

Rehab Trends 2024

FOR FIX & FLIPS AND RENTALS



A special thank you to...



**Pine Financial
Group**
*ICOR's Oldest Hard
Money Partner*



Karen Boehms
*Director of
Strategic Growth*

Joining Us Tonight



Paul Cox
*Outside Sales
Representative*



Barry Jackson
*National PRO
Account Manager*



Susan Conway
*Regional Sales
Manager*

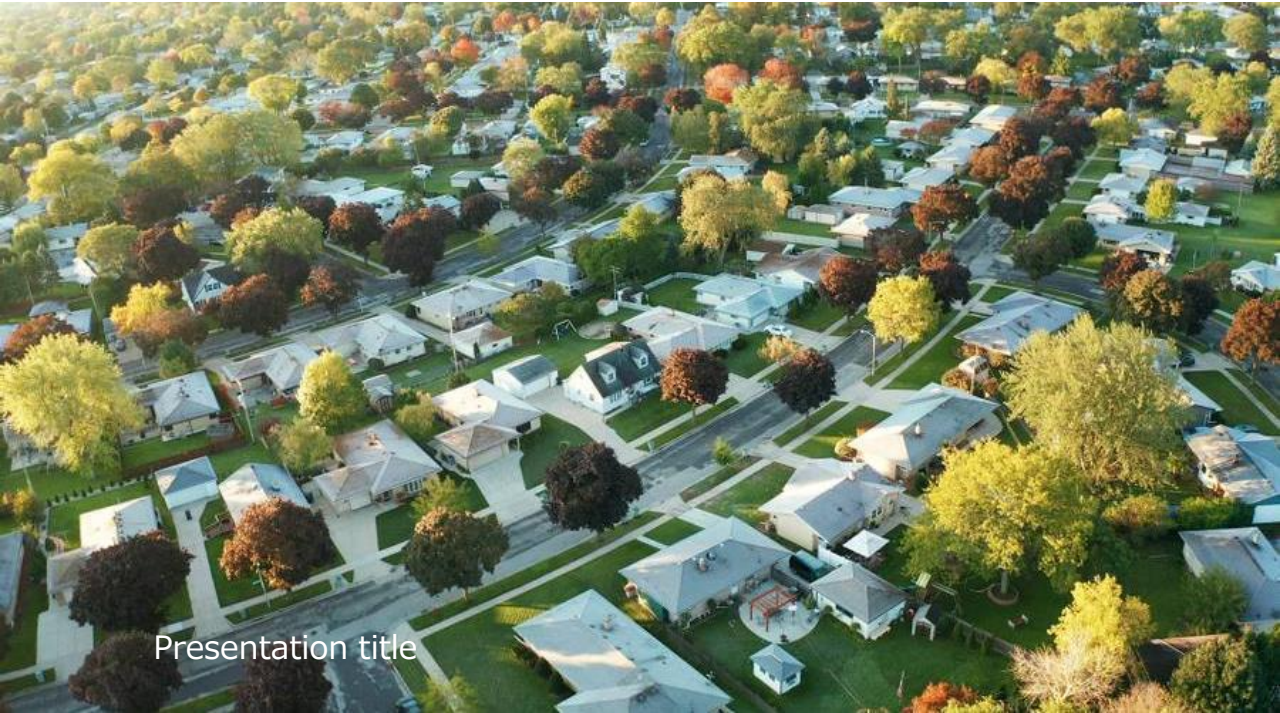


Michael Weintraub
*Regional Account
Manager*



Tonight's Agenda

- **Updated Rehab Trends for 2024**
 - + Kitchens
 - + Bathrooms
 - + Flooring
 - + Paint
 - + Value Adds
- **Maximizing Home Depot ProXtra**
- **Good-Better-Best Product Overview**





State of the Market

- Interest Rates, Inflation & Increased Pricing
- More Holding Time & Cost
- Shrinking Margins



Updated Rehab Trends for 2024

WHAT'S IN & WHAT'S OUT





Rebecca Mager

- Has flipped 2000+ Homes
- Interior Designer
- Seen on HGTV, Think Realty, & ICOR





The Kitchen

The Kitchen

What's OUT

- Raised bar height countertops
- 50/50 sink
- Gray cabinets
- Waterfall countertops
- Brushed Nickel Hardware

The Kitchen

What's IN

- **Statement Countertops**
- **Stone Slab backsplash**
- **Muted green Cabinets, Dark or light and creamy**
- **Warm wood tones and mixed materials**
(Different color uppers vs lower cabinetry or different color island)
- **Oversized pendant lighting**
- **Gold Hardware**
- **Separate Beverage Station**
- **Custom Range hood**
- **Colored appliances**



The Kitchen

What's IN

- Emphasis on white, black, green, wood
- Statement appliances
- Obsession with making appliances stand out (like GE Cafe appliances)
- Use of bold colors, such as blue, for kitchen cabinets and appliances
- Inspiration from black houses with wood accents seen in Colorado and the West Coast
- Preference for minimalistic wicker light fixtures





Bathrooms

The Bathroom

What's OUT

- **Wet rooms**
(the flat bottom tub is inside the shower off to the side)
- **All white/gray bathrooms**
- **4-inch backsplash on vanity**
- **Basic Vanity mirrors**

The Bathroom

What's IN

- **Moody Vibe**
- **Rich color tiles:**
black/charcoal/green/navy
- **Natural light and designer light fixtures/chandeliers**
- **Smart toilets**
- **Natural wood color vanity**
- **Spa-like features**
- **Tile accent walls behind the vanity**





