percent of U.S. households owned an animal or plan to own an animal in the future. It is estimated that homeowners spent three times as much on their animals as renters in 2015.<sup>1</sup>

With the prevalence of pets and animals in millions of homes across the country, the *2017 NAR Animal House: Remodeling Impact* report helps inform buyers, sellers, and REALTORS® of the following:

- Rental and home search considerations for animal owners.
- Remodeling projects that animal owners undertook and their level of satisfaction upon completion of various projects.
- Selling advice from REALTORS® for animals owners.

The National Association of REALTORS®'s Research Committee discussed the importance that animals in the home have for families across the United States, including how pets and animals impact the buying and selling decisions of renters and home owners. The *Animal House: Remodeling Impact* report explores consumer views about animals in the home as well as the REALTOR® perspective of working with buyers and sellers who have or want animals.

Living with animals in the home could have a negative impact on the selling process for homeowners. REALTORS® offer suggestions for how sellers that have animals can present their home in the best light to buyers, including remodeling projects that a seller might want to undertake before listing their home.

<sup>1</sup> Bureau of Labor Statistics. *Spending on pets: "Tails" from the Consumer Expenditure Survey*, May 2013 | Vol. 2 / No. 16. <http://www.bls.gov/opub/btn/volume-2/spending-on-pets.htm>.

# Executive Summary

## ***Animal Owners***

- Sixty-one percent of U.S. households have an animal or plan to get one in the future.
- Ninety-nine percent of owners feel that their animal is part of the family.
- When finding a home, 95 percent of animal owners believe it is important that a housing community allows animals and 81 percent of U.S. households say that animal-related considerations will play a role in deciding on their next living situation.
- According to REALTORS®, 61 percent of buyers who own animals say it's very difficult or difficult to find a rental property or a home owner association that accommodates animals.



# Executive Summary

## ***Renovations for Animals***

- Nearly half of all animal owners who completed the survey (52 percent) undertook home renovations to accommodate their animal.
- The most popular projects included building a fenced yard (23 percent), adding a dog door (12 percent), and installing laminate flooring (10 percent).
- The overall Joy Score for all animal renovation projects was 9.4.
- Ninety-four percent of animal owners were satisfied with their renovations.
- Eight out of 10 felt a sense of accomplishment when they hired a professional to complete a renovation and nine in 10 when consumers completed a DIY project.



## ***Selling Advice***

- Sixty-seven percent of REALTORS® say that owning an animal has a moderate to major effect on selling a home.
- Two-thirds of REALTORS® *always* advise sellers to replace anything that has been damaged by an animal, cleaning a home to remove an animal scent, and to take an animal out of the home during a showing.

# Methodology

## **Survey of Consumers Who've Completed Remodeling Projects:**

In December 2017, homeownership site HouseLogic.com surveyed consumers who own animals. A total of 3,298 respondents took the survey. At the 95 percent confidence level the margin of error is plus-or-minus 1.71%. Joy Score was calculated by combining the share who were happy and those who were satisfied when seeing their completed project and dividing the share by 10 to create a ranking between 1 and 10. Higher Joy Scores indicate greater joy from the project.

## **U.S. Household Facts:**

In 2016, a sample of U.S. households was surveyed to monitor consumer sentiment about the housing market via random-digit dial, including both cell phones and land lines. The sample was conducted of U.S. households monitored and maintained by an established survey research firm. Throughout 2016, 2,813 qualified households responded to the survey. At the 95 percent confidence level the margin of error is plus-or-minus 1.85%. In the report, if U.S. households are referred to, it is in reference to this survey.

## **National Association of REALTORS® Value Survey:**

In January 2017, NAR e-mailed a survey on animals in the home to a random sample of 55,576 members. A total of 3,010 responses were received. The survey has a response rate of 5.4%. At the 95 percent confidence interval the margin of error is plus-or-minus 1.78%.

The primary measure of central tendency used throughout this report is the median, the middle point in the distribution of responses to a particular question or, equivalently, the point at which half of the responses are above and half are below a particular value.

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# Animal Owners

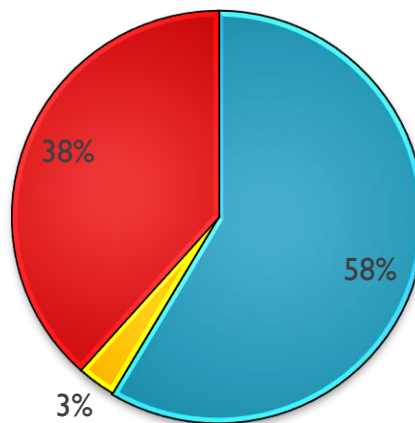
Sixty-one percent of U.S. households have an animal or plan to get one in the future. Eighty-one percent of U.S. households feel that animal-related considerations will play a role in deciding their next living situation.

For animal owners, 99 percent feel that their animal is part of the family. Out of those sampled, 4 percent own a companion animal\* and three percent own a service animal\*\*.

Eighty-three percent of consumers own a dog, 43 percent a cat, 9 percent own a bird, reptile, amphibian, arthropod, small mammal, or miniature horse, 8 percent a fish, and 5 percent a farm animal.

