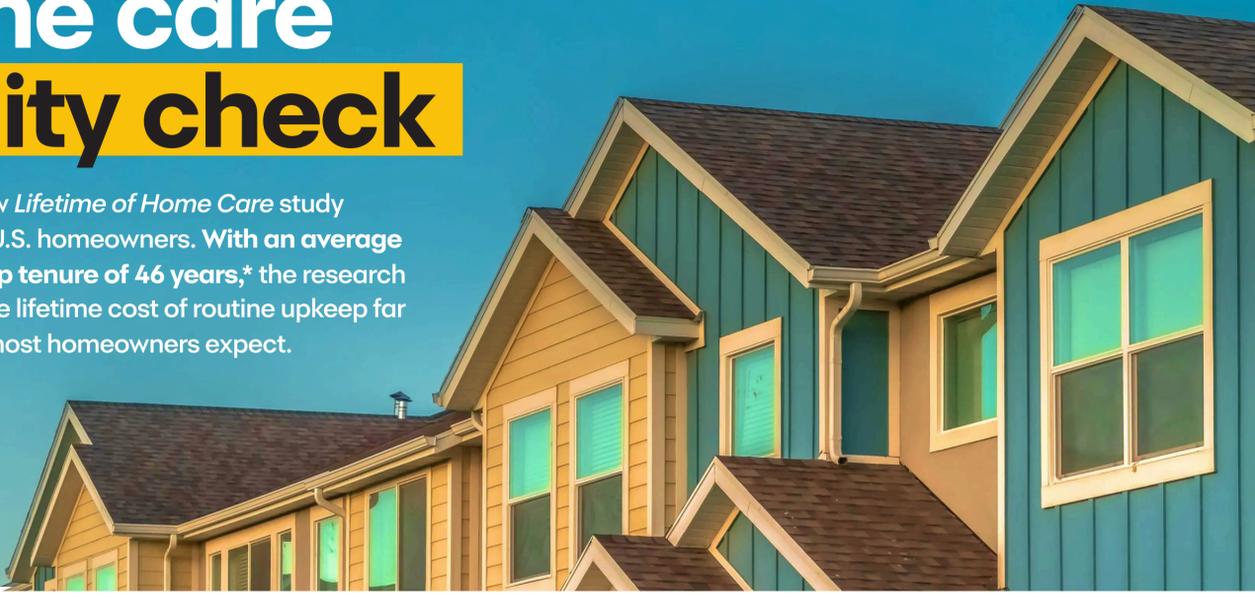


# Lifetime of home care reality check

Synchrony's new *Lifetime of Home Care* study surveyed 1,522 U.S. homeowners. With an average homeownership tenure of 46 years,\* the research revealed the true lifetime cost of routine upkeep far exceeds what most homeowners expect.

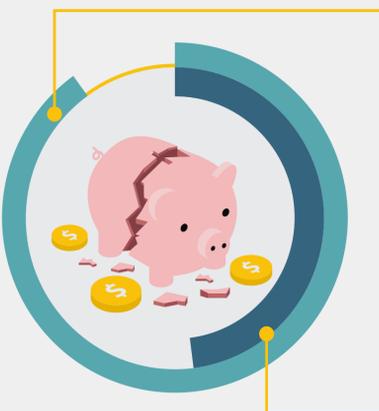
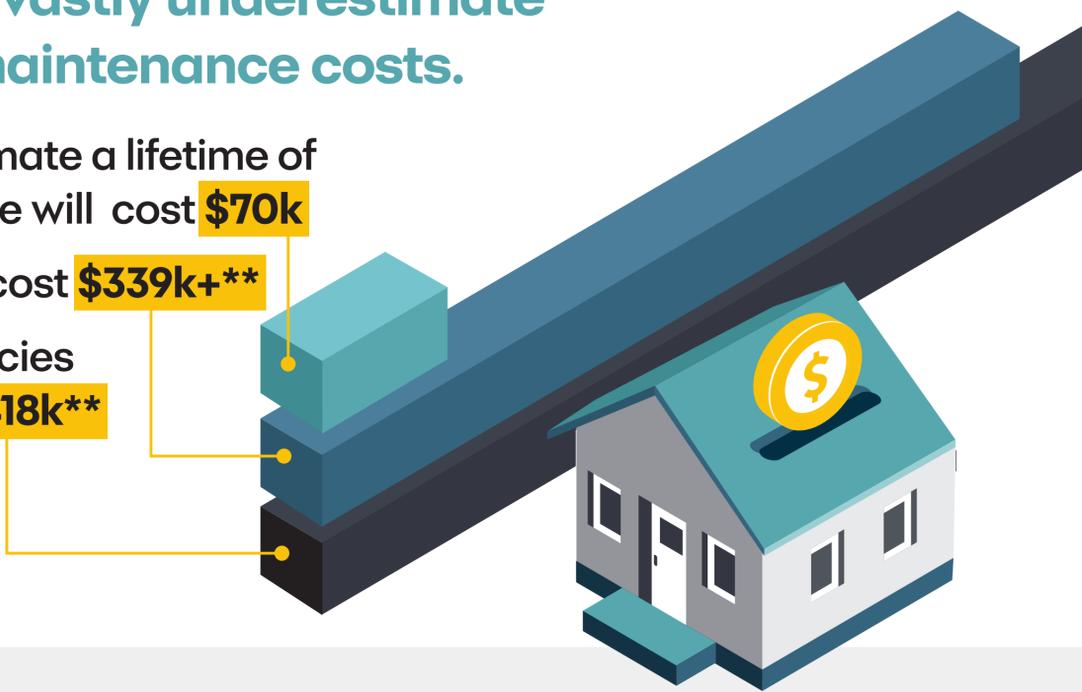


