

Houzz Research

2025 U.S. Houzz State of AI in Construction & Design

Findings are from 700+ businesses on Houzz providing services across the United States.



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Foreword

AI innovation in the construction and design industry is accelerating, and it's creating a competitive advantage for professionals in the space who are adopting it. The next wave of transformation will be driven by AI solutions that integrate seamlessly into professionals' workflows, enabling new levels of efficiency and accuracy.

The greatest potential lies not in replacing human skill, but in augmenting it. With the right tools, AI will empower pros to deliver faster, unlock new creative possibilities and elevate client satisfaction.

At Houzz, this vision has guided our work: embedding powerful AI capabilities directly into the software professionals already use, so they can boost productivity across every phase of a project.

As the report shows, industry professionals are approaching this new era with openness and a strong desire to learn. The future for construction and design is about adopting AI to build stronger, more successful businesses.



Alon Cohen
Houzz Co-Founder and CEO



Summary of Findings

→ Transformation: The Future of AI Starts Now

Two-thirds of construction and design pros (66%) believe that artificial intelligence will transform the industry within five years, and many say the shift has already begun. From reshaping how projects are planned and how pros go about marketing to automating routine tasks, AI is expected to change the way work is done.

→ Awareness: AI Is in the Zeitgeist

Awareness of AI is widespread across the construction and design industry, with nearly 7 in 10 respondents (69%) noting that they are familiar with AI. In fact, only 8% report having no exposure to it. Nearly 3 in 5 pros (59%) are familiar with AI tools designed specifically for construction or design workflows.

→ Adoption: AI Is Already on the Job

Construction and design pros aren't just curious about AI; they're putting it to work. Adoption is well underway, including for streamlining administrative tasks (62%), boosting marketing and sales efforts (55%), and enhancing planning and design activities (42%). Notably, construction pros lean on AI more frequently for project management, while designers tap it most for creative and content-driven tasks.

→ Impact: Results You Can Measure

For construction and design businesses already using AI, the payoff is tangible. On average, they save more than three hours a week, citing gains in productivity, fewer manual tasks and better organization as key benefits. It's a clear sign that AI isn't just a future promise; it's delivering real-time value today.

01

Industry Overview

Findings are from U.S.-based construction and design businesses, such as architects, interior designers, remodelers with or without design services, general contractors, builders and specialty service providers on Houzz.



Survey Respondents and Methodology

About data collection

Data for this report were gathered through a survey fielded between May 9 and May 28, 2025, sent via email to U.S.-based professionals in the construction and design industry who are registered on Houzz.