Presentation title

Paint & Color

20XX

15

Paint & Color

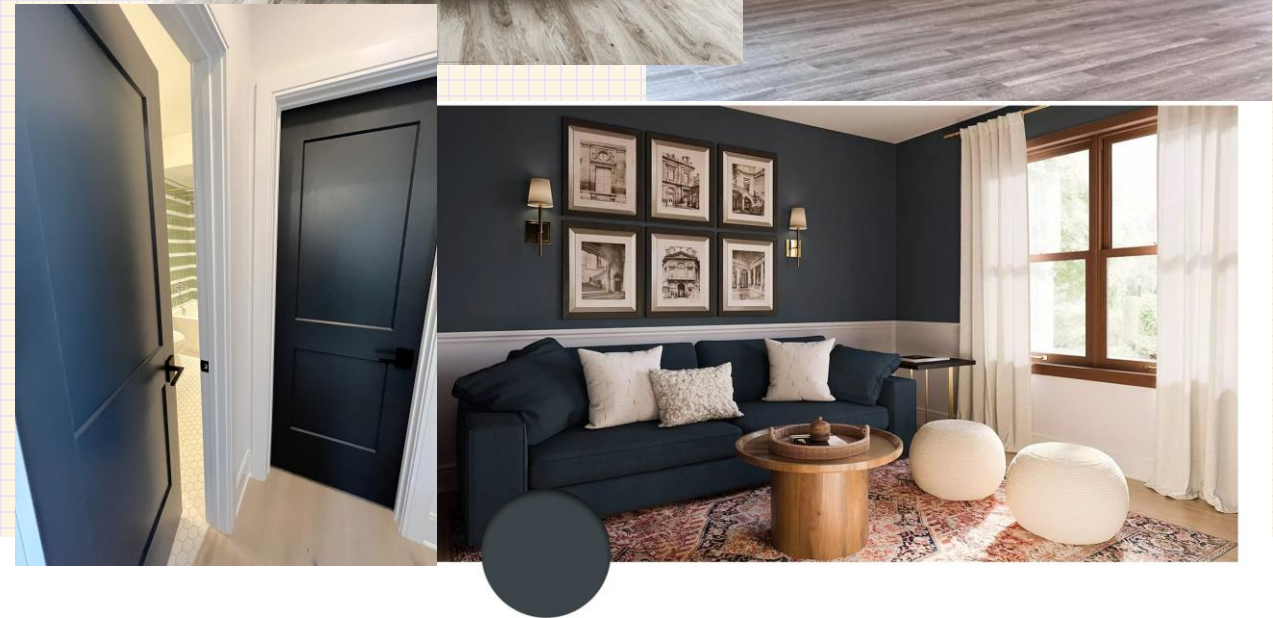
What's OUT

- **Gray colored or toned LVP wood styled flooring**
- **Dark wood flooring**
- **Basic Square tile flooring**
- **Doing different flooring in every room**

Paint & Color

What's IN

- **Blacks, Navy, & Green**
- **Painting interior doors an accent color**



Top Colors for 2024



Behr
Cracked Pepper
PPU18-01

**"Color
of the Year"**

Cracked Pepper is a versatile soft black that elevates any room and the way you feel in it.



PPG
Parakeet Pete
#PPG1143-4

calming, natural complement to warm neutrals and bolder accent shades



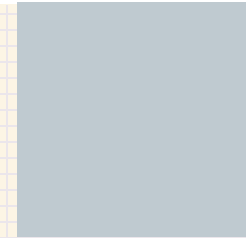
Glidden
Limitless
#PPG1091-3

A fresh, warm hue, that contains both the power of a primary color and the essence of a neutral.



Benjamin Moore
Blue Nova
#825

Violet and blue come together in this elevated hue



**Sherwin
Williams**
Upward
#6239SW

This denim blue with calm gray undertones will have you dreamily adrift in the stratosphere. Pair this light neutral with a cool pastel to complete the effect.



Flooring

Flooring

What's OUT

- **Gray colored or toned LVP wood styled flooring**
- **Dark wood flooring**
- **Basic Square tile flooring**
- **Doing different flooring in every room**

Flooring

What's IN

- **Natural wood-toned LVP**
- **Lay it in a herringbone pattern**
- **Hexagon/Octagon shaped flooring tiles**

Maximizing ProXtra to SAVE time & money



JOIN PRO XTRA TODAY TO SAVE TIME, SAVE MONEY AND GET REWARDED.



PRO XTRA PERKS



PERSONALIZED OFFERS



PAINT REWARDS



VOLUME PRICING PROGRAM



PURCHASE TRACKING



TEXT2CONFIRM AUTHORIZATION

Join Now

ICOR's Rebate & Discount Program

ICOR Members Receive

- **2% Biannual Rebate**
- **20% Off Paint, Stains, Liquids, & Primers**
- **10-20% off Hampton Bay Cabinets**

Stop by the ICOR Table to check your account or for questions!

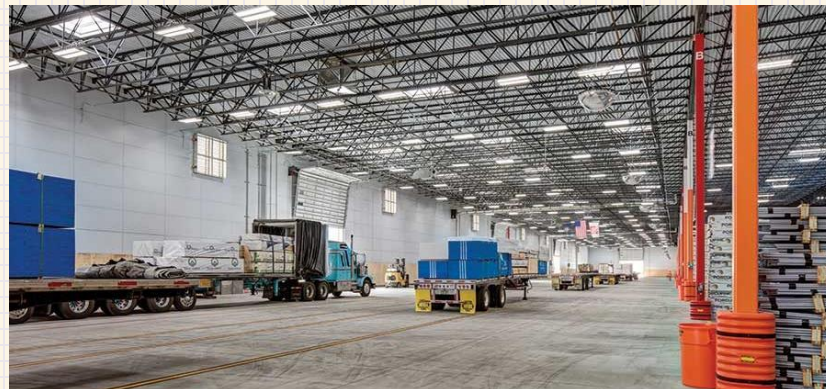


Distribution & Design Centers



Interact with a showroom like no other.

Explore designs, brands and materials in-person or virtually to test what fits your style.



Pine Financial & Investment Community of the Rockies

Cabinet Trends by American Woodmark



HAMPTON BAY

HAMPTON BAY
DESIGNER SERIES

simply
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American
WOODMARK PRO

Trends: Where Do They Come From?

