



How Much Value Can a New Roof or Siding Add to Your Home in Washington?

2026 Industry Report — A data-driven guide for Washington State homeowners evaluating exterior upgrades as a strategic investment.

PACIFIC NORTHWEST MARKET

2026 EDITION

Most Washington Homeowners Lose \$10K–\$30K When Selling — Here's Why

Your roof and siding aren't just maintenance items. They're the **#1 reason** buyers walk away, inspectors flag issues, and sellers leave tens of thousands on the table.

Home Value

Ignore it, and buyers assume bigger problems — which means lower offers and money you never get back.

Buyer Perception

Let the exterior look tired, and your home feels neglected fast — killing confidence before the first showing ends.

Inspection Outcomes

Skip repairs, and inspections can turn into price cuts, delays, or a deal that falls apart completely.

Insurance & Risk

Wait too long, and hidden water damage can explode into costly claims, uncovered repairs, and premium headaches.

Want to Know What Your Home Could Sell For?

Get a Free Inspection + Value Estimate — no pressure, no obligation.

 425.380.5151 | legacyexteriorspro.com



A Bad Roof Can Cost You \$20,000 at Closing

- A **\$15,000** replacement eliminates the risk of a buyer demanding a **\$20,000** price reduction — and adds **\$10,000–\$13,000** in appraised value.



In Washington's rainy climate, a failing roof is the **#1 deal-breaker**. Buyers demand massive price cuts — or walk away entirely. A proactive replacement flips that risk into equity.

National Midrange ROI

Asphalt shingles: **60% – 68%**

Washington / PNW ROI

High-demand market: **70% – 85%**

The Curb Appeal Powerhouse: New Siding

Siding drives the total visual transformation that justifies a higher asking price. In Washington, materials must handle horizontal rain, high humidity, and rapid moss growth.



Fiber Cement (James Hardie)

ROI as high as **114%** nationally. Creates a "new construction" feel on older homes — the gold standard in the PNW.



Engineered Wood & Cedar

Delivers the warmth of traditional PNW architecture with modern durability and strong buyer appeal in luxury markets.



Premium Vinyl

A cost-effective option with modern weather barriers that lower utility costs — a key selling point for 2026 buyers.

☐ A typical \$20,000 siding project can yield a value increase of **\$14,000–\$17,000**, alongside significantly higher online listing engagement.

☐ Is Your Siding Costing You Buyers?

Get a free siding assessment and find out exactly how much value you could unlock.

☎ 425.380.5151 | [legacyexteriorspro.com](https://www.legacyexteriorspro.com)

[Click here](#)

Roofing vs. Siding: Strategic Comparison

What Each Upgrade Delivers

Feature	Roofing	Siding
Primary Value Driver	Structural integrity & risk mitigation	Curb appeal & aesthetic modernization
Buyer Perception	"Safe, dry, low-risk"	"Beautiful and updated"
Inspection Impact	Critical — old roofs are primary deal-breakers	Moderate — focuses on rot and moisture entry
PNW ROI Range	70% – 85%	Up to 114%

The Expert Conclusion

The best results come from a **combined approach**. Addressing both systems simultaneously creates a "move-in ready" aura that maximizes both appraised value and buyer demand — the ultimate competitive advantage in Washington's market.





The "Hidden" Value Layer: Beyond the Sale Price

01

Reduced Inspection Contingencies

New exteriors eliminate the most common sources of "price chipping" during the inspection phase.

02

Lower Maintenance Costs

Modern materials require significantly less upkeep, saving thousands in the first five years of ownership.

03

Insurance Premium Benefits

New roofs drastically reduce water damage claims — a factor many PNW insurers reward with lower premiums.

04

Faster Time-on-Market

High curb appeal homes sell significantly faster, reducing carrying costs and the stress of a long listing period.

Timing the Investment: When to Upgrade

✓ Ideal Scenarios

1–3 Years Before Selling

The "sweet spot." Materials are still in like-new condition for buyers while you enjoy the benefits.

End of Material Life

Roof 20+ years old or siding showing visible warping? You're accumulating risk, not just losing value.

Visible Moss or Damage

In Washington, moss is a precursor to structural rot. Proactive replacement is always cheaper than remediation.

⏸ When to Defer

Materials Under 10 Years Old

If properly maintained with professional cleaning, a full replacement may not offer significant ROI.

No Near-Term Sale Planned

If the system is functional and you have no plans to sell within five years, maintenance is often more fiscally responsible.



Is Your Home Costing You Money Right Now?