Twelve percent of consumers have moved to accommodate their animal and 19 percent said that they would consider moving in the future.

## Animal Owners by U.S. Households



■ Have a pet   ■ Plan to get one   ■ Don't have a pet

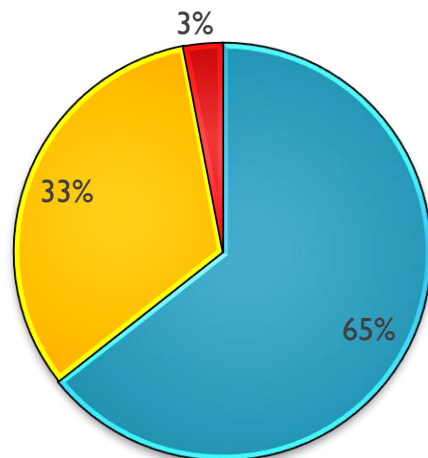
\*Companion Animal: defined as an animals that provide comfort just by being with a person (*American with Disabilities Act*)

\*\*Service Animal: defined as animals that are individually trained to do work or perform tasks for people with disabilities (*American with Disabilities Act*)

# REALTORS® Representing Animal Owners

## Represented a client who owns an animal

Sixty-five percent of REALTORS® have represented a client with an animal at one point in time. Over the course of their career, 37 percent of clients have had animals. Thirty-eight percent of REALTORS® worked with a seller who owns an animal.



■ Yes ■ No ■ Don't Know



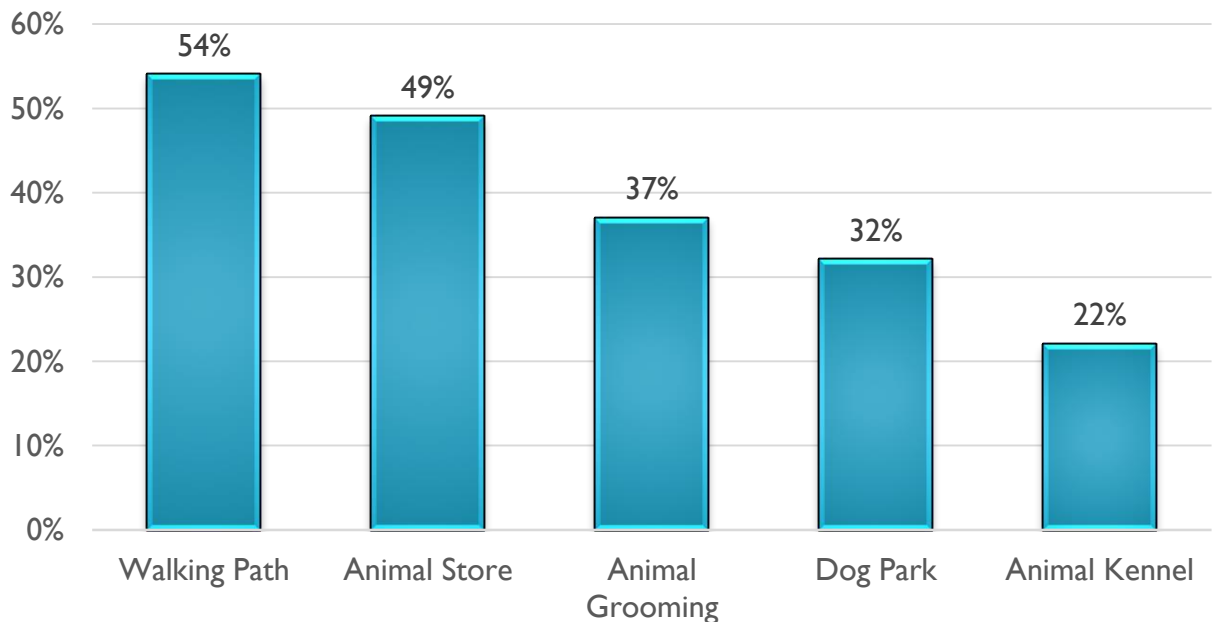
# A Community With Animals

When searching for a home, 95 percent of consumers believe it is important that a housing community allows animals.

Fifty-four percent of consumers want to be near a walking path, 49 percent near an animal store, and 37 percent near animal grooming services.

Sixty-two percent of U.S. households say it is very important or somewhat important to have animal-friendly neighborhood amenities when considering where to live.