722

U.S. businesses

97%

provide residential services

87%

have full visibility into the company

49%

have \$500,000 or more in gross annual revenue

84%

are an owner or a partner

20%

have \$2 million or more in gross annual revenue

21%

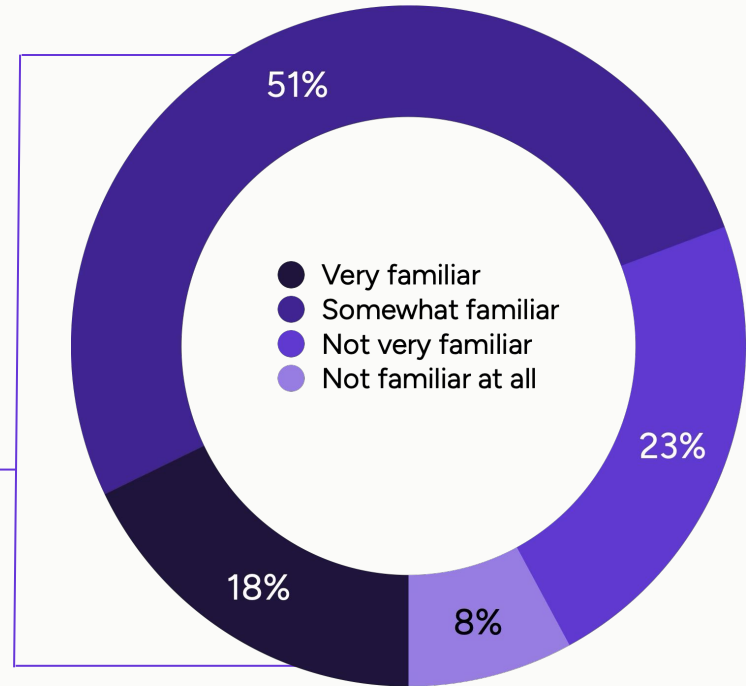
have 5 or more employees



Professionals in construction and design industry are familiar with AI

69%

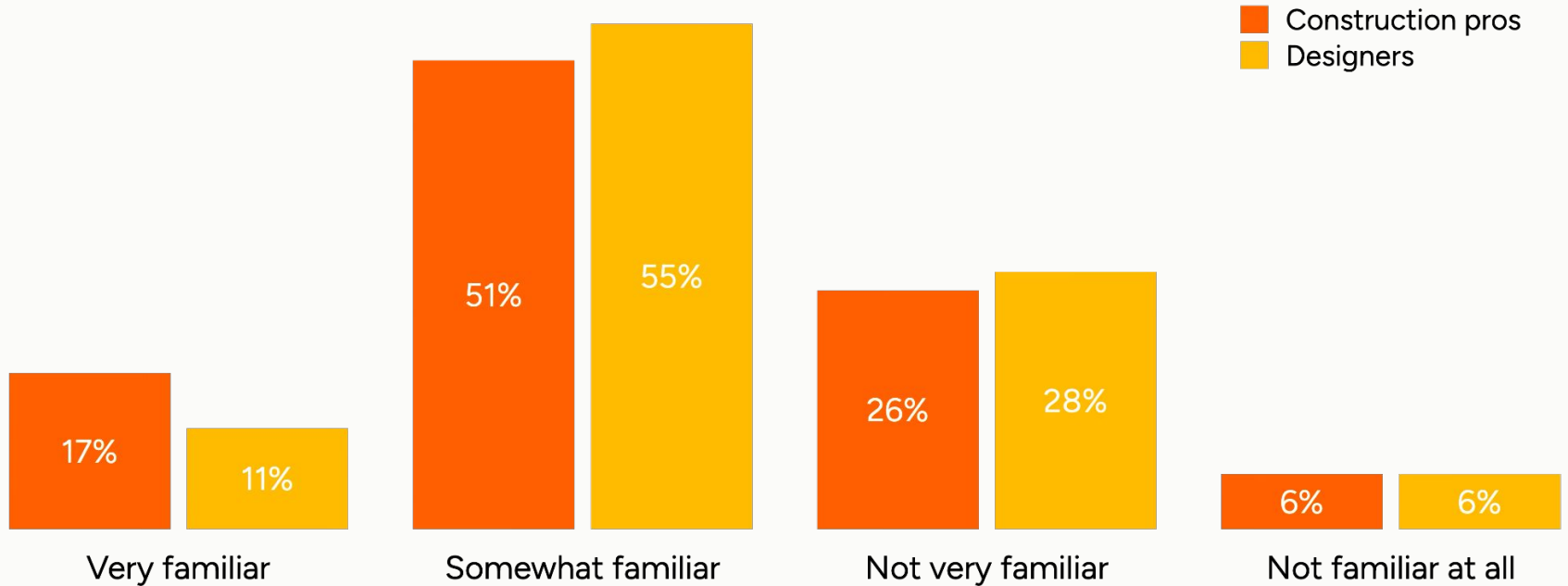
are familiar with AI in general



Note: Respondents were asked, "Which of the following best describes your familiarity with what AI is and how it is used in general?"



AI familiarity is **widespread** among **construction pros** and **designers**



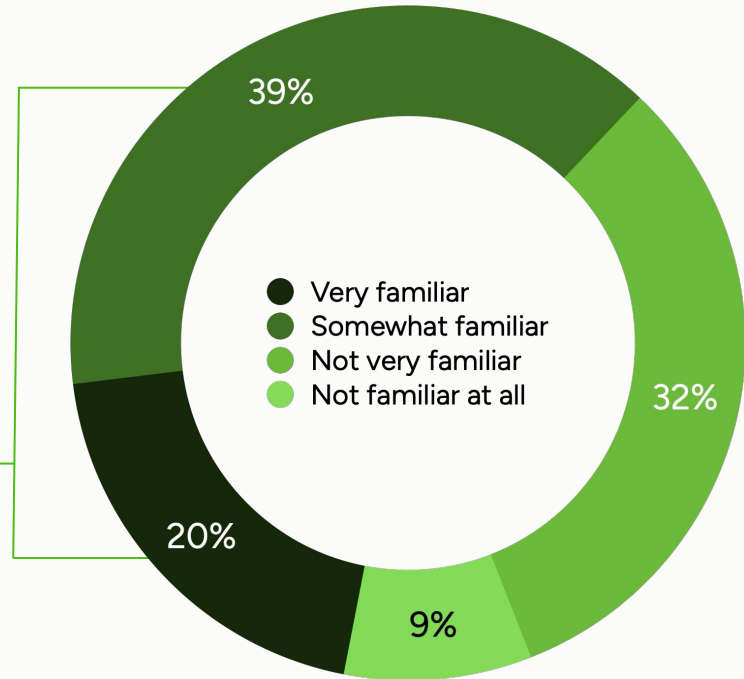
Note: Respondents were asked, "Which of the following best describes your familiarity with what AI is and how it is used in general?"



Awareness of design- and construction-specific AI tools is **well-established**, paving the way for adoption

59%

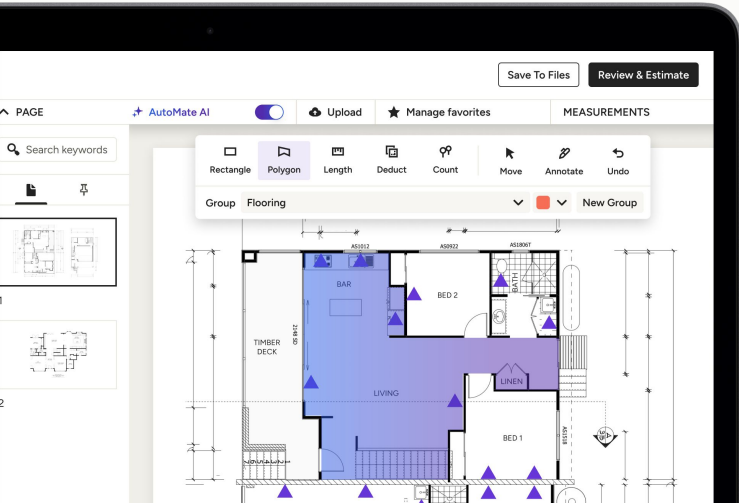
are familiar with AI tools for construction and design



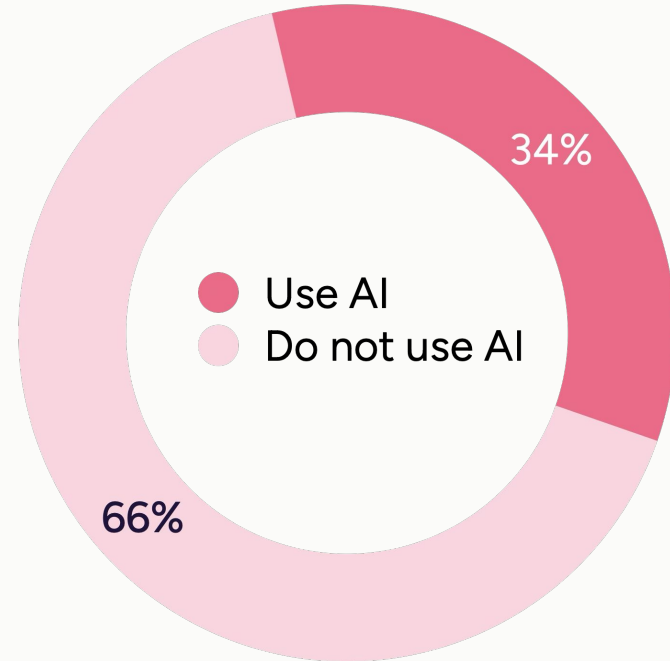
Note: Respondents who had at least heard about AI in general were asked, "Which of the following best describes your familiarity with AI applications in the construction or design industry?"



More than 1 in 3 firms in the industry have already adopted AI for business use



Use of AI Tools Across the Industry



Note: Respondents were asked, "Is your company currently using any AI-powered tools or software for everyday business tasks?"