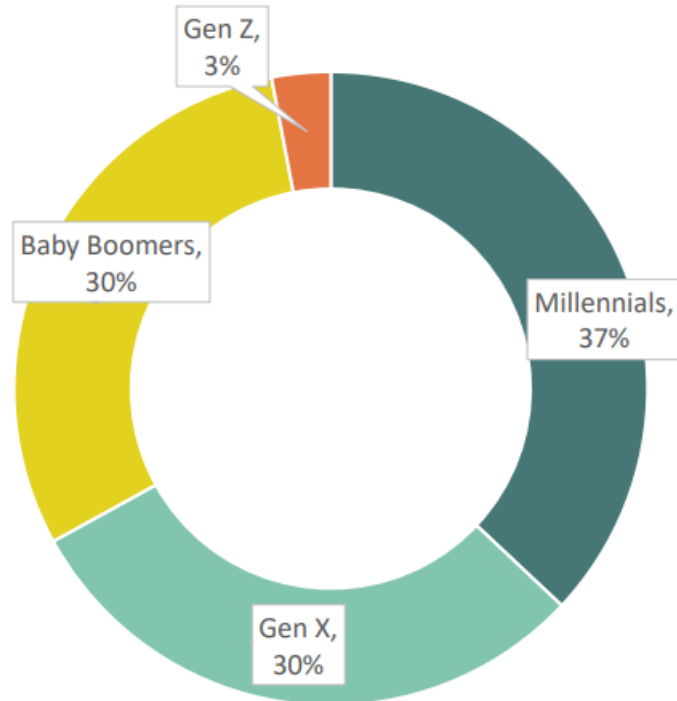


Trends are usually a reflection of changing social and cultural mood with influences from socio-political, economic, and cultural landscape.

Trends: Where Do They Come From?



2024 Trends: Shopper Demographics



- Baby Boomers (1945-1964)
 - Making investments in their existing home to accommodate 'aging in place'
 - Gravitate towards classic, sophisticated styles but do not want clutter
 - Colors that inspire relaxation in the home
- Gen X (1965-1980)
 - Children of the 70's
 - Modern yet expressive looks
 - Lean towards comfort and durability with their active family
- Millennials (1981-1996)
 - Focused on flexibility, functionality and social gatherings
 - In the thick of their career, stretched thin with busy schedules
 - "Less is more" customer = minimalistic décor, clean lines and reduced clutter
- Gen Z (1997-2012)
 - Want on trend looks but need them at an affordable price
 - In the early part of their career
 - Bold and eclectic maximalist choices, anything goes

2024 Trends: Desires and Influence

45% of consumers spending more time in their kitchens

2/5 planning a kitchen project in the next 12 months

Improved storage dominates desired features in remodels: #1 Walk in Pantry, #2 Kitchen Island and #4 Customized Storage in Cabinets

The preferred way to shop and continues to be in-store.

Top 4 sources for ideas are TV, magazines, big box stores and Image based social media.



2024 Trends: Style Influence

Desire for a new style triggers renovations

Self Expression and personalization in style (and function)

Combining styles to create a unique look is trending

White is still dominant but used as a neutral

Colors associated with nature are sought universally

Black is also playing a significant role across aesthetics

Wood grain back



2024 Trends

Mixed Styles

Trending Now: Combining multiple styles to create a unique look

- More personalized space
- Appeals to the more eclectic customer
- New twists on old style buckets
 - Timeless Appeal
 - Modern Farmhouse
 - Organic Minimalist
 - Maximalist Expression



2024 Trends

Calming Colors

Trending Now: Calming colors are a key theme

- Scandinavian, coastal blues
- Light wood tone colors to warm up a space
- Medium natural wood tones with rich paint color



2024 Trends

Warmer Wood Tones

Trending Now: Wood tones make spaces warmer

- Add character and earthiness to any space
- Warm up the space and compliment paints
- Natural and neutral promote calming, health-minded spaces



2024 Trends

Multi-Functional Pieces

Trending Now: Workhorse function

- Large Islands
 - Drawers with organization and additional storage
 - Serve as dining area, homework zone, work from home desk, food prep, wine storage, and more
- Walk-In Pantries
 - Facilitate organization
 - Food storage and secondary prep areas
 - Home small appliance zones, including coffee centers and baking stations



