

Artisan Design Remodel Reveals Highest ROI Kitchen Upgrades

July 31, 2026

PHOENIX, AZ - July 31, 2026 -
Artisan Design Remodel, a Phoenix-based luxury kitchen remodeling firm, has released findings showing that homeowners who spend less on kitchen renovations often see higher percentage returns at resale than those investing in premium custom projects. The analysis reveals that strategic cosmetic kitchen packages ranging from fifteen thousand to thirty-five thousand dollars return approximately ninety to one hundred thirteen percent of their cost at resale, while full custom renovations typically return only thirty-six to fifty-one percent.

This counterintuitive pattern demonstrates that percentage return consistently declines as project costs rise. Smaller cosmetic upgrades deliver the highest rate of return, while larger structural projects provide enhanced livability and enjoyment rather than proportional resale payback. The findings suggest that structural and layout work best suits homeowners planning to stay five or more years, positioning these improvements as lifestyle choices rather than resale strategies.

For homeowners wondering what kitchen upgrades matter most financially, the data points to a clear value

sweet spot. The fifteen thousand to thirty-five thousand dollar cosmetic range emerges as the optimal investment for most sellers. These projects typically include hardware and fixtures, lighting updates, and new countertops and backsplashes, creating significant visual impact without the diminishing returns of more extensive renovations.

"The key insight homeowners need to understand is that matching upgrade budgets to their home's realistic price ceiling matters more than the size of the investment itself," said Audrey Thacker, founder of Artisan Design Remodel. "Over-improving for the neighborhood remains one of the most common and costly mistakes we see, particularly when homeowners assume that spending more automatically means recovering more at sale."

The Phoenix market presents unique considerations that affect renovation returns. Abundant natural light in Phoenix homes makes lighting upgrades particularly impactful for buyers. Local factors that national renovation guides often overlook include hard water that accelerates wear on fixtures and appliances, requiring more frequent updates than in other markets. Additionally, the extreme heat demands careful material selection for durability, affecting both initial costs and long-term value.

Thacker noted that understanding these patterns helps homeowners make more informed decisions about their renovation investments. "When clients recognize that a well-executed thirty thousand dollar refresh can deliver better percentage returns than a hundred thousand dollar custom renovation, they can align their project scope with their actual goals, whether that means maximizing resale value or creating their dream kitchen for long-term enjoyment," she explained.

The findings underscore the importance of strategic planning in kitchen renovations. Homeowners preparing to sell within two to three years benefit most from focusing on cosmetic improvements that deliver high visual impact. Those planning longer stays can justify larger structural investments as lifestyle enhancements, understanding that the value comes from daily enjoyment rather than resale returns.

Artisan Design Remodel specializes in luxury kitchen remodeling, bathroom renovations, and whole home transformations throughout the Phoenix metropolitan area. The woman-owned firm, led by a female licensed general contractor, combines creative design with precision craftsmanship to deliver custom kitchen spaces focused on functionality, flow, and effortless entertaining. The company serves Phoenix, Scottsdale, Fountain Hills, Paradise Valley, and Biltmore, offering comprehensive design and planning services that help clients visualize projects before construction begins.

###

For more information about Artisan Design Remodel, LLC, contact the company here:Artisan Design

RemodelAUDREY THACKER6023140323Audrey@artisandesignremodel.com521 W Maryland AvePhoenix, AZ 85013

Artisan Design Remodel, LLC

Artisan Design Remodel, a trusted remodeling partner servicing Phoenix and surrounding areas. Our Kitchens, Baths and Flooring services blend creativity, precision and commitment to excellence.
Licensed, Bonded, Insured

Website: https://artisandesignremodel.com/

Email: Audrey@artisandesignremodel.com

Phone: 6023140323

