

What Minnesota Homeowners Want: Key Window Replacement Insights for Contractors

What Contractors Can Take Away from Research

The Wise Window Hub surveyed more than 1,000 Minnesota homeowners to better understand what motivates window replacement decisions, what barriers homeowners face, and how they perceive high-efficiency window technologies such as triple-pane windows.

The findings reveal a significant opportunity for contractors to help customers make more informed decisions about window upgrades. While many homeowners recognize comfort and energy-saving benefits, cost concerns and limited awareness continue to slow adoption of higher-performance window products.

The findings reinforce something many contractors already know: homeowners buy windows to solve problems. The data also shows that contractors have a strong influence over product selection and that many homeowners are willing to choose higher-performance windows when those options are presented clearly.

Top Homeowner Priorities

When homeowners consider replacing windows, four factors stand above all others:

1. Improved indoor comfort
2. Lower energy bills
3. Upfront project cost
4. Installation quality

Comfort, energy savings, and cost were two to three times more important than factors such as curb appeal, sustainability, or resale value.

It's important for contractors to lead conversations with comfort and bill savings, not technical specifications. Homeowners are primarily looking to eliminate drafts, improve room comfort, and reduce heating and cooling costs.

What Triggers Homeowners to Replace Windows?

Among homeowners who recently replaced windows, the most common reasons were:

- Drafty windows or cold air infiltration (65%)
- Desire to reduce energy bills (53%)
- Difficulty opening or closing windows (44%)

Homeowners considering replacing windows in the next 2 years reported even higher concern about drafts and energy costs.

Contractors should focus on solving homeowner pain points. Ask questions about drafts, cold rooms, condensation and ice buildup, comfort issues, and utility costs early in the sales process.

Cost Is the Biggest Barrier

For homeowners considering replacement, and those not yet considering it, cost remains the primary reason for delaying action. However, there is an important opportunity: 84% of homeowners who replaced their windows (whether high-efficiency or otherwise) said the investment was worth it. Contractors can support homeowners in justifying their investment. Reinforce long-term value by discussing comfort improvements, lower energy costs, durability, and homeowner satisfaction after installation.

Triple-Pane Windows: A Major Opportunity

While only 27% of recent window replacement projects included triple-pane windows, the research found strong interest among homeowners.

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- 63% of homeowners have heard of triple-pane windows.
- 58% are willing to pay more for triple-pane windows.
- 45% would pay \$200 or more per window.
- 25% would pay \$300 or more per window.

Most importantly, more than 60% of homeowners who were offered triple-pane windows chose to install them.

The biggest barrier to triple-pane adoption may not be homeowner resistance — it may be that homeowners are not consistently being offered the option. Including triple-pane windows as a standard or side-by-side bid option can create meaningful sales opportunities while helping homeowners achieve greater comfort and bill savings.

Contractors Influence Purchasing Decisions

Contractors play a major role in homeowner decision-making. Research found that homeowners frequently rely on contractor guidance when evaluating window replacement and brand selection. Your recommendation matters.

Messaging That Resonates

Homeowners who selected triple-pane windows most frequently cited:

- Better insulation
- Improved efficiency
- Higher quality and durability

Recommended Sales Messages

- 1) Reduce drafts and cold spots
- 2) Improve year-round comfort
- 3) Lower heating and cooling costs
- 4) Increase window performance and durability
- 5) Protect against Minnesota's extreme temperatures

Financial Tools Can Help Close Sales

Whenever available, discuss rebates, financing, and other cost-reduction opportunities during the quoting process. Roughly 40% of Minnesota homeowners said that available financing or a \$50 per window utility rebate would make them more likely to pay an additional \$300 for a triple-pane window. These tools can help homeowners move from consideration to action.

Bottom Line

Minnesota homeowners want windows that fix their biggest problems, resulting in a more comfortable home and reduced energy bills. The research shows that homeowners are often willing to invest in higher-performance products, especially when contractors explain the benefits clearly and present triple-pane windows as a standard option.

Contractors who focus on comfort, savings, and long-term benefits and those who consistently offer triple-pane solutions, are well positioned to grow their leads and close more sales.