AI use translates into productivity gains

Time Saved Weekly Using AI Tools

\$108,000

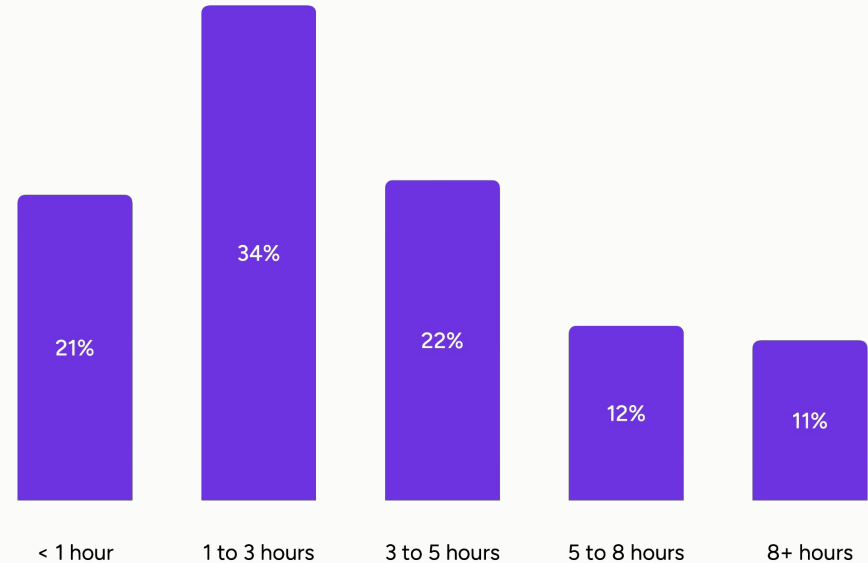
average gained annually per firm among
construction and design pros

\$170,000

average gained annually per firm among
construction pros

\$74,400

average gained annually per firm
among designers



Notes: Respondents using AI tools or software for business tasks were asked, "How much time are you saving a week as a result of incorporating AI tools?"

The estimated average annual productivity gains per firm are based on self-reported weekly time savings from AI use and average annual revenues. The calculation assumes a 40-hour workweek and that time saved translates into a productivity gain. The aggregated gain across the construction and design sectors is calculated as a weighted average of the sector-specific estimates, using weights of 35% for construction firms and 65% for design firms. Productivity gains are rounded to the nearest dollar.



“For our industry, AI is not just a tool
of the moment but a **driver of
long-term change.**”

Alon Cohen
Houzz Co-Founder and CEO

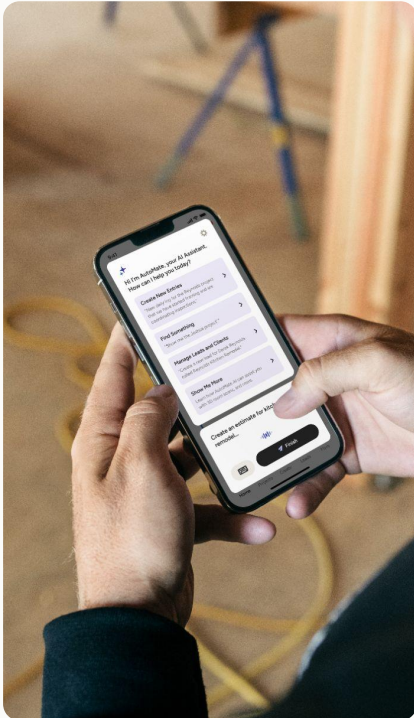
02

Construction Firms

Focuses on professionals providing residential or commercial construction services.



Industry Insights



Thirty years ago, I said that technology would “revolutionize the remodeling industry.” Today, that statement sounds like a master of the obvious — because it has.

While technology allows us to do so many things faster and better, AI in many ways is the ultimate equalizer. AI allows the less experienced to add years of experience. Not only can it answer questions, but it has been demonstrated to answer a question better than you can. AI is dynamic and can learn faster than you can too.

“AI allows the less experienced to add years of experience.”

While there are many questions about where AI is going, what is not being questioned today is whether or not it *is* going (and going fast). As this report shows, construction pros have already begun to adopt AI to improve their business processes for everything from administrative tasks to project and client management to sales and marketing.

My advice? Get ready, brace yourself and get on the AI train.



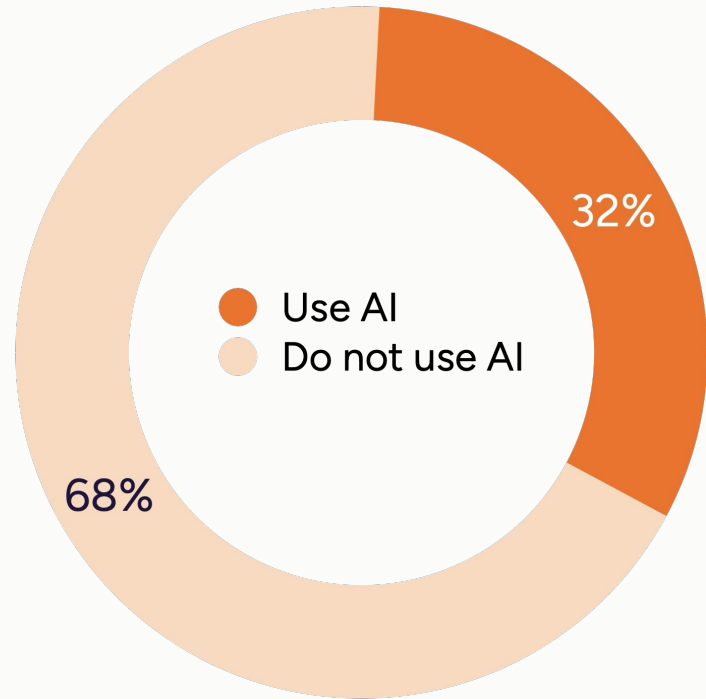
Mark Richardson
Author, columnist and advisor



AI adoption is still in the early stages

While nearly one-third of construction pros already use AI tools, the majority have yet to adopt them, highlighting that **AI is still in the early stages of industry integration**. This gap in adoption will likely close quickly as successful use cases emerge and more firms trust that AI use will be relatively low-risk and high-reward.

AI Tool Use Among Construction Firms



Note: Respondents were asked, "Is your company currently using any AI tools or software for everyday business tasks?"

