

Hover Design Report

How AI is transforming
design for home builders
and remodelers

It's time we rethink remodeling

From cars to couches, today's homeowner expects to see exactly what something will look like, before they buy it. So why do we still think a prospect should sign a \$50K remodel without seeing it first?

We live in a Visual Economy, framed by Pinterest, Zillow, and Amazon. Homeowner expectations continue to accelerate, but renovation workflows are holding pros back. Traditional design solutions are slow, clunky, niche products built for specialists, not the job site. As a result, even among early technology adopters, very few projects get visual designs, and many pros still rely on sample boards or photos in a sales pitch.

With the advancement of generative AI, pros and homeowners can now create photo-realistic designs in seconds without hiring and paying for a drafting expert. This new wave of tech isn't just changing how we design, it's reworking customer expectations and decision-making. In this report, we'll look at the growing gap between expectation and execution, and spotlight what pros need to thrive in a visual-first future.

A.J. Altman,
Hover CEO

Seeing is believing.
Show it to sell it.

Walls Trim Paint

Roof Windows

Garage Doors

Q Search

3 Recent

Riviera Dusk, 7"
Board and Batten
Alside

Midnight Surf, 7"
Standard Board
Royal

Island Pearl, 3"
Variform
Ply Gem

120+ Options

Espresso, 10"
Board & Batten...
Exterior Portfolio

Black Oak, 8"
Hand-Split Shak...
Davinci



Q

Save

Homeowners want a preview, not just a pitch

Data shows a gap between blueprint and build. Homeowners have Pinterest boards while pros still pitch with sample boards. Remodelers need a way to show their customers what they can do, before they begin.

Homeowners have high expectations

682M

Home decor mood boards on Pinterest, making it the site's #1 category⁴

But pros lack the tools to deliver

1 of 3

Contractors offer design previews of the owner's home²

67%

Of pros report higher design expectations than 5 years ago¹

47%

Of homeowners experienced a negative stressor during their renovation²

74%

Of pros say homeowners now expect a design visualization before committing¹

1 in 3

Home remodeling projects reportedly exceeded budgets²

Real-time design builds confidence

Without a preview, homeowners lack the confidence to invest in their home. They stall or walk away. Design visualization erases the hesitation, giving homeowners the confidence to say “yes.”

33%

Of homeowners have delayed a renovation project due to feeling overwhelmed by design or material decisions³

78%

Of homeowners said “Seeing real, shoppable materials in the design” would boost their confidence³



“Homeowners can’t make a big decision based on color chips—it’s too much money and not enough certainty. With the help of AI-powered design, I can show the homeowner more possibilities in real time.

It also opens up more collaboration and opportunities with the client, because when they see their home designed in different styles or materials, they get excited to invest in more. With real-time design, we’re building wow moments.”

Paul Trautmann

Founder, Premier Property Home Group

Pros need better ways to show and sell

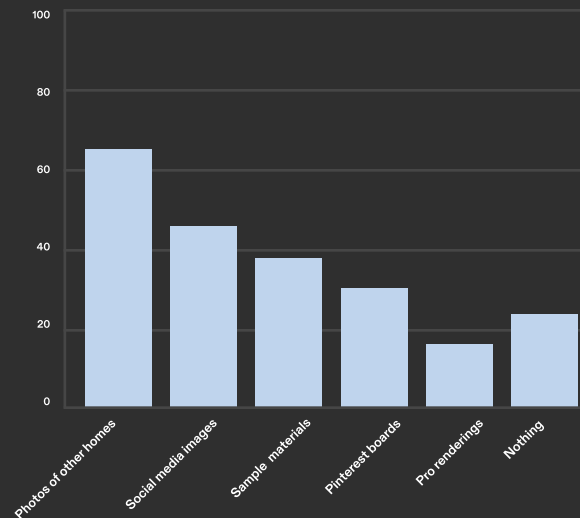
Homeowners come armed with inspiration, but pros lack the tools to frame it. Outdated software reduces engagement, confuses the homeowner, and stalls the sale.

What contractors need are fast, job site-ready solutions that articulate vision, inspire homeowners, and help them say “yes” without hesitation.