## Important to be in close proximity to animal amenities





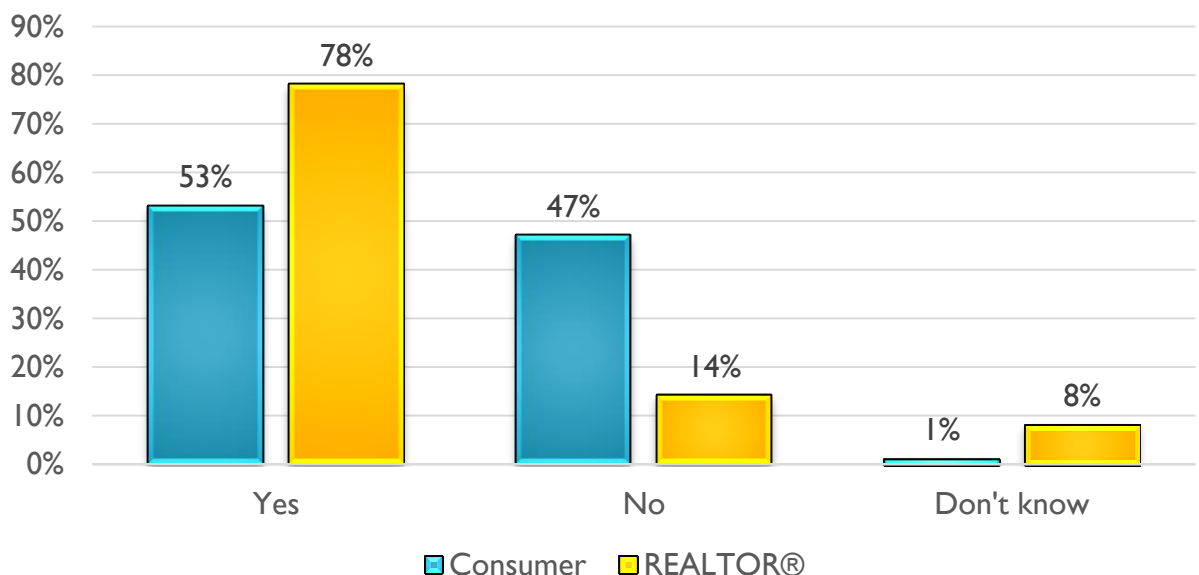
# Animal Accommodations

Eighty-nine percent of consumers would not give up their animal due to housing restrictions or limitations. Eighty-five percent of consumers believe it is important to find a home large enough for animals.

When renting or buying a home, 53 percent of consumer decisions were influenced by the community's animal policy (e.g. homeowner/condo association rules, or landlord rules). Seventy-eight percent of REALTORS® said a community's animal policy influenced a buyer's decision.

The typical amount of money spent on community animal fees (rental applications and association dues) is \$150.00 annually.

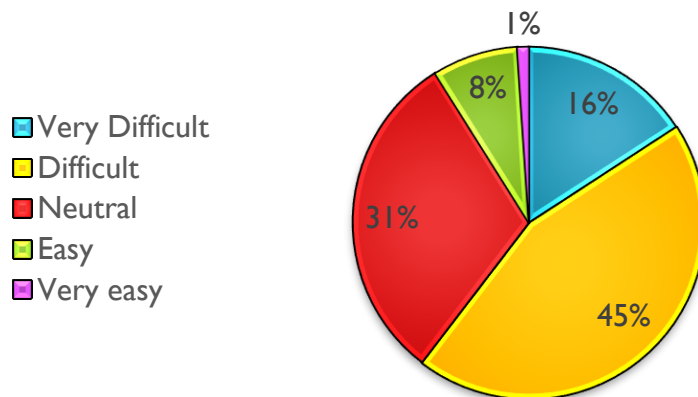
## Home buying decisions influence by community animal policy



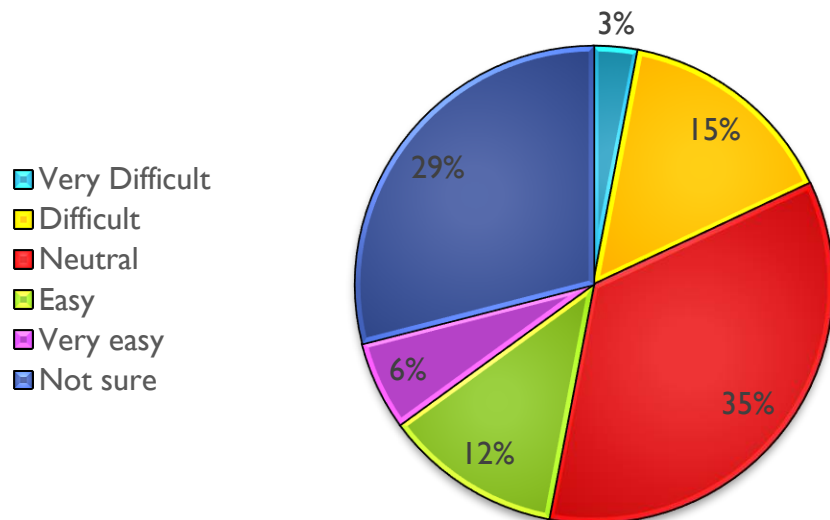
# Difficulties Finding the Right Home

According to REALTORS®, 61 percent of buyers say it's difficult or very difficult to find a rental property or a home owners association that accommodates animals. Of owners who have a companion or service animal, 50 percent said it was very difficult or difficult to rent or purchase a home.

