



COMPELLING HOMES  
Remodeling ~ Design

# REMODELING COST GUIDE

*A Scenario-Based Guide to Remodeling and Cost  
for Homeowners in the Des Moines Metro Area*



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# INTRODUCTION

Every homeowner is unique. You have individual habits, lifestyle needs, and tastes. That's why no two home remodeling projects are exactly alike. Some homeowners need more space, others less.

Older homes require extensive updates, while newer homes get away with cosmetic changes. But patterns stick out when you've worked in the industry as long as Compelling Homes.

You notice how people tend to remodel at specific points in their lives, often during a transitional or growing phase. You learn certain circumstances push some homeowners to remodel sooner than others.

Homeowners often come to us with one of three situations — homeowner scenarios, as we'll call them. By reviewing these homeowner scenarios in this Remodeling Cost Guide, we can prepare our future customers (hopefully, you!) for the most successful remodel or home addition possible.

We provide specific details on each project process and advice on what to do in each scenario. We also supply cost estimates for kitchen remodeling, basement finishing, bathroom additions, whole-home remodeling, and other home renovation projects. Our information gives you the power to plan for your perfect home. Let's get into it!



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**SCENARIO 1:  
IT'S TIME FOR  
YOUR DREAM REMODEL**

## SCENARIO 1: IT'S TIME FOR YOUR DREAM REMODEL

Are your kids in high school? Is it time to update your home with the finishes you've always wanted? Have you been putting things off because the timing isn't right due to a growing family?

Homeowners in our first scenario have done the waiting. They've made do in their homes for years while raising their kids. During that time, their homes have taken a beating. Counters, [cabinets](#), and floors are scratched, paint chipped, and styles outdated. But now their kids are older, soon to graduate, and move out to pursue their futures. It's time for these parents to treat themselves to the home of their dreams.

If you identify with these homeowners, you most likely need a [whole-home remodel](#). After 15 years or more in your home, most finishes – carpet, hardwood flooring, roofing, windows, plumbing, landscaping, appliances, etc. – are shot. Many of our clients that fall into this scenario live in homes built between 1993 and 2005. These homes tend to have traditional closed layouts rather than the modern open layouts favored in interior design today. **If this scenario sounds like you, keep reading!**



## SCENARIO 1: IT'S TIME FOR YOUR DREAM REMODEL

Homes built between these years are typically divided into many different rooms and feature a formal dining room, interior brick, sunken living room, or other dated methods. These homeowners come to [Compelling Homes](#) and say, "I don't want my home to look like grandma's." They need complete home remodeling to make that kind of change happen.

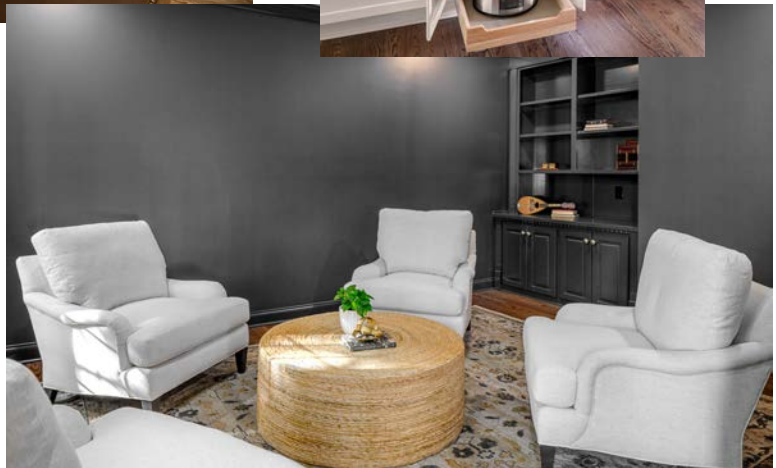
With open layouts, newer homes built during or later than 2003 usually don't require updates as extensive. Homeowners may instead opt for individual room updates like a kitchen or bathroom remodel. However, finishes in those homes are now reaching the end of life, meaning a complete home remodel may well be in order.