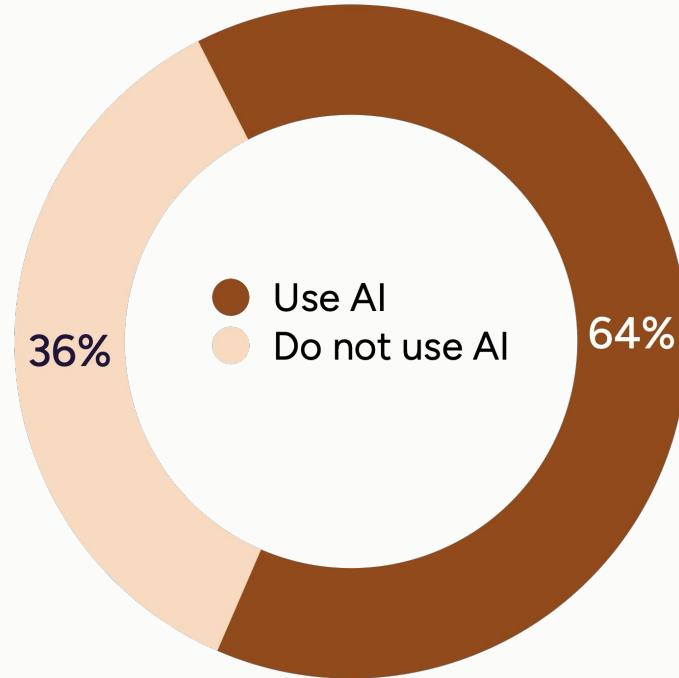


AI adoption among large construction firms is double that of the overall sector

Among large construction businesses (those with 10 or more employees), **AI adoption is roughly twice as common** as across the sector. This suggests that working on a greater scale provides the resources to focus on strategic growth and prioritize continuous improvement.

Large firms are more likely to have dedicated staff for specific areas of operations, such as marketing and estimating, making it easier to test and integrate AI into workflows. As these **early adopters demonstrate real-world success**, their stories will pave the way for wider adoption across the sector.

AI Tool Use Among Construction Firms With 10+ Employees



Note: Respondents were asked, "Is your company currently using any AI-powered tools or software for everyday business tasks?"



Construction pros' engagement levels vary

Our research has identified four types of AI users, based on their reported use of AI tools or software for business tasks.



Note: Respondents were asked, "Are you currently using any AI tools or software for business tasks?"

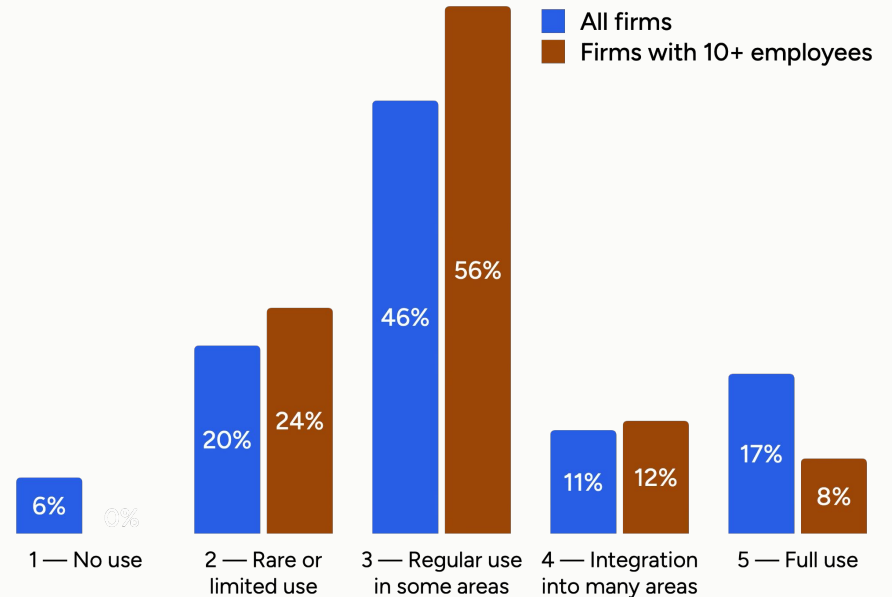


AI use in construction is relatively consistent

Nearly three-quarters of construction businesses of all sizes (74%) report using AI regularly in at least some parts of their workflow. However, **only 28% say they use it across many or all areas of their business**. This suggests that although adoption is well underway, most firms limit AI use to specific tasks rather than integrating it broadly.

Large firms (those with 10 or more employees) are **more likely to use AI regularly compared with the overall construction sector**, but they are less likely to have fully integrated it into their operations. They also are slightly less likely to report rare use or no use at all, indicating broader initial adoption. Therefore, while large firms lead in frequency of use, **they may be moving more cautiously when it comes to fully embedding AI** throughout their operations.

Levels of AI Tool Use Among Construction Firms



Note: Respondents were asked, "On a scale of 1 to 5, how would you rate your company's current use of AI?"

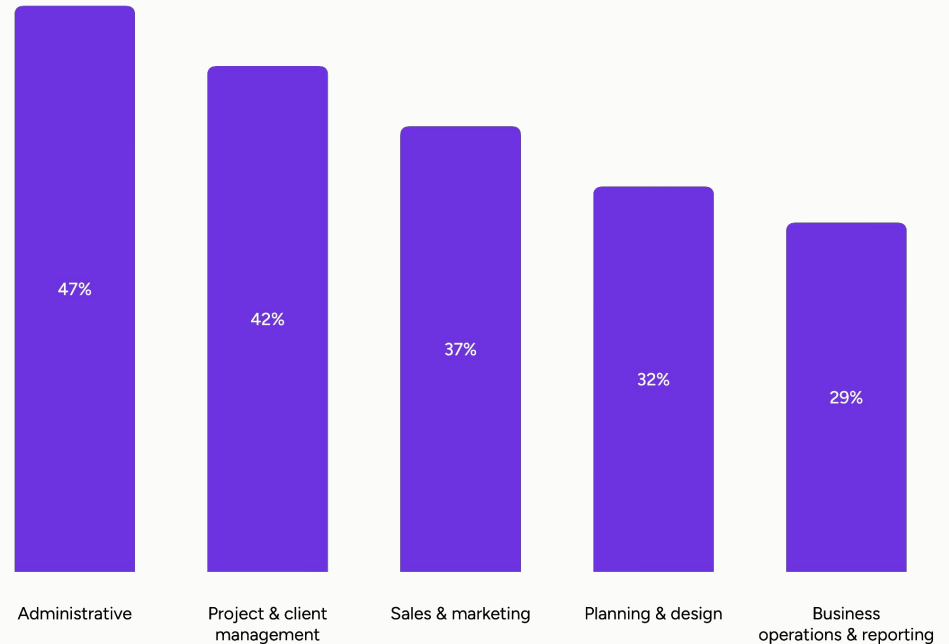


Pros use AI for various business applications

Construction pros apply AI most often in areas where it **drives immediate efficiency**. Nearly half (47%) use it for administrative tasks, and 42% use it for project and client management — routine but time-intensive functions for which automation can quickly lighten the load.