## Level of difficulty for a pet owner to find a rental property or HOA that accommodates animals



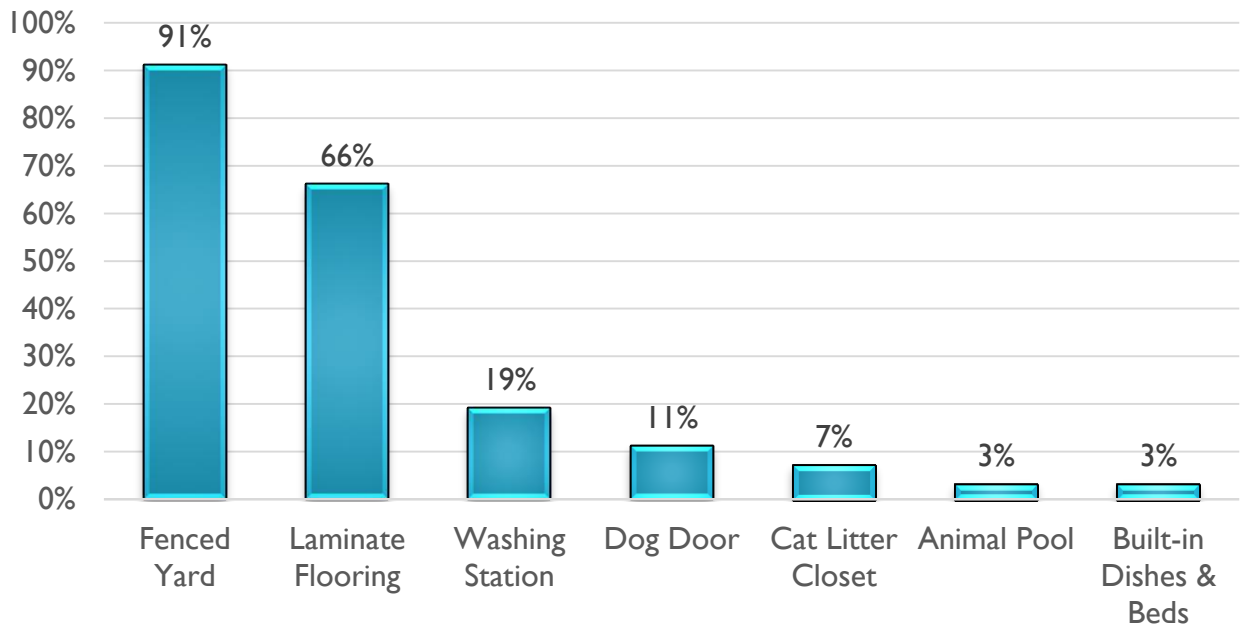
## Level of difficulty for a companion or service animal owner to rent or purchase a home



# REALTORS®' Perspective Finding the Right Home

According to REALTORS®, 91 percent of buyers with animals find having a fenced yard important, followed by flooring at 66 percent, an animal washing station at 19 percent, and a dog door at 11 percent. Across all types of cities, having a fenced yard was equally important. Laminate flooring was most important in urban and central city areas and least important in rural areas.

## Home features that clients' find important



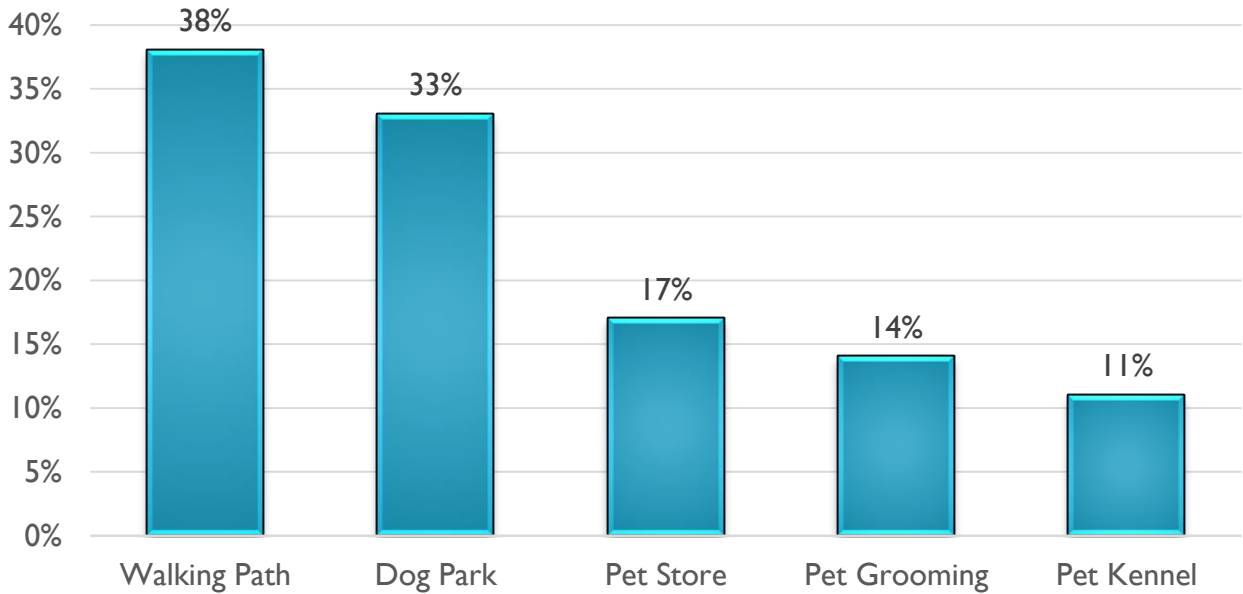
## Most important home features by location where client lives:

	Urban area/ Central City	Suburb/ Subdivision	Small town	Rural area	Resort community/ Recreation area
Fenced Yard	92%	92%	91%	91%	89%
Laminate Flooring	72%	66%	63%	60%	68%

# REALTORS®' Perspective Finding the Right Community

According to REALTORS®, 38 percent of buyers want to be near a walking path and 33 percent near a dog park. Both the walking path and dog park are most important to senior or retirement areas and college areas and least important in the country.