Check every box that applies to your home:

- 1 Roof is 20+ years old
- 2 Moss or algae visible on roof or siding
- 3 Siding is warped, cracked, or faded
- 4 You've had repairs in the last 3 years
- 5 You're planning to sell within 5 years

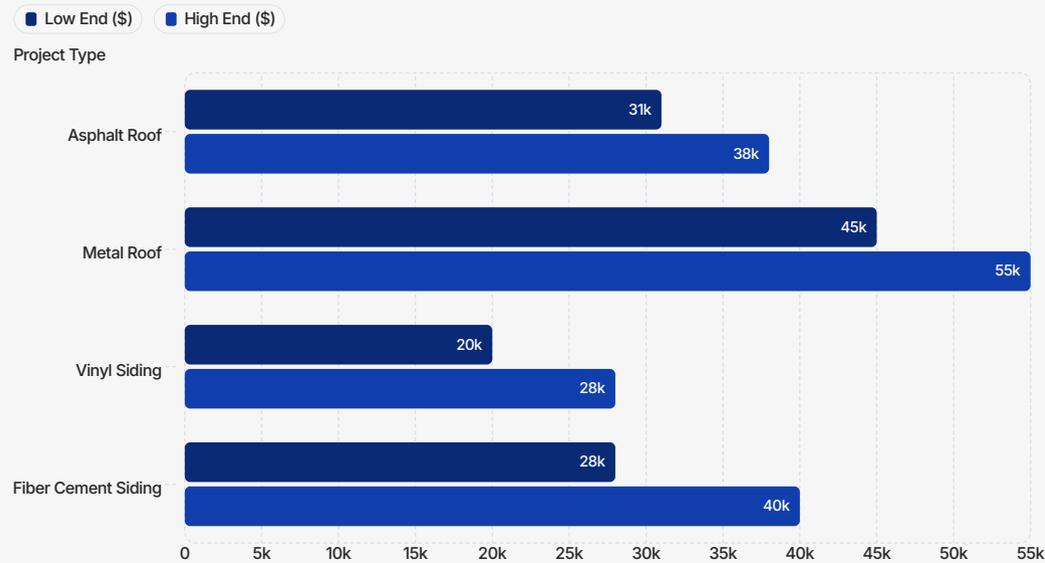


Checked 2 or more? You could be losing value.

Washington buyers and inspectors will find these issues — and use them to negotiate you down. Don't let that happen.

 **Call 425.380.5151 for a Free Inspection — Know Your Numbers Before You List.**

2026 Cost vs. Value: Washington Market Projections



Why PNW Costs Exceed National Averages

Labor and material costs in the Seattle metro area consistently run **15–25% above** national midrange figures.

- Asphalt Shingles avg. ~\$31,800 nationally; metal averages ~\$51,800
- Fiber Cement costs vary by home size, complexity, and trim detail
- Locking in quotes early protects against ongoing material price volatility

□ In luxury markets like Kirkland and Bellevue, upscale materials — metal roofing, cedar, fiber cement — deliver **superior buyer appeal and long-term durability** that justify the premium.



Washington Case Studies: Real-World Impact

Five real scenarios from the greater Seattle metro area — each illustrating how strategic exterior upgrades protect equity and accelerate sales.

1

Kirkland — Roof Replacement

2,100 sq ft home, 20-year-old mossy roof. **\$16,500 investment** → sold in 6 days for **\$12,000 above expected offers**, zero inspection concessions.

2

Bellevue — Siding Upgrade

2,400 sq ft home with dated wood siding. **\$24,000 James Hardie upgrade** → multiple offers the first weekend; sold **\$20,000 above asking price**.

3

Seattle — Roof + Siding Combo

1,800 sq ft home needing both systems. **\$36,000 combined investment** → appraised **\$40,000 higher** than pre-upgrade estimates.

4

Bothell — Avoiding Negotiation Loss

Buyer demanded \$10,000 credit for aging roof. **Proactive \$15,000 replacement** → full-price offer secured, **no concessions**.



Get Your Exact Home Value Impact — Free

No pressure. No obligation. Just real numbers for your home.

Our Specialized Services

- **Roofing:** Repair, full replacement, asphalt & metal
- **Siding:** James Hardie, vinyl, engineered wood, cedar
- **Skylights:** Professional installation to brighten PNW interiors
- **Custom Decks:** Wood and composite outdoor living solutions
- **Gutters & Cleaning:** Maintenance for heavy PNW rainfall
-

[Click here](#)

Book Your Free Inspection Today

Our team will assess your roof and siding, give you a locked-in quote, and show you exactly how much value you could add before you list. Most homeowners are shocked by the numbers.

Legacy Exteriors LLC

📞 425.380.5151

🌐 www.legacyexteriorspro.com

📍 11335 NE 122nd Way, Suite 105

Kirkland, WA 98034

FREE INSPECTION

NO OBLIGATION

LOCKED-IN QUOTE

⚡ Spots fill fast — Washington's selling season is here.