

SYNOPSIS

As the smart home reaches the mainstream, users look for practical applications and real value. They also need new forms of service and support. This study investigates smart home pain points and tests appeal and willingness to pay for a variety of professional services enabled by connected home products and systems.

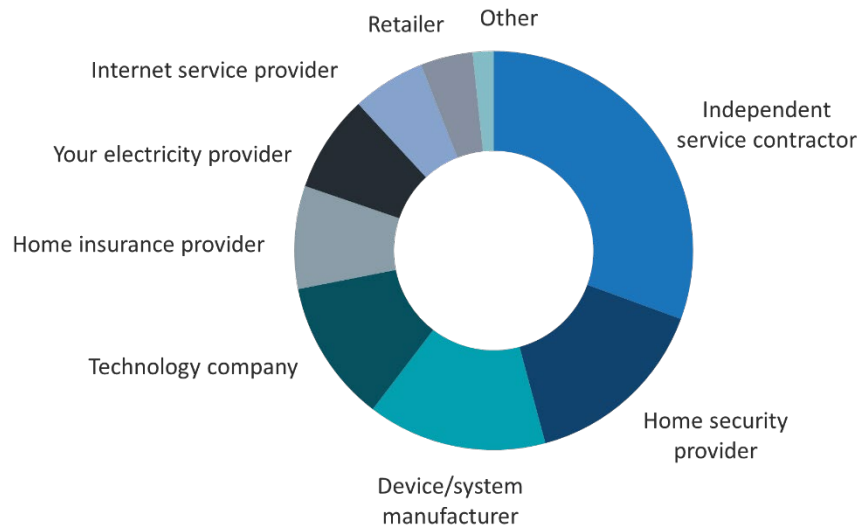
The research addresses fire safety monitoring, HVAC monitoring, water monitoring and leak detection, appliance monitoring & maintenance, pool monitoring, and technology support services to help consumers manage their increasing connected homes and lifestyles. The study quantifies the largest areas of opportunity and assesses the consumer segments best served by the various professional services.

Number of Slides: 83

AUTHORS

Preferred Service Provider for Smart Home Services

Among Those Likely to Use at Least One Tested Service



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Key questions addressed:

1. What home services do homeowners find valuable?
2. What are the most important service elements of a technology-supported home services?
3. What types of companies do consumers prefer for delivering home services?
4. What is the consumer's willingness to pay for different home services, and how does it vary by specific cases such as water, HVAC, or security services?
5. What factors influence the use, discovery, and selection of household services?
6. How can companies in the smart home ecosystem work with skilled trades and other home service providers to provide more value into the ecosystem and enhance service providers' businesses?

“There is untapped opportunity to leverage the growing base of smart home technologies to generate service revenue, whether directly to the consumer or as a B2B arrangement.”

—Jennifer Kent, VP, Research, Parks Associates

Industry Analyst

Jennifer Kent, VP, Research, Parks Associates

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CONTENTS

Six tested technology-supported home service concepts

Executive Summary

- Major Home Service Use
- Average Annual Spending on Home Services
- Appeal of Technology-Supported Home Services
- Willingness to Pay, Among Those Most Likely to Use Service
- Annual Smart Home Service Revenues (\$M) at Stated Price Point
- Preferred Service Provider for Smart Home Services

Trends in Major Home Technology Services

- Use of Major Home Technology Services
- Standalone Home Service ARPU, YoY
- Adoption of Security System Services
- Paid Services for Video Doorbells
- Paid Services for Smart Cameras

Uptake of Home Services & Subscriptions

- Use of Technology Subscription Services
- Use of Membership Subscription Services
- Use of Traditional Home Care Services: One Time or Ongoing
- Professional Home Services: Ongoing Services
- Use of Home Appliance, Warranty & Insurance Services
- Average Annual Spending on Home Services

Smart HVAC Service

- Items Included in Current HVAC Services
- Number of Items Included in HVAC Service
- HVAC Service Use, by Smart Thermostat Adoption
- HVAC Service Features, by Smart Thermostat Adoption
- Smart HVAC Service Appeal
- Appeal of Smart HVAC Service by Smart Home Device & Service Usage
- Appeal of Smart HVAC Service by # of Services Included in Current HVAC Package
- Important Elements of a Smart HVAC Service
- “Must Have” Elements of Smart HVAC Services by Current Service Usage
- “Must Have” Elements of Smart HVAC Service by Age of Respondents
- “Must Have” Elements of Smart HVAC Service by Children at Home

- “Must Have” Elements of Smart HVAC Service by Residency Area

Smart Water Service

- Water Monitoring Service Appeal
- Water Monitoring Service Appeal by Smart Device Ownership
- Important Element of a Water Monitoring Service
- “Must Have” Elements of a Water Monitoring Service by Age of Respondents
- “Must Have” Elements of a Water Monitoring Service by Residency Area
- “Must Have” Elements of a Water Monitoring Service by Children at Home

Smart Fire Monitoring

- Appeal of a Fire Safety Monitoring Service
- Fire Safety Monitoring Service Appeal by Smart Home Device Ownership
- Important Element of a Fire Safety Monitoring Service
- “Must Have” Elements of a Fire Safety Monitoring Service by Residency Area
- “Must Have” Elements of a Fire Safety Monitoring Service by Children at Home

Smart Appliance Monitoring

- Appeal of an Appliance Monitoring Service
- Appliance Monitoring Service Appeal by Smart Home Device Ownership
- Important Elements of a Appliance Monitoring Service
- “Must Have” Elements of a Appliance Monitoring Service by Residency Area
- “Must Have” Elements of a Appliance Monitoring Service by Children at Home

Smart Pool Monitoring Service

- Appeal of a Pool Monitoring Service
- Important Elements of a Pool Monitoring Service

Smart Home Support Service

- Smart Home Technology Support Service Appeal
- Home Technology Support Service Appeal by Device Ownership and Service Subscription
- Appealing Level of a Home Technology Support Service by Smart Home Ownership Segment

- Important Elements of a Home Technology Support Service
- “Must Have” Elements of a Home Technology Support Service by Adoption Segment
- Desired Devices with Home Technology Support Services

Home Service Concepts Compared

- Appeal of Technology-Supported Home Services
- Technology-Supported Home Service Most Likely to Use
- Technology-Supported Home Service Most Likely to Use, by Age
- Technology-Supported Home Service Most Likely to Use, by Household Income
- Technology-Supported Home Service Most Likely to Use by Children at Home
- Technology-Supported Home Service Most Likely to Use by Adoption Segment
- Technology-Supported Home Service Most Likely to Use by Residential Area
- Technology-Supported Home Service Most Likely to Use by Security System Ownership

Willingness to Pay for Smart Home Services

- Willingness to Pay for Smart Home Services among Those Most Likely to Use Service
- Willingness to Pay for Smart Home Services among All Single-Family Homeowners
- Willingness to Pay for Smart Home Services among All Single-Family Homeowners: Number (#M) of Single-Family Homeowners
- Willingness to Pay for Smart Home Services among All Single-Family Homeowners: Annual Service Revenues (\$M) at Stated Price Point
- Willingness to Pay \$30/Month by Age of Respondents
- Willingness to Pay \$30/Month by Household Income

Preferred Service Providers

- Preferred Service Provider for Smart Home Services
- Preferred Service Provider by Smart Home Services
- Attitudes Toward Professional Home Service Factors
- Important Factors in Choosing a Professional Service Provider

Appendix

ATTRIBUTES

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