## REALTORS®' perspective of being in close proximity to animal amenities



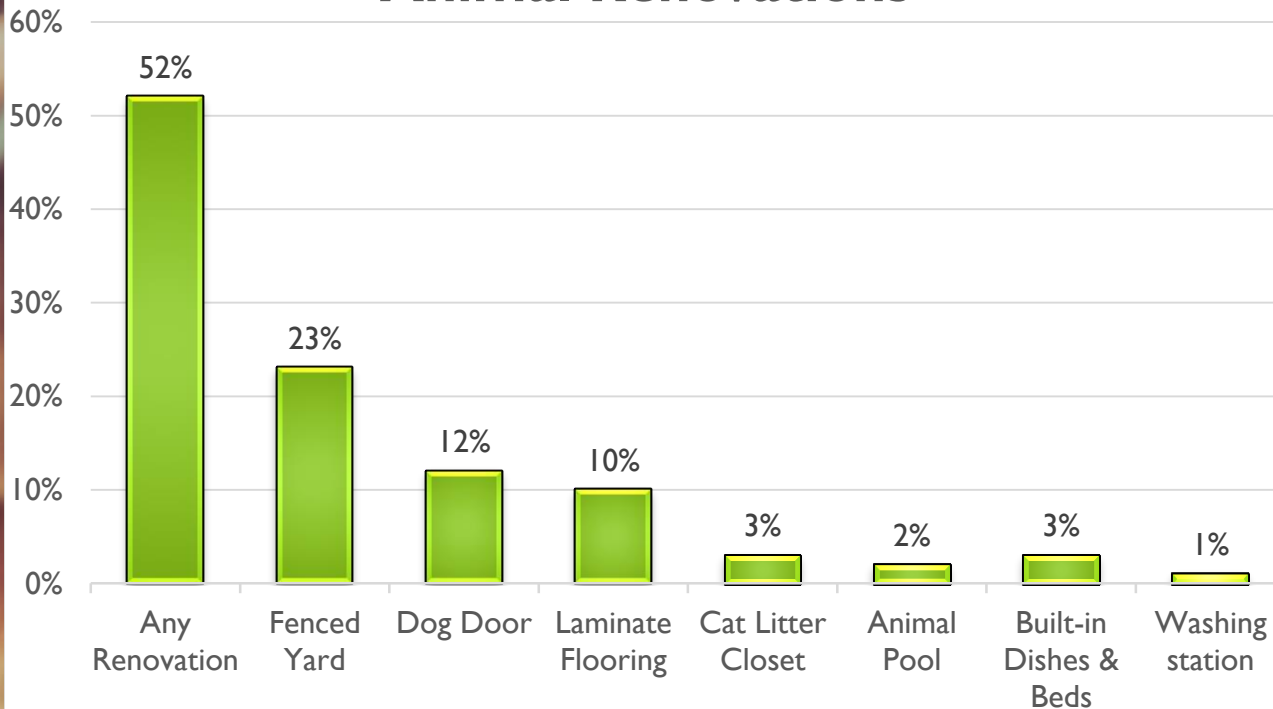
## Importance of being in close proximity to community features by type of location:

	Senior/ retirement area	College area	Up-and- coming area	Beach	Lakefront	Central city	Traditional Mountainsubdivision	Urban suburbs	Country	
Walking Path	65%	60%	58%	57%	55%	51%	49%	48%	44%	37%
Dog Park	55%	30%	31%	43%	23%	38%	31%	33%	30%	27%

# Renovation Projects

Nearly half of all consumer respondents (52 percent) completed home renovations to accommodate their animal. Of those that undertook a remodeling project, the most popular projects included building a fenced yard (23 percent), adding a dog door (12 percent), and installing laminate flooring (10 percent).

## Animal Renovations



# Renovation Enjoyment

Consumers undertook a number of remodeling projects in order to accommodate their animals. Of those who completed projects, they reported the following Joy Scores:

Overall Joy Score for all animal renovation projects – 9.4

- Fenced Yard – 9.4
- Laminate Flooring – 9.4
- Dog Door – 9.2

## Renovation Projects Animal Owners Feel Are Important

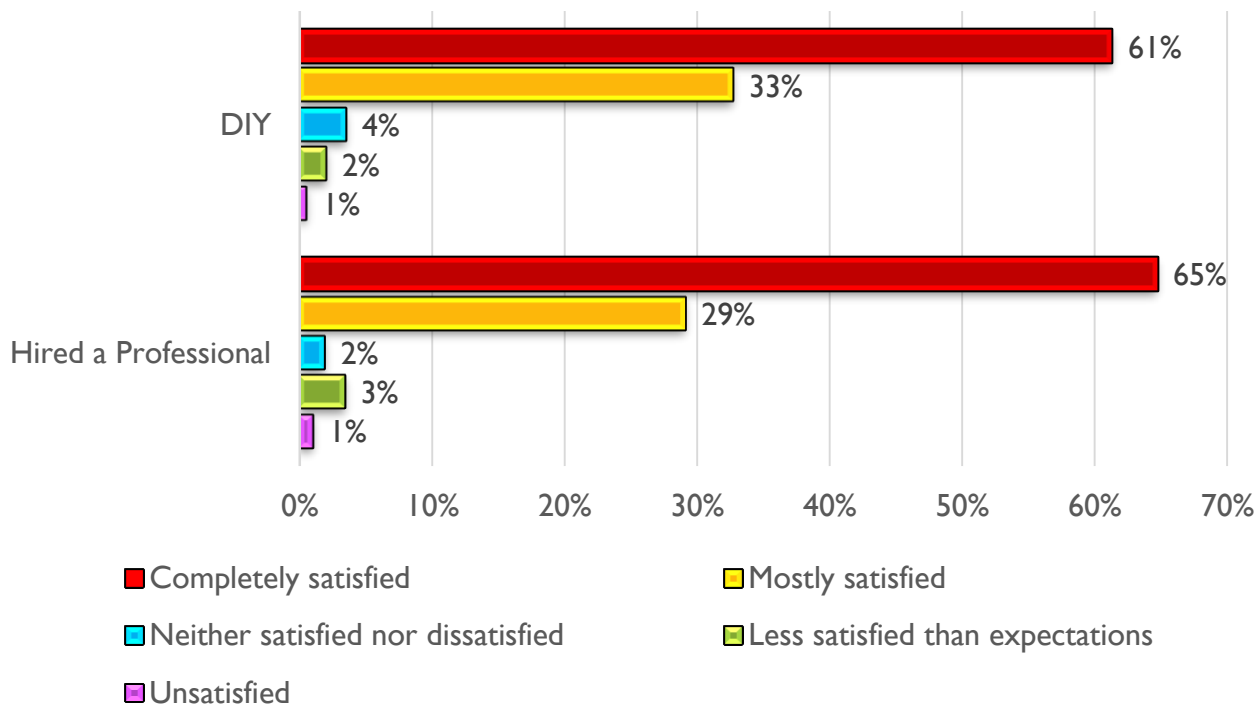


# Renovation Satisfaction

Of the consumer respondents who completed a renovation, 44 percent hired a professional to do their project and 56 percent did a renovation themselves.

Ninety-four percent of consumers were satisfied with their renovation. Fifty-eight percent have a greater desire to be at home and 62 percent enjoy spending more time at home since completing their renovation.

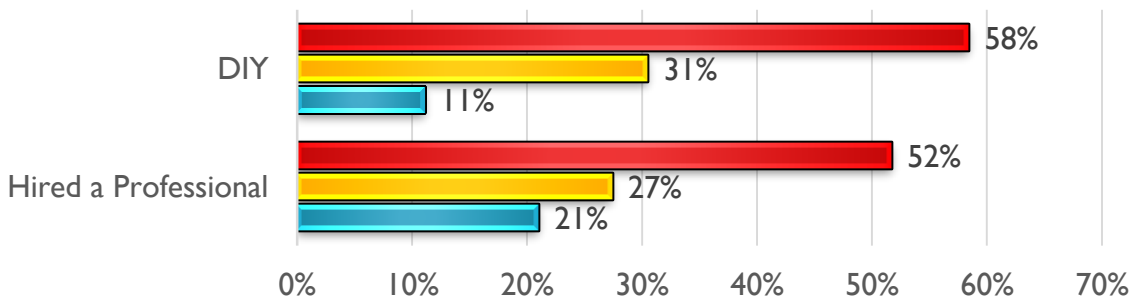
## Level of Satisfaction of Project by DIY or Hiring a Professional



# Renovation Accomplishment

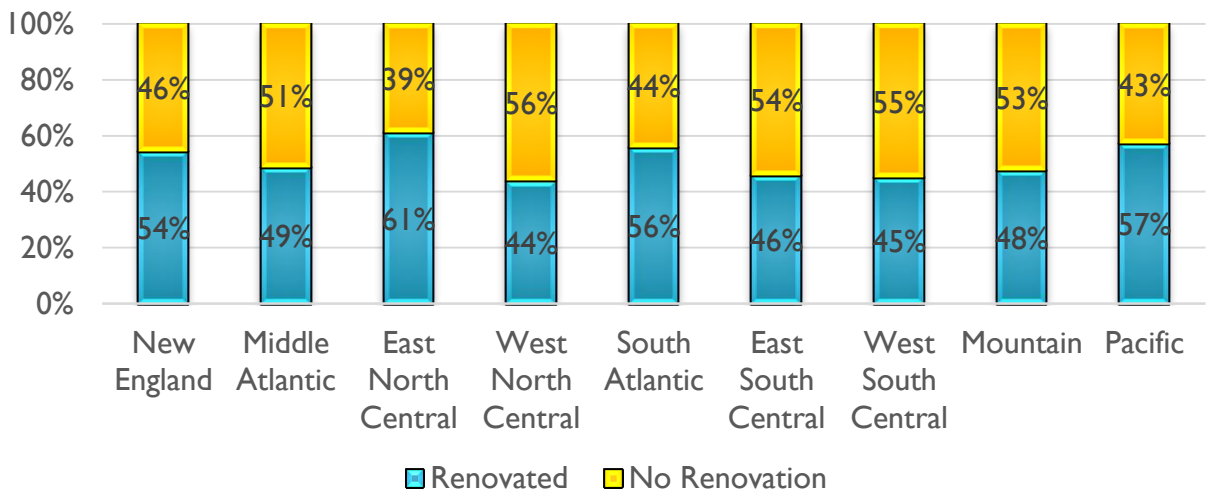
When consumers undertook a remodeling project to accommodate their animals, eight out of 10 felt a sense of accomplishment when they hired a professional. That number jumped to nine in 10 when consumers completed a project themselves.