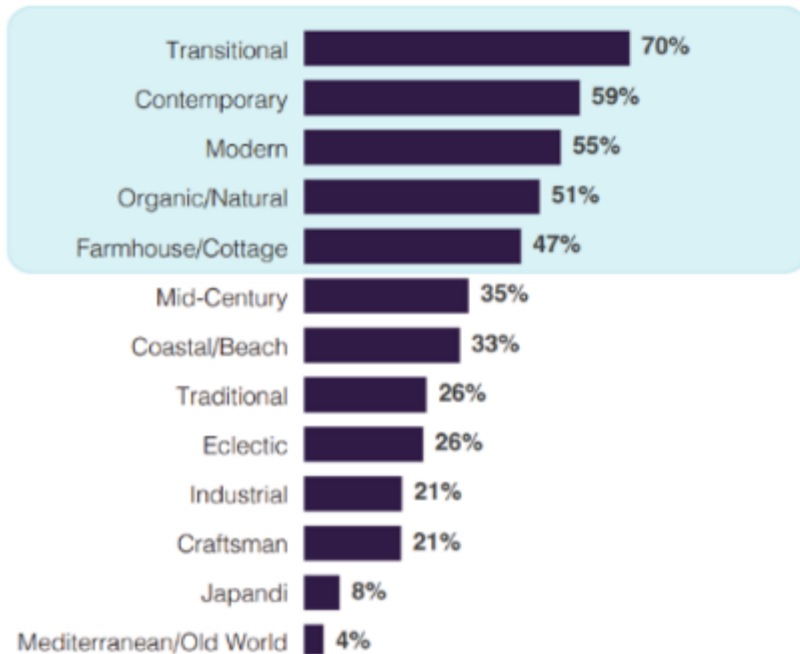
2024 and Beyond Color Trends

Future Palette Projection

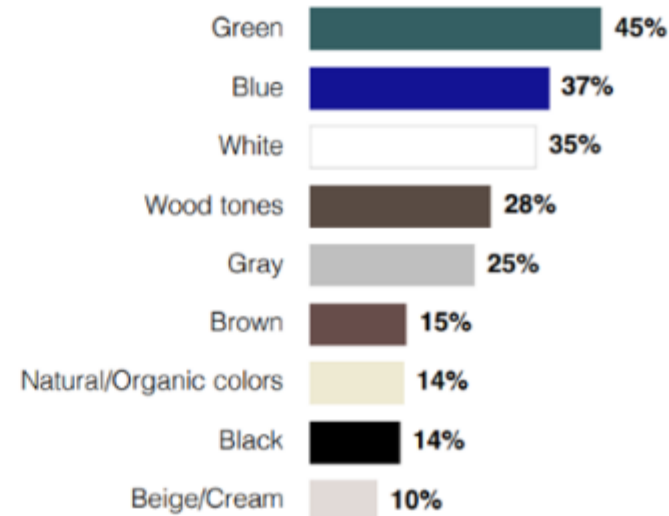


Kitchen Trends One Year Ago

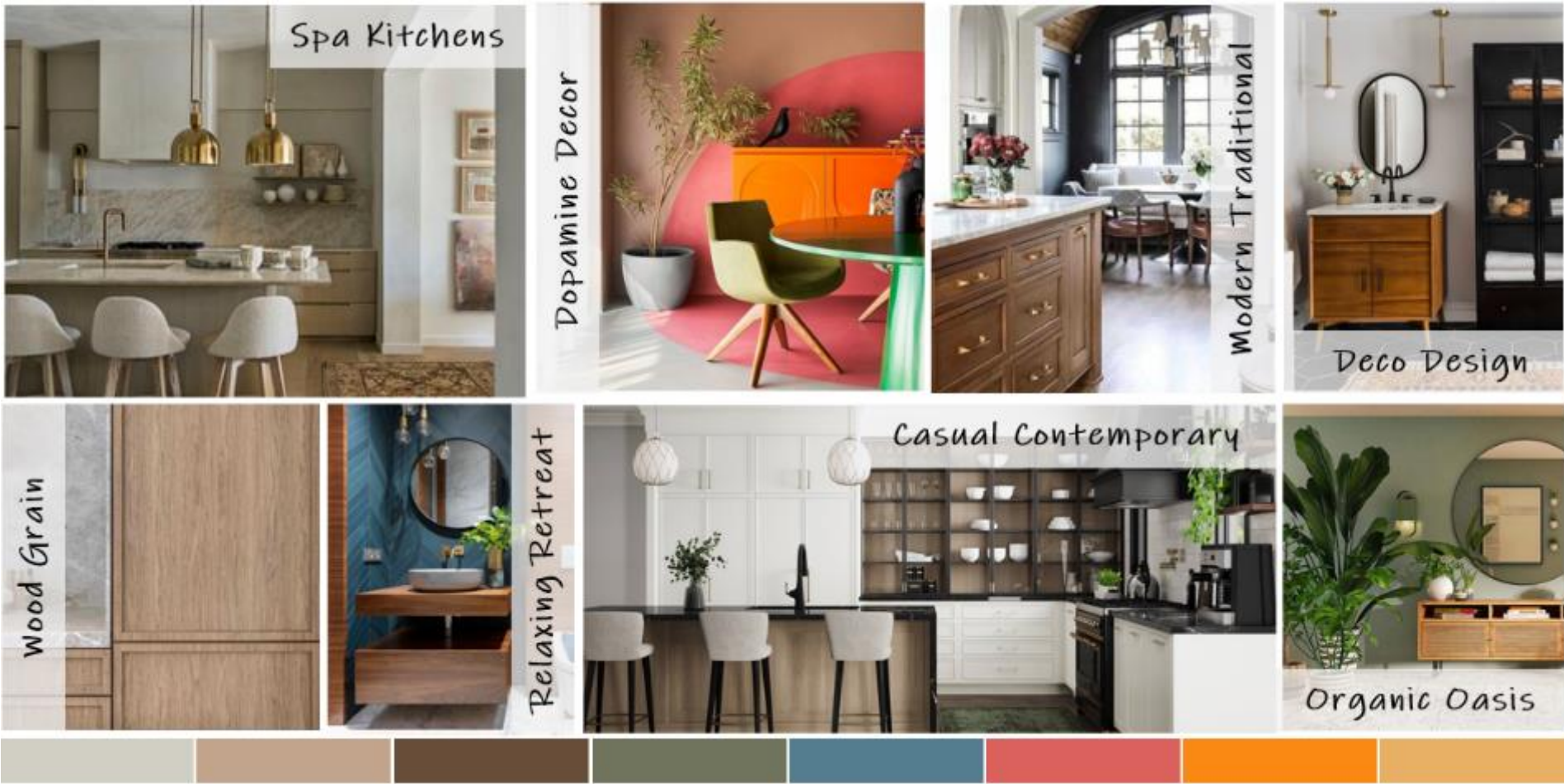
Prominent Kitchen Styles in the next 3 years



Top of mind kitchen colors include greens, blues, whites, wood tones and grays.



