

Kitchen Remodeling SEO Finds Kitchen Remodel Marketing Leads Vary 60x

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Digital marketing agency for kitchen and bath remodeling companies as well as online cabinet builders and resllers. We offer local and national SEO, Facebook ads, markerting automation and lead follow up. - October 29, 2026 -

Kitchen Remodeling SEO has published a guide that benchmarks what kitchen remodeling leads cost across nine marketing channels, as remodeling firms set their budgets for 2027. The 2026 Kitchen Remodeling Lead Cost Report combines first-party data from client campaigns in 15 U.S. markets with published industry benchmarks, and it finds per-lead costs ranging from about $10 to more than $600, a spread of roughly 60 times between the least and most expensive channels.

The report comes from Kitchen Remodeling SEO, a kitchen remodel marketing agency that works with kitchen and bath remodeling contractors. Its first-party figures are drawn from Google Local Services Ads accounts the agency manages across those 15 markets. Phone call leads in those accounts cost between $49 and $112, while text and message leads cost between $25 and $67. The report links the gap to urgency, since callers are usually ready to schedule a consultation and message senders are often still comparing options.

Other channels show wider spreads. Leads from organic search and Google Business Profile ran from $10 to $63 in one documented Massachusetts case study. Facebook lead ads for a single Florida remodeling client ranged from $5 to $167 across six campaign types, depending on the offer. Industry benchmarks place Google Ads search leads at $150 to $400, and third-party lead vendors charge $150 to more than $600 for leads that are typically shared with three to five contractors.

The report treats cost per lead as an incomplete basis for budget decisions. It divides cost per lead by close rate to produce a cost per acquired project, then pairs that with a formula for the most a firm can pay per lead given its average project value and target marketing percentage. Under that math, a $5 lead that closes 3% of the time costs $167 per signed job, compared with $286 for a $100 lead that closes 35% of the time. The report notes that sales hours spent on lower-quality inquiries raise the true cost of the cheaper lead further.

?Remodelers usually compare channels by the price of a lead, and that number hides what a signed kitchen actually costs,? said Mike Goldstein, founder of Kitchen Remodeling SEO. ?Budget season is when that matters most. A firm that knows its close rate by channel can plan the coming year around signed projects instead of lead volume.?

Research from the National Kitchen & Bath Association indicates that established remodeling firms typically target marketing spend at 5% to 10% of gross revenue. The report applies that range in its examples, using 8% as a planning baseline. At a $40,000 average project and a 25% close rate, that baseline allows up to $800 per lead.

To check its own Local Services Ads figures, the report compares them with a February 2026 benchmark from SearchLight Digital covering 888 home service contractors. That study reported a blended cost of $53 per lead, a 43.9% book rate and a cost of $233 per paying customer.

The report states its limits. The Facebook figures come from one client in one market, the organic search figures from one case study, and the Google Ads and vendor ranges from industry sources rather than agency campaigns. The report says it will be updated as new data becomes available.

Who is Kitchen Remodeling SEO

Kitchen Remodeling SEO is a digital marketing agency based in Lakewood Ranch, Florida, that works exclusively with kitchen and bath remodeling companies. Founder Mike Goldstein is an industry partner of the

NKBA Southwest Florida Chapter, spoke at KBIS 2026 and is a licensed Massachusetts attorney with more than 20 years of practice. He is also the author of a book on AI search visibility for remodeling contractors.

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Kitchen Remodeling SEO LLC

Kitchen Remodeling SEO helps kitchen, bath, and cabinetry companies grow with specialized SEO, digital marketing, and AI search strategies designed to improve visibility, build authority, generate better leads, and earn citations in AI-powered search.

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