What Does a Kitchen or Bath Remodel Really Cost?

A straight answer before we visit your home. Presented by [Your Company Name]

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Note to the remodeler (delete before sending)

This guide is yours to brand. Replace [Your Company Name], add your logo, and swap the national ranges below for your own prices from your last 20 jobs. Send it to every new lead before the first visit, so homeowners arrive with realistic expectations and the $50K kitchen on a $25K budget stops showing up at your door.

The ranges below are national figures from the 2026 Houzz and Home Study and This Old House. Prices in your area may be higher or lower.

Kitchens

The typical kitchen renovation cost $24,000 in 2025, according to Houzz. A full remodel of a larger kitchen ran $75,000.

Level	What's included	Typical national cost
Refresh	Paint, new hardware, lighting, backsplash, possibly countertops	Under $20,000
Minor remodel	New countertops, sink, appliances, cabinet refacing, flooring	$20,000 to $25,000 (Houzz median)
Full remodel, smaller kitchen	New cabinets, countertops, appliances, layout updates	About $46,000 (Houzz median)
Full remodel, larger kitchen	All of the above in a bigger space, often a new layout	About $75,000 (Houzz median)

Our typical range: [Your Company] kitchen projects usually fall between $[low] and $[high].

Bathrooms

Houzz found the typical primary bathroom renovation cost $15,000 in 2025, and a guest bathroom $7,000.

Project	What's included	Typical national cost
Tub to shower conversion	Remove the tub, new shower base and walls, glass door	$1,500 to $8,000, most around $3,000 (This Old House)
Guest bathroom	New vanity, toilet, fixtures, flooring, tub or shower update	About $7,000 (Houzz median)
Primary bathroom	Larger vanity, tile shower, lighting, flooring	About $15,000 (Houzz median)
Major remodel, small primary bath	Vanity, countertops, toilet and shower fully replaced	About $18,000, top 10% around $44,000 (Houzz)

Thinking about safety and comfort? Curbless showers, grab bars, built in seats and comfort height toilets can often be added during a remodel for less than adding them later.

Our typical range: [Your Company] bathroom projects usually fall between $[low] and $[high].

What moves the price up or down

The same size kitchen can cost $25,000 or $100,000. These 6 choices make most of the difference:

1. **Layout changes.** Moving plumbing, walls or gas lines adds cost. Keeping the current layout saves the most.
2. **Cabinets.** Refacing costs far less than replacing. Custom cabinets cost more than semi custom.
3. **Countertops.** Laminate, quartz and natural stone sit at very different price points.
4. **Appliances and fixtures.** Professional grade appliances and designer faucets add up fast.
5. **Tile and flooring.** Large format and handmade tile take more material and more labor.

6. **Surprises behind the walls.** Older homes can hide water damage or outdated wiring. A good contractor plans a contingency for this.

Our advice: decide your top 2 priorities, spend there, and save on the rest. We'll help you find that balance at the visit.

Paying for it and how long it takes

How homeowners pay: most pay from savings. The next most common source is home equity, through a home equity loan or line of credit. Many remodelers also offer financing with monthly payments.

Typical timelines once work begins:

Project	Typical time on site
Tub to shower conversion	1 to 3 days
Guest bathroom	2 to 4 weeks
Primary bathroom	3 to 6 weeks
Kitchen	6 to 12 weeks

Add time before the start date for design, permits and ordering materials. Custom cabinets and special order items can take several weeks to arrive, so the earlier you plan, the sooner you start.

Our financing: [Your Company] offers financing with payments starting around $[amount] a month. [Delete this line if you don't offer financing.]

Ready for your free visit?

If these ranges fit what you have in mind, we'd love to see your space. At the visit we'll listen to your goals, measure, share ideas and give you a clear plan with options that fit your budget.

To get the most from the visit:

- [ ] Make sure everyone involved in the decision can attend
- [ ] Save photos of styles you like
- [ ] Know your budget range and your must haves

Book your visit: call or text [phone] or visit [website].

Sources

- 2026 Houzz and Home Study: kitchen and bathroom spending
- Houzz: 11 things to know about home renovations today
- This Old House: tub to shower conversion cost
- NKBA: how homeowners finance kitchen and bath projects