## Homeowners vastly underestimate a lifetime of maintenance costs.

Homeowners estimate a lifetime of home maintenance will cost **\$70k**

But it will actually cost **\$339k+\*\***

And with emergencies it can add up to **\$418k\*\***



## The biggest barrier to addressing home repairs is the price.

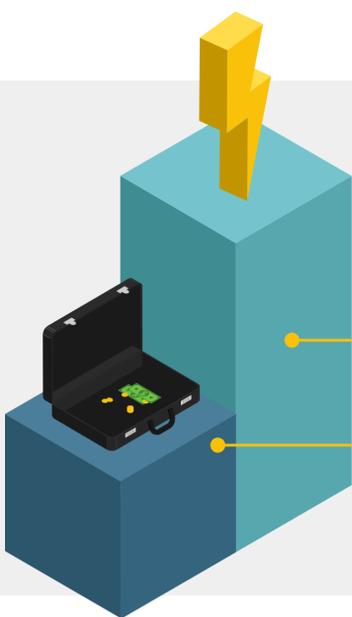
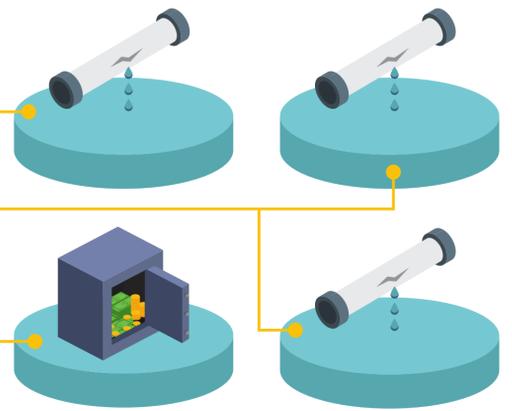
**90%** have a home repair that needs attention.

But **48%** haven't addressed it because of the cost.

## While emergencies are inevitable, most aren't prepared for them.

**3 in 4** homeowners have experienced an emergency repair

But only **1 in 4** have emergency funds



## Cost anxiety is high, but few have a plan to pay.

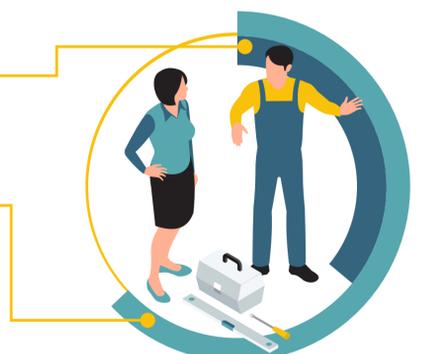
**71%** of homeowners feel anxiety about affording necessary repairs.

But only **19%** have a formal budget for home repairs.

## Trust and affordability matter.

**36%** would feel more confident with more affordable financing options.

And **63%** trust their contractor most when making home maintenance decisions.



Read the Full Study at [LifetimeofHomeCare.com](https://LifetimeofHomeCare.com)

\*Homeownership tenure based on demographic benchmarks, which define the modeled "lifetime" for cost projection.  
 \*\*Researchers conducted qualitative interviews with home improvement contractors and reviewed third-party sources to inform the study's cost assumptions and calculations.