## Sense of Accomplishment of Project by DIY or Hiring Professional



■ Major sense of accomplishment ■ Minor sense of accomplishment ■ No real feeling

## Animal Renovation by Region





# Renovation by Income and Household Composition

	Single male	Single female	Married couple	Unmarried couple	Other
Renovated	53%	47%	52%	53%	55%
No Renovation	47%	53%	48%	47%	45%

	Less than \$44,999	\$45,000 to \$99,999	\$100,000 to \$249,999	\$250,000 or more
Renovated	46%	52%	52%	63%
No Renovation	54%	48%	49%	37%

	Single male	Single female	Married couple	Unmarried couple	Other
Hired Professional	29%	52%	42%	32%	41%
DIY	71%	48%	58%	69%	59%

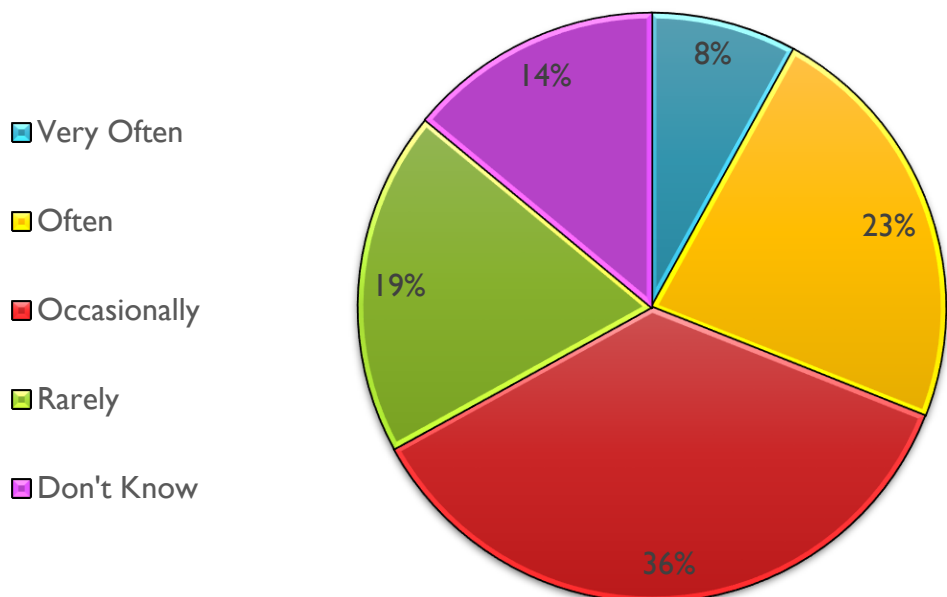
	Less than \$44,999	\$45,000 to \$99,999	\$100,000 to \$249,999	\$250,000 or more
Hired Professional	35%	41%	48%	71%
DIY	65%	59%	52%	29%

# Animal Owners as Buyers



According to REALTORS®, 31 percent of animal owners often or very often refuse to put in an offer on a home because the home is not ideal for their animal. Thirty-six percent of REALTORS® said this occurs occasionally.

## Animal owners refuse to put an offer because the home is not ideal for their animal

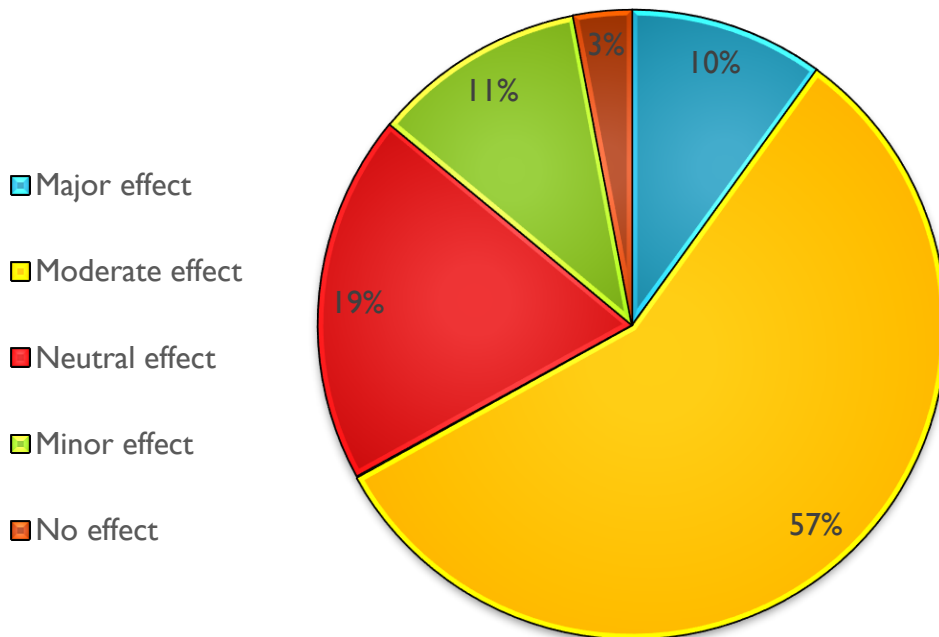


# Animal Owner and the Home Selling Process

According to REALTORS®, 67 percent say that owning an animal has a moderate to major effect on selling a home.