Either way, [Compelling Homes works with you](#) to build the home you've always wanted. Let us know what you don't like about your home currently and what your aspirations are for remodeling. Then, tell us about the inner workings of your daily life. We learn your habits and routines and build a dream home to accommodate them.

The photos used in Scenario 1 are from a whole-home remodel we completed, and let's just say: wow. Talk about timeless. Save this for inspiration!



**BONUS: EXTRA INSPIRATION FROM THIS WHOLE-HOME REMODEL  
TO ADD TO YOUR PROJECT'S INSPIRATION MOOD BOARD**





**SCENARIO 2:  
THE FAMILY  
IS GROWING**



## SCENARIO 2: THE FAMILY IS GROWING

Let's get a little more specific with our scenarios. Meet Pat and Jennifer. They have a four-bedroom house, three kids, a baby on the way, and a big problem: the house is too small.

Pat is busy at work most of the day, and Jennifer runs the house. Life is chaotic right now, with one kid in baseball, one in dance, and the other emerging from his terrible twos. However, the couple agrees they need a change in their home fast! Deciding what change to make is the hard part.

They're adamant that moving is not an option; they don't want to leave the house, school district, and neighborhood where their family grew up. With moving off the table, expanding their home is the best option. But how? Do they add on, finish the basement or convert the garage?

Here is where Compelling Homes comes in. After researching and deciding what expansion method suits their home, lifestyle, and budget, Pat and Jennifer call us. They come to us with a problem. We help them find a solution. **If this sounds like your family, read on!**




## SCENARIO 2: THE FAMILY IS GROWING

We start by understanding the problem. Pat and Jennifer – and clients like them – sit down with the Compelling Homes team to talk about their lives, plans, and where their homes need improvement. Next, we set expectations. Home additions are tricky; they have to blend seamlessly with the rest of the house inside and out, limiting what's possible.

With these parameters in mind, we decide where to solve your problem. Are we building up, down, left, or right? Or maybe we're converting an unused area of the house, such as an attic, into an extra bedroom. You determine what you want, and our inclusive design-build process provides the services you need to complete your home project. We make your addition a simple, smooth experience so you can focus on family.

The photos in Scenario 2 are from two separate projects - a basement, and what we like to call "main floor scramble". The basement was turned into a separate play area, den, and snack bar, while the main floor scramble transformed the living room, kitchen, and dining area, *plus* adding a hidden mud room which incorporated part of the existing garage, hidden beautifully behind a solid wood sliding door. (There's also a *keg* hidden in there somewhere, so the adults can enjoy the fruits of their labor, too). Use these photos for inspiration:



A modern kitchen with white cabinetry, a granite countertop, and a large wooden range hood. The text "SCENARIO 3: IT'S NOT YOU; IT'S THE HOUSE" is overlaid in white. The kitchen features a white subway tile backsplash with a herringbone pattern behind the stove. There are two windows: a large arched window on the left and a smaller square window to the right. A wooden cutting board and a white container with wooden-handled utensils are on the countertop. The floor is made of light-colored wood.

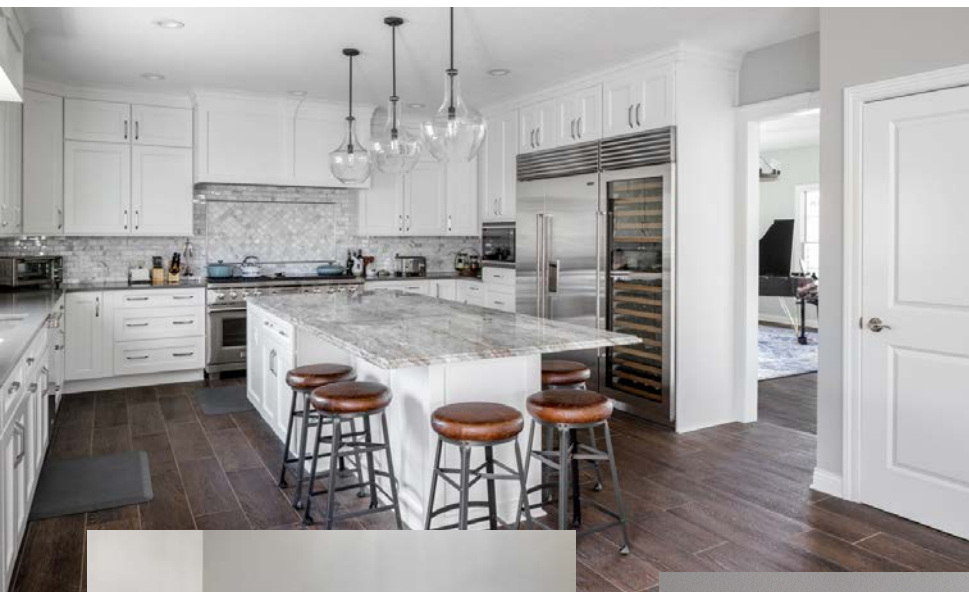
**SCENARIO 3:  
IT'S NOT YOU;  
IT'S THE HOUSE**