2024 Trends: Speak A New Language



HAMPTON BAY[®]

Hampton Bay Collection

- ☐ In-Stock
- ☐ Special Order
- ☐ HomeDepot.com
- ☐ Pro Desk / Quote Center
- ☐ Volume Discounts
- ☐ Additional NREIA Discount

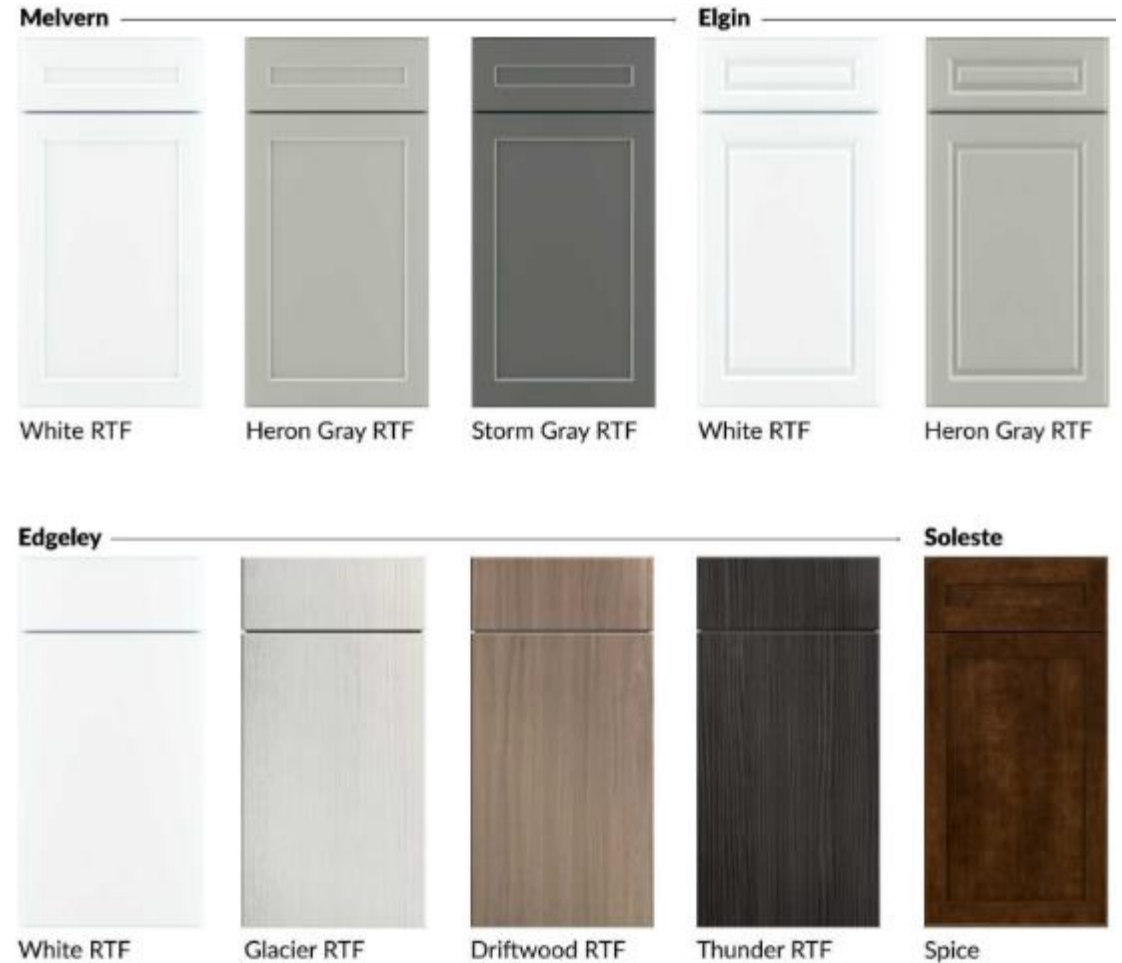


HAMPTON BAY[®]

DESIGNER SERIES

Hampton Bay Designer Series Collection

- ❑ Special Order
- ❑ HomeDepot.com
- ❑ Pro Desk / Quote Center
- ❑ Volume Discounts



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woodmark **PRO**[™]

Simply Woodmark Pro Collection

- ❑ Special Order
- ❑ Pro Desk / Quote Center
- ❑ Volume Discounts
- ❑ White Glove Service



American
WOODmark PRO[™]

American Woodmark Pro Collection

- ☐ Special Order
- ☐ Volume Discounts
- ☐ White Glove Service

	PAINTED										MAPLE					CHERRY		DURAFORM®				
	LEAF	WIND	WIND	WIND	WIND	WIND	WIND	WIND	WIND	WIND	SP	SP	SP	SP	SP	HA	HA	WFL	WFL	WFL	WFL	WFL
MacArthur																						
Savannah																						
Reading																						
Portola																						
Garner																						
Brookland																						
Hanover																						
Shorebrook																						
Laeburg																						
Adelaide																						
Westerly																						
Ashland																						
Glen Ellen																						
San Mateo																						



HAMPTON BAY

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Home Depot and NREIA Partnership