Two-thirds of REALTORS® *always* advise sellers to replace anything that has been damaged by an animal, cleaning a home to remove an animal scent, and to take an animal out of the home during a showing.

## The effect of owning an animal has on a home sale



# Animals' Effect on Selling a Home

	Detached single-family home	Townhouse/row house	Apartment/condo 5+ units	Duplex /apartment/condo 2-4 units	Cabin	Other *
Major effect	10%	9%	15%	25%	20%	*
Moderate effect	58%	53%	54%	44%	60%	50%
Minor effect	19%	21%	19%	19%	*	13%
No effect	13%	17%	12%	13%	20%	38%

	Beach	Country	Mountain	Lakefront	Up-and-coming area	Traditional subdivision	Central city	College area	Senior/retirement area	Urban suburbs
Major effect	12%	11%	3%	14%	11%	12%	9%	10%	3%	9%
Moderate effect	55%	59%	63%	64%	52%	58%	53%	50%	59%	56%
Minor effect	25%	17%	21%	14%	25%	17%	21%	30%	28%	20%
No effect	8%	13%	13%	9%	11%	14%	17%	10%	9%	15%

	Small town	Rural area	Urban area/Central City	Suburb/Subdivision	Resort community/Recreation area
Major effect	9%	8%	12%	11%	15%
Moderate effect	58%	65%	51%	58%	54%
Minor effect	21%	18%	21%	18%	18%
No effect	13%	9%	16%	14%	14%

# Advice for Selling a Home

REALTORS® were asked a series of questions on advice they give to animal owners who want to sell their home.

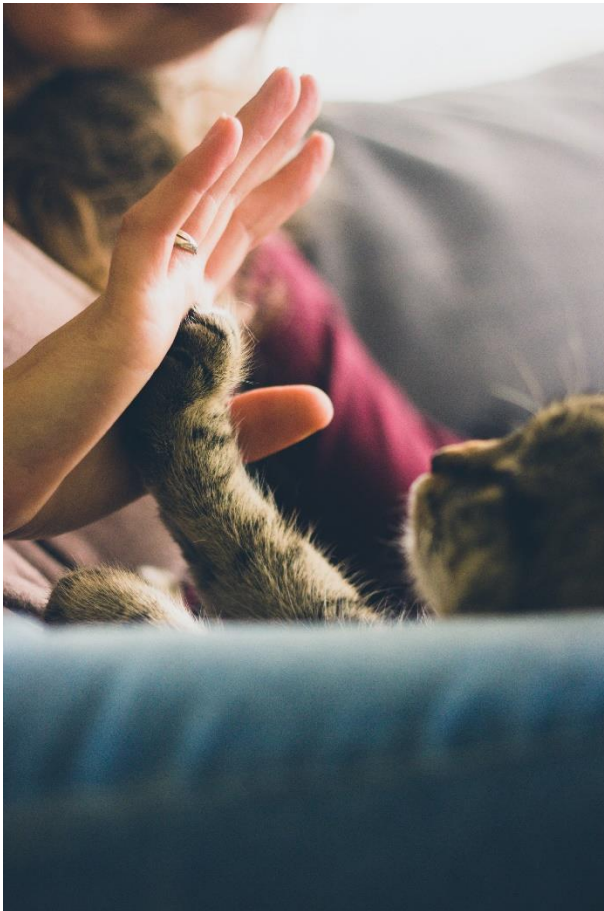
	Always	Sometimes	Not Usually
Replacing anything that has been damaged	67%	30%	3%
Cleaning home to remove animal's scent	65%	32%	3%
Take animal out during home showing	65%	32%	3%
Having home professionally cleaned	41%	49%	10%
Remove pet objects (food dishes, cat litter or animal crate)	37%	42%	21%
Replace carpet and flooring	9%	76%	16%



# Profile of REALTORS® and Their Animals

REALTORS® are animals lovers as well. NAR members were surveyed about their relationship with animals.

- Eighty percent of REALTORS® consider themselves to be animal lovers.
- Sixty-eight percent of REALTORS® have an animal.
- Of the REALTORS® surveyed who own an animal, 82 percent own a dog, 37 percent a cat, 8 percent a fish, 6 percent a farm animal, and 8 percent or less own a bird, reptile, amphibian, arthropod, small mammal, or miniature horse.



- Twelve percent of REALTORS® volunteer for an organization that helps animals and 21% would volunteer in the future.
- Ten percent of those who volunteer for an animal organization or consider themselves to be animal lovers include this when marketing themselves.



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