### SCENARIO 3: IT'S NOT YOU; IT'S THE HOUSE

This scenario isn't so much about the homeowner as it is about their home. The house is old and outdated. Whether they bought an older home or haven't done maintenance on it in 25 years, they're in desperate need of upgrades. To prepare for a whole-home remodel to this extent, these homeowners set aside money for years. We recommend saving \$10,000 for 10 years. At the end of that time, you have \$100,000 to refresh your home just as you envisioned.

However, looking at your outdated home and seeing the potential is not always easy. That's our job. With practiced eyes, our designers visualize, execute, and help you realize your ideal home. Come to us with a suggestion, and we will add to your ideas. Tell us you want to change your kitchen cabinets and flooring; we suggest a backsplash tile pattern that creates movement, a buffet station, stunning pendant lights, or other stand-out design flourishes.

You work with visionaries when you work with Compelling Homes. We see your home as it is and imagine better, transforming your home experience and daily life. **If this sounds like your house, turn the virtual page for some serious eye-candy.**



**BONUS: EXTRA INSPIRATION FROM THIS MODERNIZED REMODEL  
TO ADD TO YOUR PROJECT'S INSPIRATION MOOD BOARD**



# COST ESTIMATES

Now that you understand when, why, and how you may want to remodel your home, it's time to factor in cost.

Compelling Homes bases these cost averages on the work we do in areas of Des Moines Metro such as Johnston, Ankeny, Waukee, Urbandale, and West Des Moines.

Use these figures to price your [home improvements](#) and start saving for your remodel today.



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## KITCHENS

Mid-Range Kitchen Remodel  
Average Cost: \$66,836

Luxury Kitchen Remodel  
Average Cost: \$130,390



## BATHROOMS

Primary Mid-Range Bathroom Remodel  
Average Cost: \$62,561

Luxury Bathroom Remodel  
Average Cost: \$68,171

Mid-Range Hall Bath Remodel  
Average Cost: \$33,396



## BASEMENTS

Mid-Range Basement Remodel  
Average Cost: \$67,200

Luxury Basement Remodel  
Average Cost: \$88,000

## WHOLE-HOME REMODEL

Mid-Range

Whole-Home Remodel

Average Cost: \$125,482

Luxury

Whole-Home Remodel

Average Cost: \$333,755



## ADDITIONS

Single-Story Addition with  
Modifications to the Kitchen or  
Bathroom (Approximately 22' x 25')

Average Cost: \$214,551





# ABOUT COMPELLING HOMES

*Home Design as Unique as You*

In the life of Compelling Home's owner Rusty Green, everything has a purpose. He has a spot where he puts his keys, wallet, cellphone, and other essentials daily. This intentional lifestyle-focused design makes Rusty's day-to-day life more manageable. His home stays organized, and he never loses his keys anymore (well, almost never).

That's the type of home design we offer at Compelling Homes. We build your home around your lifestyle and routine. Right now, your house and habits probably aren't aligning — otherwise, you wouldn't be reading this guide. Something needs to change.

We can't change your habits, but we can make your home match your habits. We do this by learning your behavior and seeing how you live. [Bring us into your life](#); let's build a better one together. Remember: Don't stop at "good enough"... make it *Compelling*. [Contact our team](#) when you're ready to get started.



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