40+ Year Home Depot
Partnership



9 Year NREIA Partnership



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DESIGNER SERIES

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HALSTEAD

A PROUD MEMBER OF THE HMTX FAMILY

Vinyl Flooring

Good, Better, Best

Transitioning
to a 22mil



New Colors
and Pricing



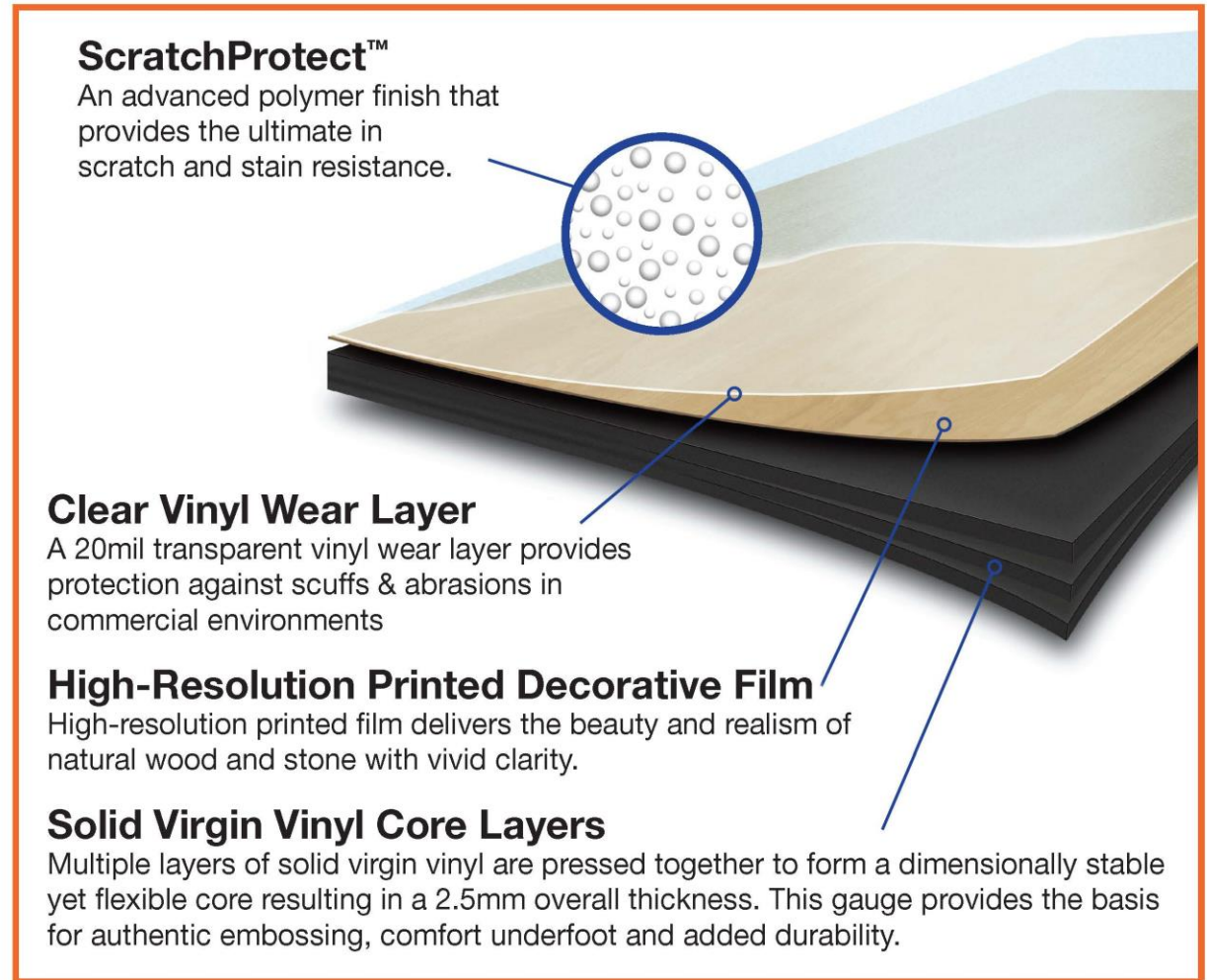
Now
Available



Product Information - Dryback / Glue Down

VERGE **PRO**

- Lifetime residential warranty
- 20 year commercial warranty
- Core = flexible vinyl
- 20 Mil wear layer
- 2.5mm overall thickness
- Enhanced Ceramic Bead finish
- Water resistant
- Easy glue down installation



Product Information – SPC Click / Floating

HOME
DECORATORS
COLLECTION®

- Lifetime residential
- 10 year commercial warranty
- Core = Solid Polymer Core
- 12 Mil wear layer
- 4.0mm overall thickness
- Enhanced Ceramic Bead finish
- Waterproof
- Easy drop-lock Installation
- Attached underlayment pad

Enhanced Ceramic Bead Surface

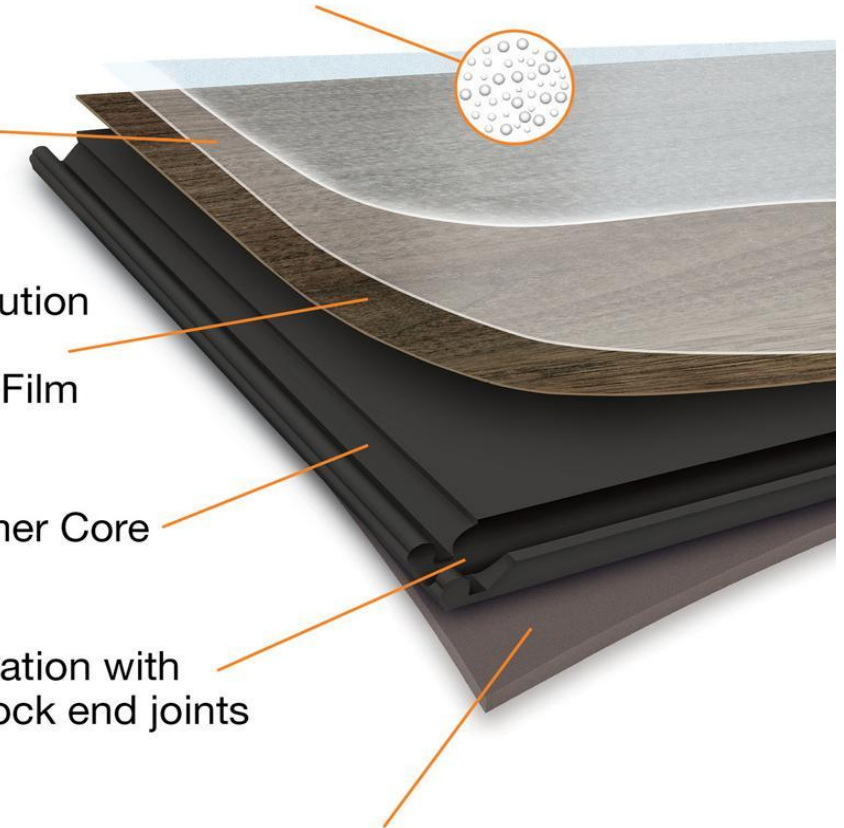
Clear Vinyl
Wear Layer

High-Resolution
Printed
Decorative Film

Solid Polymer Core

Easy Installation with
drop-and-lock end joints

Sound Mitigating Underlayment



Product Information - Click / Floating



- Lifetime residential / 20 year commercial warranty
- Core = Rigid Core (IsoCore)
- 6.5mm+ overall thickness
- 22+ Mil wear layer
- ScratchProtect™- The ultimate in scratch and stain resistance
- Waterproof
- Easy drop-lock installation
- Attached underlayment pad
- UltraFresh™- Inhibits the growth of odor and stain causing mold and mildew