Usage is **less common for planning and design and for business operations**. This may reflect limitations in the available tools or that these tasks may be more complex and harder to automate. As AI capabilities evolve, these areas may offer the next frontier for adoption.

Top AI Business Applications Among Construction Firms



Note: Respondents were asked, "For which of the following functions is AI being currently used within your company? Select all that apply."

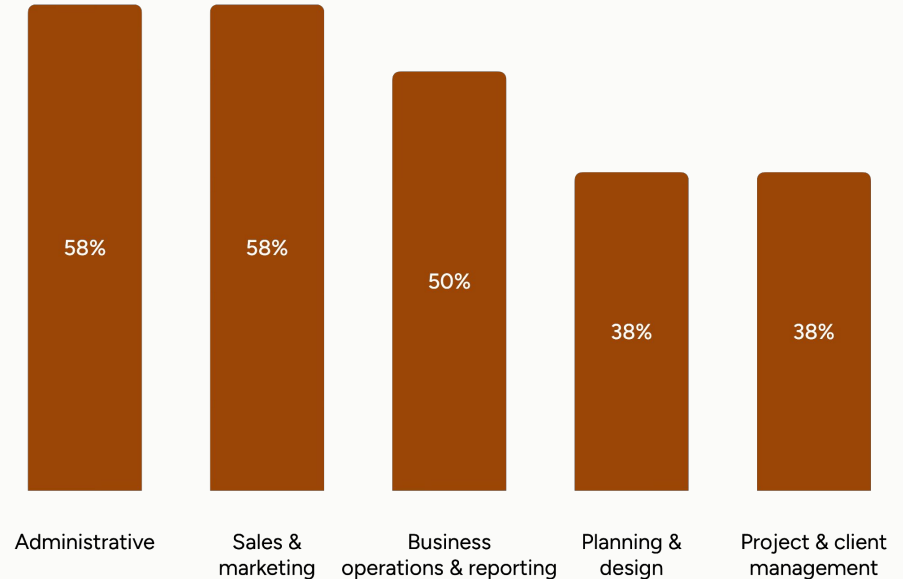


AI extends from saving time to driving growth for large teams

Among construction firms with 10 or more employees, AI use shifts noticeably. While administrative tasks remain a top area, similar to the broader industry sample, the area of sales and marketing shares the No. 1 spot. This indicates that as businesses grow, their employees tend to use AI for more than just **efficiency; they use it for growth-focused areas, such as lead management, advertising and social media content creation.**

AI adoption for business operations and reporting also is significantly more widespread among large firms. This suggests that with a greater capacity and specialized roles, employees at these firms are better-positioned to explore a wider range of applications. This finding signals where the industry may be headed, with **AI evolving from a tool for saving time to a driver of business performance and competitive advantage.**

Top AI Business Applications Among Construction Firms With 10+ Employees



Note: Respondents were asked, "For which of the following functions is AI being currently used within your company? Select all that apply."

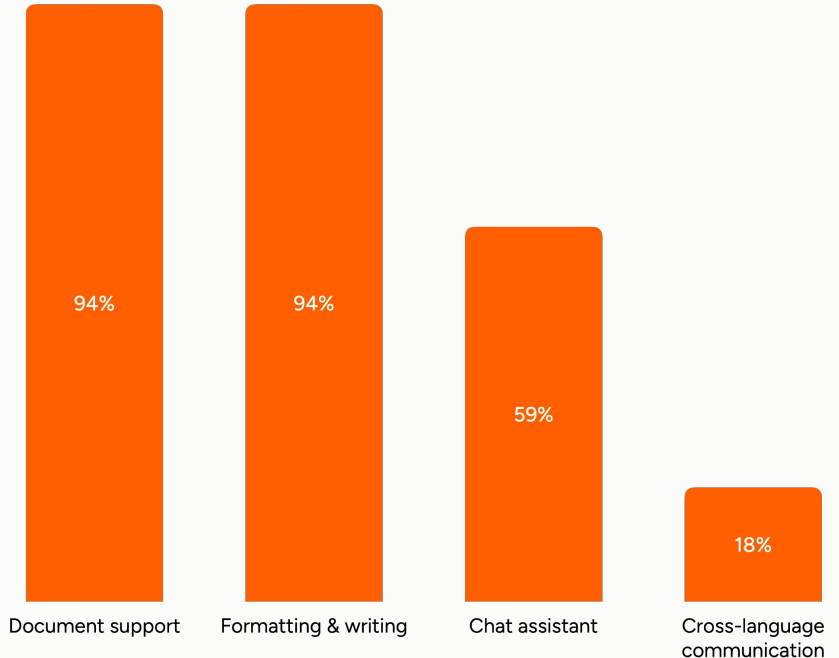


AI streamlines everyday admin work

Construction pros use AI for a wide range of administrative tasks. More than 9 in 10 (94%) use it for document support, including drafting or editing documents, quickly spotting errors and summarizing key points. The same share use AI for taking notes, formatting daily logs and correcting grammar or spelling.

Notably, this isn't an occasional convenience. Nearly three-quarters of construction pros who use AI for admin tasks do so on a **daily or weekly basis**. This consistent use suggests that AI tools deliver real value and already are **being used for everyday workflows**.

Top AI Applications for Administrative Tasks



Note: Respondents were asked, "For which of the following administrative tasks is AI being currently used within your company? Select all that apply."



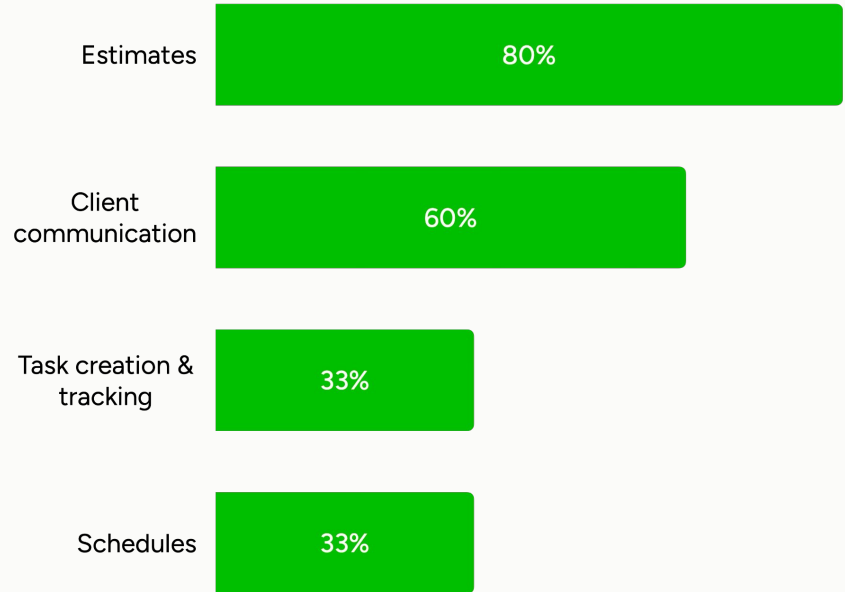
Estimate creation is the No. 1 AI application

The vast majority of construction pros using AI for project management rely on it to generate detailed estimates, including line items and costs. The resulting effectiveness, in turn, builds trust in AI tools' accuracy and reliability. Many pros also use AI to streamline client communications, including drafting emails and automating meeting summaries.

