

# \$400B Home Improvement Pivot: Why Kansas City Homeowners Spend 30% More on 'Property Preservation' Over New Purchases

*Kansas City homeowners are bypassing high-interest mortgage rates by investing in "Property Preservation" to turn existing houses into long-term assets.*

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High interest rates and a prolonged stagnation in the Midwest housing turnover have birthed a new "Stay-in-Place" economy, fundamentally

altering the financial strategies of Kansas City's affluent homeowners. Rather than trading up for new properties, the region's upper-middle-class demographic is pivoting toward aggressive asset preservation. Market analysis reveals a significant shift in consumer spending—estimated to be

part of a \$400 billion national trend—away from speculative "flipping" and toward the deep restoration of existing assets, specifically in high-wear areas such as cabinetry and [exterior](#) siding.

“

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*Roberto Olivares*

The Macro-Economic Shift: High Rates and the Midwest 'Lock-In' Effect

The Federal Reserve Bank of Kansas City has consistently noted regional economic indicators that suggest a "lock-in" effect for homeowners currently holding sub-3% mortgage

rates. With current interest rates remaining significantly higher, the financial incentive to move has evaporated for many. This has led to a stagnation in housing inventory across the Kansas City metro, from Overland Park to Parkville.

Data from the Harvard Joint Center for Housing Studies, specifically their Leading Indicator of Remodeling Activity (LIRA) reports, suggests that while the overall pace of home improvement may have seen a national cooling, the nature of the projects has shifted from discretionary

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The official logo for Elite77 Painters, featuring the company name and an icon of a paint roller.

cosmetic upgrades to essential property preservation. In the Midwest, this is manifesting as a 30% increase in spend-per-project as homeowners choose industrial-grade materials and long-term restoration over temporary aesthetic fixes.

### The Stagnation Paradox: Turning Existing Homes into 'Forever Homes'

As housing turnover slows, the age of the average Kansas City home continues to rise. In premier HOA and golf communities, where property standards are rigorously enforced, the pressure to maintain exterior integrity is a matter of both compliance and equity protection. According to the U.S. Census Bureau's data on Construction and Value of Improvements for the Midwest, there is a clear trend toward high-end [residential](#) restoration projects that utilize more durable, sustainable materials.

The "Stay-in-Place" economy has forced a realization among homeowners: their current residence is no longer a temporary stepping stone, but a long-term financial asset that requires specialized care. This shift is particularly evident in the demand for technical repairs.

### The Rise of Specialized Restoration in Kansas City

Market indicators show that homeowners are now prioritizing high-wear interior and exterior features that offer the highest return on equity without the need for a full relocation. [Cabinet refinishing](#) has emerged as a top-tier modernization strategy, allowing homeowners to revitalize kitchens—the primary driver of home value—without the six-figure price tag of a total remodel.

"We have observed a fundamental shift in client motivation over the last 24 months," notes



A split-view image demonstrating a professional exterior home transformation by Elite77 Painters, showcasing the "Stay-in-Place" property preservation model.



A residential exterior featuring a fresh, climate-resilient paint application, highlighting professional prep work and property protection.

Robert Olivares, Owner of Elite77 Painters, a local firm that has been recognized as the fastest-growing painting company in the area by industry representatives. "The demand for specialized services like cabinet refinishing and high-end restoration has scaled our operations from one crew to four, as homeowners seek to modernize their current investments rather than enter a volatile buying market".

### The Asset Preservation Model: Moving Beyond the 'Low-Bid' Mentality

The evolution of the painting and restoration industry in Kansas City reflects this broader economic shift. Discerning consumers in the \$100,000+ household income bracket are increasingly moving away from the "commodity" marketplace of low-bid contractors who offer temporary solutions. Instead, they are gravitating toward BBB Accredited (A+) brand entities that offer comprehensive "No-Surprise Guarantees" and transparent communication.

This focus on professionalism is a direct result of the "Stay-in-Place" mindset. When a homeowner expects to live in a property for the next decade rather than the next two years, the lifespan of a protective coating or a cabinet finish becomes a critical metric. Meticulous surface preparation and the use of high-quality products have become the standard for homeowners who view their house as a fortress against Kansas City's volatile climate swings.

### The Future of Midwest Property Equity

As the Kansas City real estate market continues to navigate high inventory costs and limited new



A professionally refinished, modern white kitchen featuring high-end cabinetry updates by Elite77 Painters as part of their property preservation strategy.



A kitchen undergoing professional cabinet refinishing, showcasing the meticulous protection of surfaces and the disciplined environment Elite77 Painters maintains during restoration projects.

construction, "Property Preservation" is expected to remain the dominant theme for 2026 and beyond. Homeowners who invest in deep restoration today are not just enhancing their living space; they are shielding their equity from the compounding costs of neglect and environmental wear.

The definition of a "quality home" in the Midwest is being redefined. It is no longer about the newest address, but about the most meticulously preserved asset. In an economy where "staying" is the new "moving," the value lies in the durability of the restoration.

#### About Elite77 Painters LLC

Elite77 Painters LLC is a BBB Accredited (A+) professional painting and restoration firm based in Kansas City, MO. Established in 2016 with over 20 years of combined industry experience, the company was founded to address the underserved demand for high-quality, reliable residential and commercial painting. Recognized as the fastest-growing painting firm in the Kansas City metro area, Elite77 Painters specializes in climate-resilient exterior coatings, and high-end cabinet refinishing. In 2024 alone, the firm completed 195 high-stakes projects, dedicated to the long-term preservation of property value for homeowners in premier KC communities

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