Super SKU's Planks



Chevron



48"

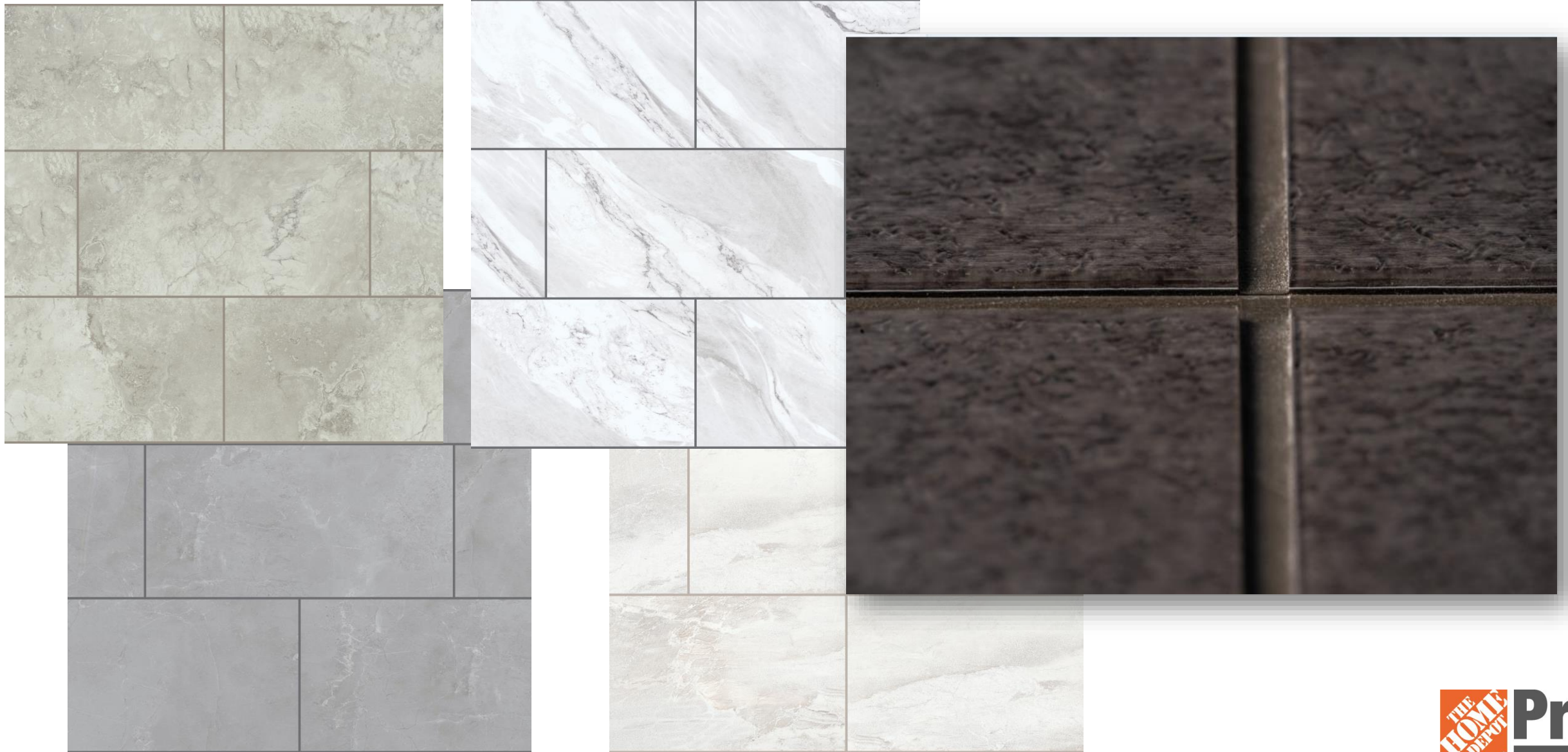


60"



72"

Cera-grout and new tile SKU's



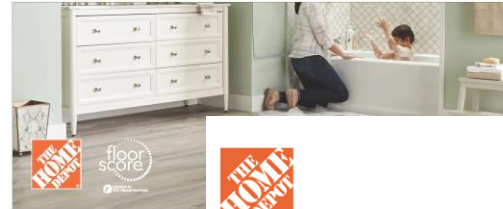
Sales Tools

	BETTER	BEST	GOOD	BETTER	BEST	BEST
	Verge	Verge Pro	Trafficmaster	Home Decorators Collection	Lifeproof	Lifeproof Commercial
Product Type	Flexible Vinyl	Flexible Vinyl	Flexible Vinyl	SPC Rigid	WPC Rigid Core	WPC Rigid Core
Product Installation	Glue-Down	Glue-Down	OripStrip™	Click	Click	Click
Product Thickness	2.0mm Overall Thickness	2.5mm Overall Thickness	3.8mm Overall Thickness	4.8mm Overall Thickness	6.5mm+ Overall Thickness	6.5mm+ Overall Thickness
Wear Layer	8 MIL Wear Layer	22 MIL Wear Layer	4 MIL Wear Layer	6 MIL Wear Layer	6 MIL or 12 MIL Wear Layer	22 MIL Wear Layer
Residential Warranty	Lifetime	Lifetime	25 Year	Lifetime	Lifetime	Lifetime
Commercial Warranty	10 Year Light	15 Year Full	N/A	5 Year Light	6MIL=5yr Light 12MIL=10yr Light	15 Year Full
Pre-Attached Underlayment	No	No	No	Yes (polyethylene)	Yes (polyethylene)	Yes (polyethylene)
Waterproof/Water Resistant	Water Resistant	Waterproof	Water Resistant	Waterproof	Waterproof	Waterproof
Temperature Ranges Post Install	65-85 F	65-85 F	65-85 F	50-100 F	50-100 F	50-100 F
Acclimation Required?	Yes	Yes	Yes	No Acclimation Required	No Acclimation Required	No Acclimation Required
Total SKUs Available	7+ SKUS	6+				
Antimicrobial	No					
Embossing	Textured	Te				
Kid & Pet Friendly	Better					
Added Finish for Scratches/Scuffs	Ceramic Bead	Scratch				



