

5 Homeowner Pain Points in 2022: How to Relate and Close More Sales

Note: Why is this resource in a Google Doc? We craft these guides with lots of attention and detail. Additionally, our team optimizes them often, so keeping the document in an easily-updated format helps **you** access a continually evolving resource. Make sure to save a copy to your Google Drive!

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Overview

As a home services company, it's essential to be aware of the pain points homeowners are experiencing. By understanding these pain points, you can better relate to potential customers and close more sales.

This complete resource will outline five pain points homeowners are experiencing in 2022. Keep these in mind when selling your services, and you'll be able to connect with potential customers more effectively!

What's Changed in Homeownership Since 2012?

A lot has changed in homeownership since 2012.

- The average American homeowner is now 46 years old, up from 38 years old in 2012

- Homeowners are now more likely to have a mortgage than own their homes outright. In 2012, 63% of homeowners had a mortgage, compared to 71% in 2020.
- The percentage of married couples owning a home has decreased from 70% in 2012 to 60% in 2020.
- The average home value has increased from \$176,000 in 2012 to \$206,000 in 2020.

Pain points have changed as well. To close more sales, it's essential to be aware of the pain points homeowners are currently experiencing. Your service needs to overcome the challenges people are facing now!

Why Building Relationships With Customers is So Important

In today's market, selling your services is about building relationships with customers. Homeowners are more likely to use a recommended service by someone they trust.

One of the best ways to build relationships with potential customers is to understand their pain points. If you can solve a problem they're experiencing, they'll be more likely to use your services.

Don't take our word for it, though. Look at these statistics about customer trust and purchasing:

- 92% of customers say they would use a recommended service from someone they trust
- 70% of Americans say they would rather buy from a company that offers personalized experiences
- 78% of consumers believe organizations should already know what they need or want before they contact them

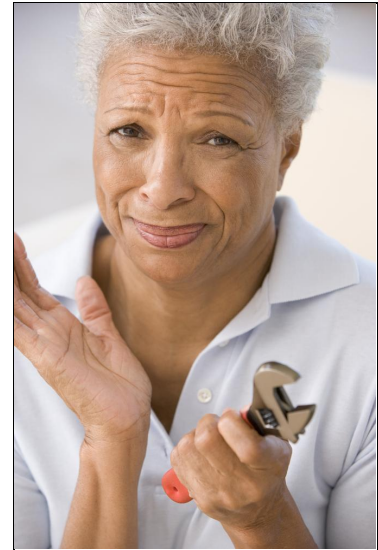
If you can understand the pain points homeowners are experiencing, you'll be able to build relationships and close more sales. Keep reading to see the five pain points homeowners are experiencing in 2022!

Top Five Homeowner Pain Points in 2022

Outlined below are the top five pain points homeowners are experiencing in 2022. Use this information to understand your potential customers better and close more sales!

Pain Point #1: The Cost of Owning a Home

The first pain point we'll discuss is the high cost of homeownership. The average American homeowner spends \$18,000 a year on their home. That's a lot of money! And it doesn't even include the cost of significant repairs, renovations, or updates.



For many homeowners, the cost of ownership is a pain point.

They're always looking for ways to save money on their home. If your service can help them save money or prevent spending more money on the same problem in the future, they'll be more likely to use it.

How to Use This to Your Advantage:

Keep the high cost of homeownership in mind when selling your services. Homeowners are always looking for ways to save money, so emphasize how your service can help them do that!

Using this approach does not mean underselling your services. It means framing the cost differently. Is the price of new windows \$10,000? Or will new windows cost only \$10 a day for the product's life? Framing the cost in a unique, homeowner-friendly way can overcome the pain point!

Pain Point #2: The Hassle of Home Maintenance

The second pain point is the hassle of home maintenance. Homeowners constantly have to do something to maintain their homes. They have to mow the lawn, fix broken appliances, and deal with clogged pipes. It's a lot of work! Consider the following stats about the average busy schedule of a homeowner in 2022:

- The average homeowner spends 13 hours a week on home maintenance
- 30% of homeowners say they don't have enough time to do all the home maintenance they need to do

- 40% of homeowners say they're always behind on home maintenance tasks

For many homeowners, the hassle of home maintenance is a pain point. They don't have the time or energy to do everything themselves. And, when something goes wrong, they have to find someone to fix it for them. If your service can make home maintenance easier for homeowners, they'll be more likely to use it.