Top 5 ways homeowners share inspiration with pros¹

1. Photos of other homes: 64%
2. Social media images: 47%
3. Sample materials: 39%
4. Pinterest boards: 32%
5. Pro renderings: 16%

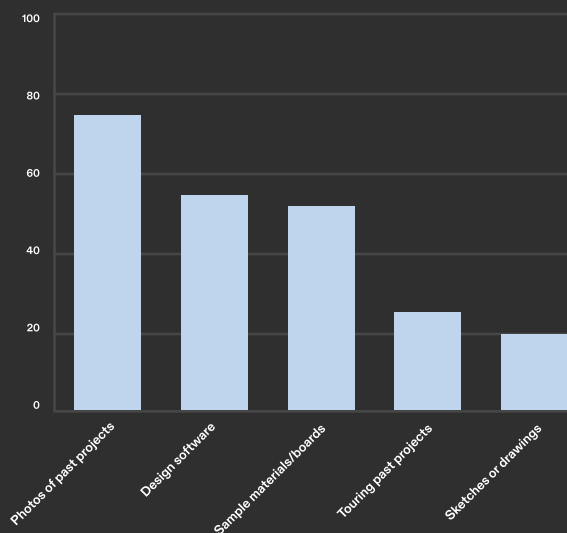
*23% show nothing



Top 5 ways contractors show designs¹

By frequency of use

1. Photos of past projects: 78%
2. Design software/apps: 55%
3. Sample materials/boards: 53%
4. Touring past projects: 29%
5. Sketches or drawings: 20%



Accelerate buy-in with real-time design

When homeowners can see what their actual home will look like, using actual products, they're no longer guessing, but deciding.



Paint
Gossamer Veil
Sherwin Williams



Walls
Arctic White, 7"
Hardie Plank, Clapboard
James Hardie



Roof
Royal Slate
Camelot II
GAF



Windows
Iron Ore, No Grille
Casement
Pella

Download

Share



Paint
Shadow Mountain
Behr



Walls
Sand Dunes
3/8"x6" Series, Shiplap
LP® SmartSide®



Roof
Platinum Gray
GAF



Windows
Iron Ore, No Grille
Casement
Pella

Download

Share



Paint
Cracked Pepper
Benjamin Moore



Walls
Warm Gray, 7"
Hardie Plank, Clapboard
James Hardie



Roof
Charcoal
Timberline HDZ
GAF



Windows
Iron Ore, No Grille
Casement
Pella

Download

Share

Real-time design boosts close rates

Contractors who say it's not important to show a design preview are more likely to report issues with communication, expectations, and budget.

65%

Plan to use design software to increase usage in 2026¹

30%

Increase in close rates for pros who use design software/apps¹

31%

Report increased revenue using design software/apps¹

Real-time design builds trust

The numbers confirm the narrative: Contractors who leverage real-time design report greater client trust, better outcomes, and a stronger bottom line.

65%

Report better communication with homeowners¹

59%

Report higher customer satisfaction¹

55%

Report greater customer trust¹

Design adoption is increasing, proving its value

Every minute going back and forth with homeowners is time (and money) pros won't get back. Used strategically, design delivers efficiency and savings. Projects can see fewer revisions, faster decisions, better margins, and almost no buyers' remorse.



“When I started in the business, you could sell a large job with an estimate and a handshake. Now it's completely different. Clients have endless sources for inspiration and want to see how their ideas will look on their home, not just sample boards.

With Hover, we work together to finalize exactly what they want. No surprises, just exceeded expectations.”

Shannon Cook

Owner/Licensed General Contractor,
On-Site Builders of Myrtle Beach, SC

About Hover

Hover is the property intelligence platform that helps people design, improve, and protect the places they love. We give homeowners and professionals a shared digital foundation to see and scope clearly, align quickly, and act with confidence.

From construction to insurance to real estate, Hover connects every stakeholder to a single source of truth, streamlining workflows and enabling better outcomes across the property ecosystem. Founded in 2011, Hover is creating the largest 3D property dataset to help the world build better.

Methodology and sources

- 1 . Hover ROI report of 750 construction professionals
- 2 . Hover's 2024 IPSOS Survey of 500 homeowners
- 3 . Hover 2025 homeowner research
- 4 . Nuoptima 2023

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