TRANSPARENCY
BEYOND INGREDIENTS

Taking care of our people and doing the right thing - two values at the core of how our stores think and operate. We know that the best projects are the ones built sustainably, and those projects can't happen without exceptional customer service and know-how from associates in our stores. Our commitment to responsible business practices for our people, products and operations is built - and will continue to grow - on this foundation.



The Home Depot's product testing program is recognized by the International Building Code (IBC) as the standard used for the important to the fact that LifeProof™ is FloorScore® certified. By selecting LifeProof™, you have made the choice for safe businesses and homes? Come join us and discover all of

PHYSICAL PROPERTIES (FLOATING MULTILAYER MODULAR FLOORING) - 8.0MM GAUGE		
Collection	Plank - XL	Plank - XXL
Size	8.75\" 4\" (220mm x 1515mm)	8.75\" 2\" (220mm x 1038.8mm)
Overall Gauge	8.0mm (0.315\")	8.0mm (0.315\")
Wear Layer	12mil (0.3mm)	21.7mil (0.85mm)
Top Layer	2.0mm (0.079\") LVT	2.0mm (0.079\") LVT
Core	5.0mm (0.197\") Rigid Core	5.0mm (0.197\") Rigid Core
Pad	1.0mm (0.039\") HDPE	1.0mm (0.039\") HDPE
Use	Light Commercial & Residential	Light Commercial & Residential
Profile	Micro-Bevel	Bevel
Finish	Enhanced Ceramic Bead	Enhanced Ceramic Bead
Ultra-Fresh	Included in Finish and Pad	Included in Finish and Pad
Embossing(s)	In-Register	In-Register, Natural Timber
Pieces/Carton	6 pieces	6 pieces
Coverage/Carton	21.45 Sq Ft (1.99 Sq M.)	25.98 Sq Ft (2.41 Sq M.)
Limited Warranty	Light Commercial - 10 Years Residential - Lifetime	Light Commercial - 15 Years Residential - Lifetime

STANDARDS - SAFETY & PERFORMANCE			
Standard	Description	Requirements	Results
ASTM E648	Critical Radiant Flux (Radiant Panel)	Class I: ≥ 0.45 W/cm ²	Passes Requirements ¹
ASTM E662	Smoke Density	Flaming & Non-Flaming: ≤ 450	Passes Requirements ²
ASTM E2047	Coefficient of Friction (Slip Resistance)	Not Applicable (No Official Requirements)	≥ 0.8 (Dry)
ASTM F970	Static Load	Plank - XL: No Requirements Plank - XXL: 60,000' 250psi	Plank - XL: Not Applicable Plank - XXL: Passes Requirements
SM Test	Static Load Limit	Test to Limit (±0.005')	≥300psi
ASTM F2199	Dimensional Stability	Plank - XL: ≤0.25% / Ineal 8 Plank - XXL: ≤0.25% / Ineal 8	Plank - XL: Surpasses Requirements Plank - XXL: Surpasses Requirements
ASTM F925	Chemical Resistance	No more than 'Slight Change'	Surpasses Requirements
ASTM F1514	Resistance to Heat	Average ΔE = 8.0	Surpasses Requirements
ASTM F1915	Resistance to Light	Average ΔE = 8.0	Surpasses Requirements
ASTM D21	Antifungal Activity	Not Applicable (The Official Requirements)	Top (D1), Bottom: 0-1*
ASTM F963	Heavy Metals	Refer to Standard	Passes Requirements
ASTM D7823	Phthalates	Refer to CPSCA ³	Passes Requirements
ASTM F410	Wear Layer Thickness	Plank - XL: No Requirements Plank - XXL: ≥0.007\" (0.2mm)	Plank - XL: Not Applicable Plank - XXL: Passes Requirements

STANDARDS - SOUND				
Assembly	ASTM E90	ASTM E482	ASTM E2179	Results (Remarks)
6\" Concrete Slab	STC 50	IC 50	ΔIIC 24	All tested assemblies pass IBC ⁴ requirements of STC ≥ 50 and IC ≥ 50 for multi-story dwellings
6\" Concrete Slab	STC 55	IC 55	Not Applicable	
6\" Concrete Slab with Drop-Ceiling	STC 62	IC 70	Not Applicable	

Effective: October 25, 2018 Page 1 of 1 (866) 842-8453 | homedepot.com

Lifeproof Information and Installation Video

<https://www.youtube.com/watch?v=SsuXGPehys8>

Plank Replacement Video

<https://www.youtube.com/watch?v=PhNqgHCJFOs>

Track Orders/ Check Inventory

<https://tracking.halsteadintl.com/>



Inspiration & Resources

Follow the coasts...

- New York
- Los Angeles
- Miami

Social Media, particularly Instagram

- @homedepot
- @woodmarkcabinetry
- @thehalsteadhome
- @ppgindustries
- @behrpaint

Also, check out Dwell or Pinterest



SCAN ME





Thank you

TROY MILLER | INFO@ICOROCKIES.COM | WWW.ICOROCKIES.COM



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