The impact of AI in this space is striking. Pros leveraging AI for project and client management are among the most likely to say it's already transforming the industry (78%).

When AI proves effective in high-stakes or intricate tasks, it creates a wow factor, fueling the belief that AI isn't just helpful — it's game-changing.

Top AI Applications in Project and Client Management



Note: Respondents were asked, "For which of the following project and client management tasks is AI being currently used within your company? Select all that apply."



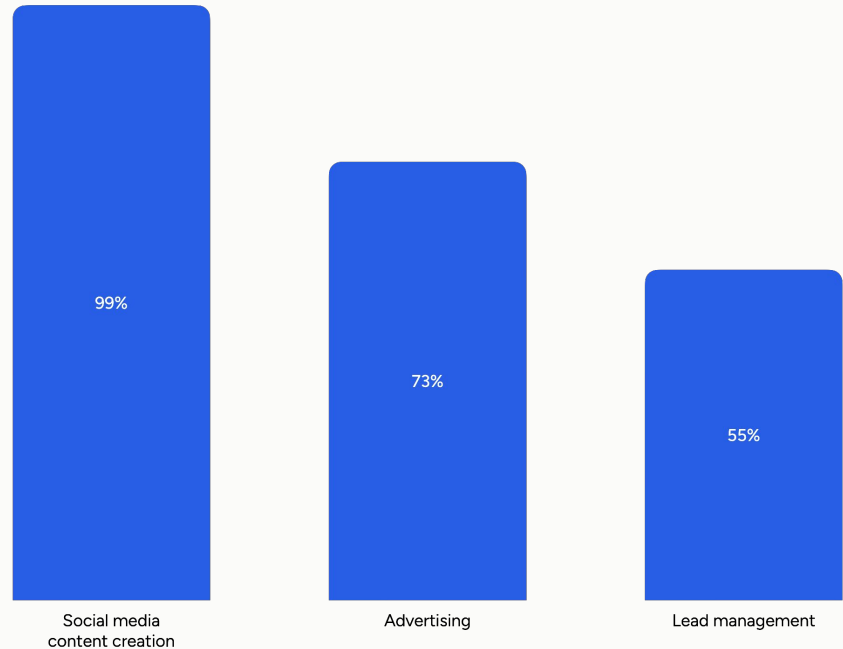
Pros turn to AI for social media content creation

AI is becoming a go-to marketing tool for construction firms. Social media tasks, such as writing captions, creating visuals and optimizing hashtags, are the most common entry points. This is followed by AI-powered ad creation, audience targeting and lead management, for which pros use [AI to support analysis, recommendations and follow-ups](#).

Notably, the top benefits reported by those using AI in sales and marketing are greater efficiency and productivity, directly tying AI use to clear, measurable results.

[Construction pros report saving five hours per week on average, which is more than 1.5 times the time savings reported across the broader sample \(3.3 hours\)](#). This level of impact suggests deep, consistent AI use across marketing efforts, not just occasional experimentation.

Top AI Applications in Sales and Marketing



Note: Respondents were asked, "For which of the following sales and marketing tasks is AI being currently used within your company? Select all that apply."

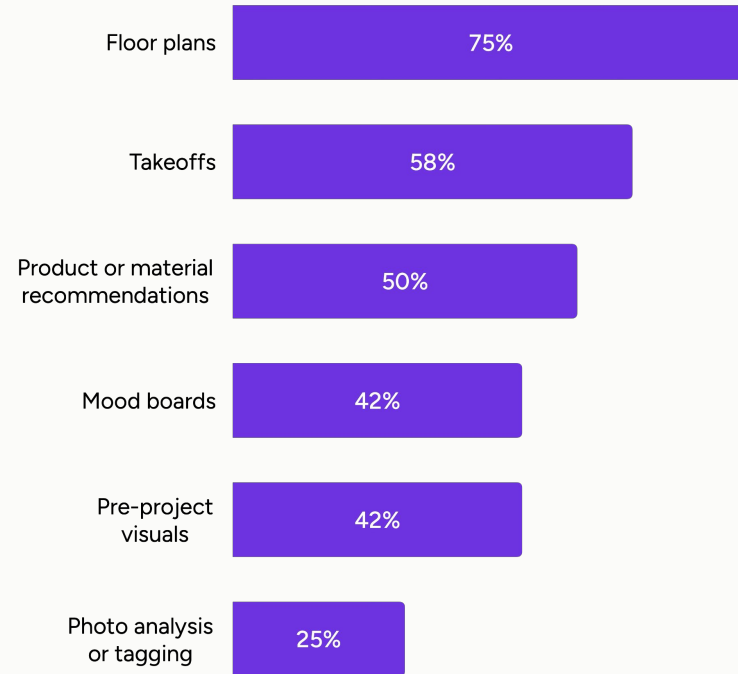


AI gives construction pros a head start in project planning

AI is helping construction pros experiment in project planning, showing that AI tools are useful not just for getting work done faster but for supporting creative thinking. Pros are using AI to generate floor plans, explore different design styles and assist with space planning. **When it comes to takeoffs, AI tools can detect surface areas, identify walls and automate item counts directly from plans**, taking time-consuming tasks off pros' plates.

Among those using AI for planning and design, **63% report doing so on a daily or weekly basis**. Meanwhile, those using AI less frequently are exploring its possibilities, testing available tools and evaluating the best ways to integrate AI into this complex part of the project life cycle.

Top AI Applications in Planning and Design



Note: Respondents were asked, "For which of the following planning and design tasks is AI being currently used within your company? Select all that apply."



Pros use AI for back-office tasks across the board

Rather than focusing on just one area, construction pros use AI for a broad range of business operations, including invoicing, expense tracking and drafting contracts, permits and compliance documents. **AI also streamlines everyday tasks, such as logging receipts, tracking billable hours and flagging unusual expenses**, through automation.