How to Use This to Your Advantage:

Keep the hassle of home maintenance in mind when selling your services. Homeowners are always looking for ways to make home maintenance easier, so emphasize how your service can help them do that!

For example, if you're a plumber, you could offer a subscription service where homeowners pay a monthly fee and get free or discounted plumbing services. Don't miss an opportunity to extend the relationship beyond a one-time project.

Pain Point #3: Finding Qualified Home Services

The third pain point is finding qualified home services. Homeowners need to find someone they can trust to do a good job and not overcharge them. It can be hard to know who to choose with so many options available.

It is crucial to consider the homeowner's perspective when something breaks, and they need to find a solution. How would they find the right company? How many options show up in a Google Search? Are there reviews from other customers? How does your company stand out from the others?

How to Use This to Your Advantage:

Make it easy for homeowners to find your company and choose you over the competition. Use SEO keywords on your website so that you show up in relevant searches. Make sure your website is mobile-friendly so homeowners can easily find and contact you when they need to. And most importantly, make sure you have happy customers who are willing to leave reviews.

Pain Point #4: The Fear of Making the Wrong Decision

The fourth pain point is the fear of making the wrong decision. Homeowners are afraid of choosing the wrong service or product and wasting their money. They don't want to regret their decision later.

This pain point is especially relevant when homeowners consider a significant purchase, like a new roof or HVAC system. They're worried they'll make the wrong decision and spend more money in the long run. If your home service can help them feel confident in their decision, they'll be more likely to use it.

How to Use This to Your Advantage:

Make sure you provide homeowners with all the information they need to decide. They should understand what they're getting, how much it will cost, and how it will benefit them. The more information you can give them, the less afraid they'll be of making decisions.

You can also help by highlighting your warranty. This will show homeowners that you stand behind your work and are confident in what you're offering. If something goes wrong, you'll be there to fix it, eliminating the homeowner's fear of making a bad decision at the onset.

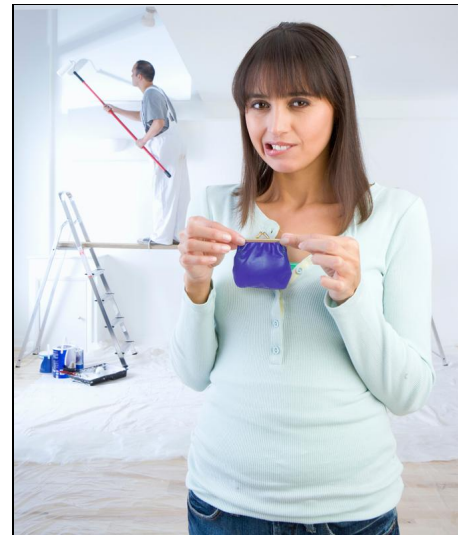
Pain Point #5: The Need for Immediate Service

The fifth pain point is the need for immediate service. Homeowners often need assistance right away, but they can't always get them. This pain point is especially relevant for emergency services, like plumbing and electrical.

If your home service can provide immediate assistance, homeowners will be more likely to use it. They'll appreciate the convenience and peace of mind that comes with knowing they can get the help they need.

How to Use This to Your Advantage:

Make sure your website and marketing materials highlight that you offer immediate service. If you can't provide prompt service, let homeowners know when they can expect to hear back from you. Same-day or next-day service is often sufficient for many homeowners.



Upgrade Your Sales Conversions in 2022

Now that you know the five pain points homeowners are experiencing in 2022, you can use this information to better relate to them and close more sales. Keep these pain points in mind when marketing your home service. And, if you can solve one of their pain points, they'll be more likely to use your service.

Thanks for reading! If, after using these strategies, you're not closing more leads, you may need to look into a more comprehensive solution.

Our UltimateGrowth program is a complete 360 digital strategy and execution program for home services. This all-encompassing web marketing, sales, and technologies solution is designed to take the worry out of your sales and marketing department so that you can take two weeks off stress-free.

The result? A compelling mix of what actually works NOW to attract customers and accelerate your company's revenue growth.

Schedule a [30-minute conversation](#) today to learn more!

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