Most pros using AI for business operations report doing so on a daily or weekly basis. In fact, **71% report being very satisfied with AI's functionality, and there is widespread agreement that AI has a significant positive impact on their overall workflow**. Pros highlight increased productivity and better organization as key benefits, demonstrating AI's growing role in helping firms run more efficiently and effectively.

Top AI Applications in Business Operations and Reporting



Note: Respondents were asked, "For which of the following business operations and reporting tasks is AI being currently used within your company? Select all that apply."



AI saves hours of work weekly

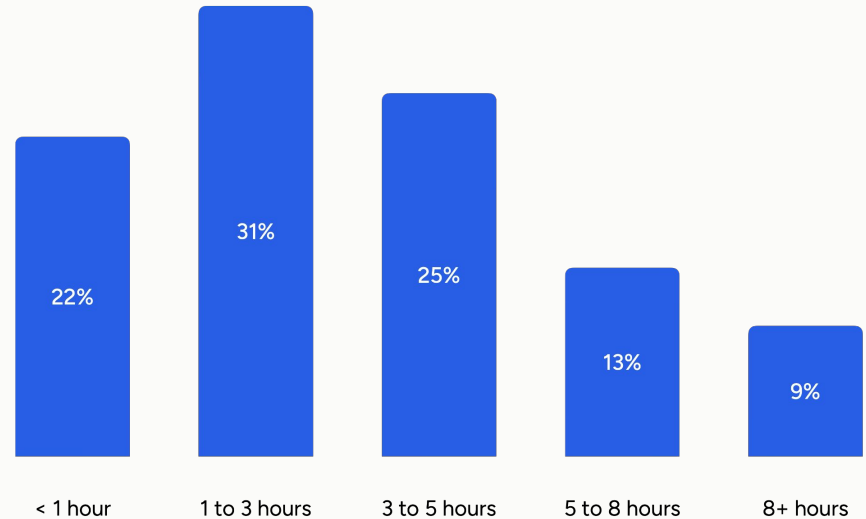
With AI saving construction pros an average of 3.3 hours per week, **early adopters are turning experimentation into efficiency**. While others are still evaluating AI's potential, these users are already reclaiming a significant part of the workweek, giving them a competitive edge.

Interestingly, more than half of pros who report saving more than 5 hours a week with AI **have received some guidance or training within their business** on how to use AI tools, and 84% already see AI as transforming the industry.

3.3

hours saved on average weekly

Time Saved Using AI Tools



Note: Respondents using AI tools or software for business tasks were asked, "How much time are you saving a week as a result of incorporating AI tools?"



AI tools boost productivity and efficiency

Construction pros using AI tools see a **wide range of benefits**, with the most common being a boost in productivity. This is followed closely by better organization and improved client satisfaction, suggesting that AI is not only helping firms operate more efficiently but also enhancing the client experience.

Only 10% of respondents report seeing no clear benefits yet, **reinforcing the idea that for the vast majority, AI delivers measurable value in their day-to-day operations.**

90%
report benefits

Benefits of Using AI Tools



Note: Respondents using AI tools or software for business tasks were asked, "Which of the following benefits have you experienced from using AI?" Select top three.



Regular AI usage ups productivity

Both Trailblazers, who use AI daily or weekly, and Tinkerers, who use it monthly or rarely, [see two big benefits: better organization and reduced manual effort](#). However, it's clear that frequent use is more likely to [boost productivity](#), perhaps due to learned best practices or greater familiarity with its capabilities.

Top Benefits of Using AI Tools, by User Type

Trailblazers

#1 Productivity boost

#2 Better organization

#3 Reduced manual effort

Tinkerers

#1 Better organization

#2 Improved client satisfaction

#3 Reduced manual effort

Note: Respondents using AI tools or software for business tasks were asked, "Which of the following benefits have you experienced from using AI?"



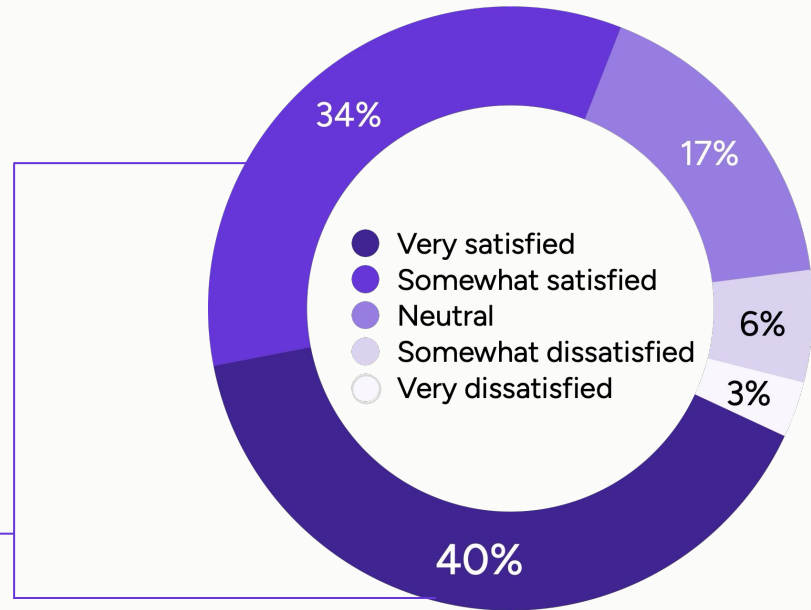
Majority are satisfied with AI tools

Almost three-quarters (74%) of construction pros are very satisfied or somewhat satisfied with AI tools, laying the **foundation for continued interest and exploration**. In fact, a high satisfaction level closely correlates with reported weekly time savings from using AI for business tasks.

74%

are satisfied with their use of AI tools

Levels of Satisfaction With AI Tools



Note: Respondents using AI tools or software for business tasks were asked, "Overall, how satisfied are you with the use of AI-powered tools in your workflow?"



Reliability and accuracy are top concerns

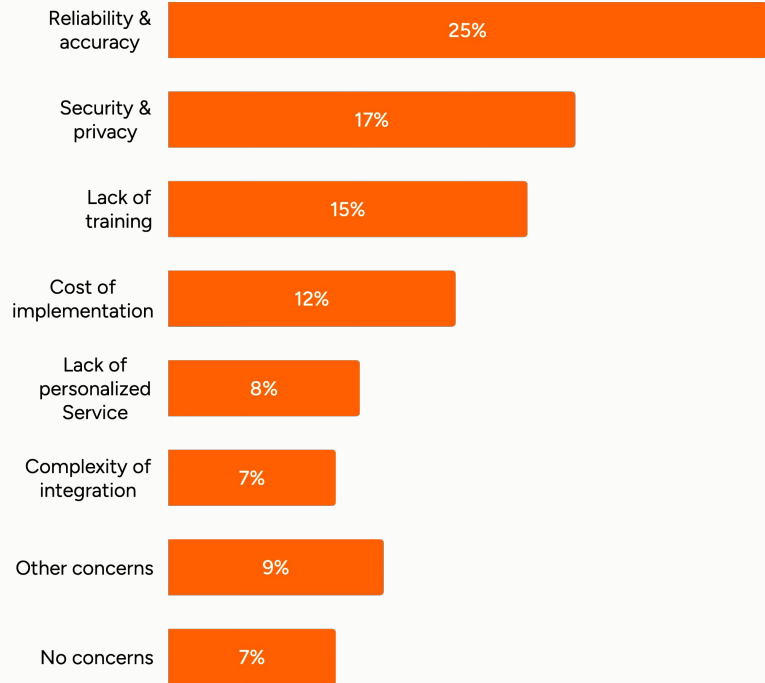
Many construction pros are **cautious about AI's reliability and precision**. While a growing number see the potential of AI tools, overcoming trust, usability and implementation challenges is key to broader adoption in the construction industry.

Interestingly, integration complexity is of relatively little concern among pros, and 9 in 10 AI users report having received **no training for AI tools**, showing that **most pros don't see technical setup as a significant barrier**.

92%

receive no training or guidance for AI tools

Concerns About Using AI Tools



Note: Respondents were asked, "Which of the following is your biggest concern about using AI tools for your business?"



Top concerns are mostly the same among user types

Despite shared concerns about AI's reliability and accuracy, each user group brings a unique lens to adoption challenges. Trailblazers and Tinkerers emphasize risks around **data security**, while Prospectors and Holdouts cite the **hurdles of integration, cost and lack of training** among their top three challenges.



Note: Respondents were asked, "Which of the following is your biggest concern about using AI tools for your business?"

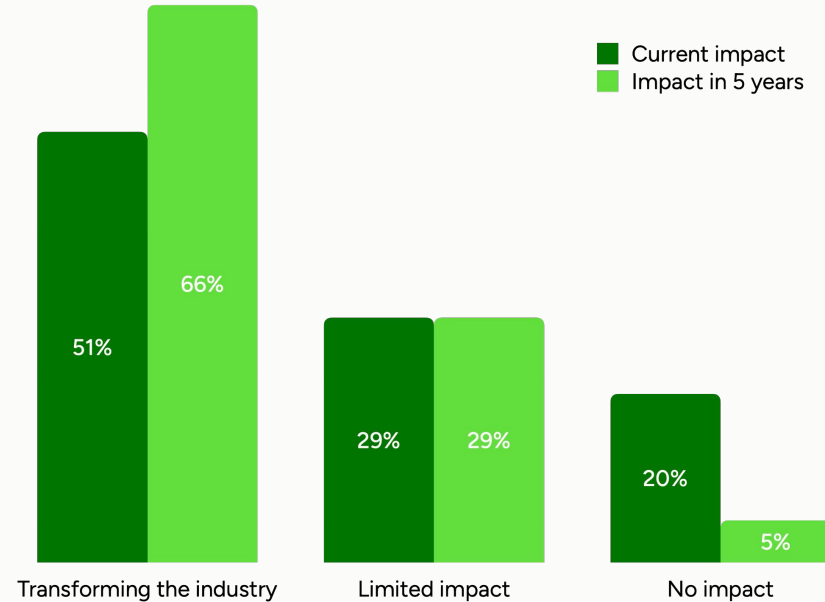


Pros see AI as an industry game changer

More than half of construction pros (51%) believe that **AI is transforming the industry**, an astounding percentage at this early stage of the technology. **That sentiment is even more widespread among pros looking ahead five years.** Only 5% believe that AI will have no impact at that time.

Even among Holdouts, who neither use AI now nor plan to do so in the future, more than 1 in 5 believe that **AI will impact the industry in the future.** See next page for data by user type.

Construction Pros' Perspectives on AI's Current and Future Industry Impact



Note: Respondents were asked, "How do you see AI's current impact on the construction and design industries?" and "What do you expect AI's industry impact to be in 5 years?"



All user types recognize AI's potential for industry transformation

Construction Pros Citing AI's Current and Future Transformative Effect, by User Type



Note: Respondents were asked, "How do you see AI's current impact on the construction and design industry?" and "What do you expect the impact of AI on the industry to be in 5 years?"



Pros use both stand-alone and integrated AI tools

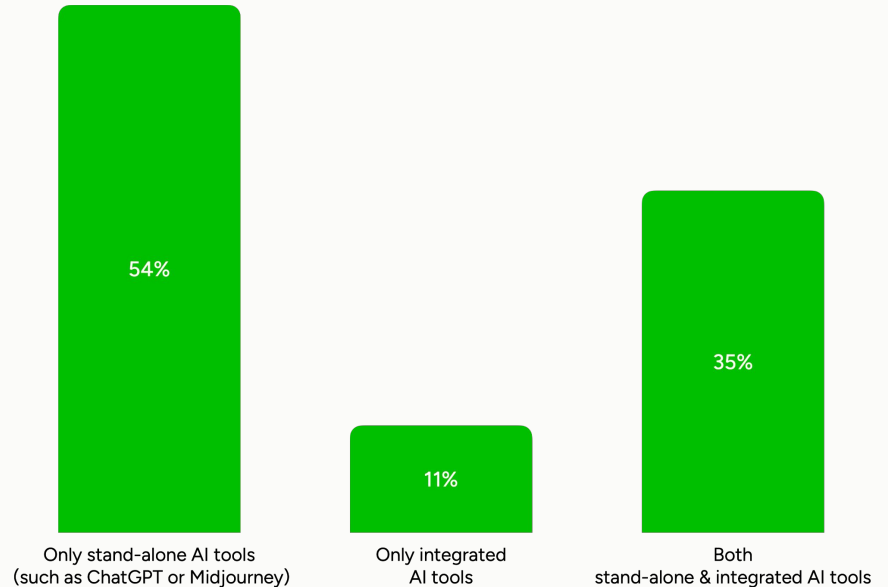
Construction pros are more likely to use stand-alone AI tools than those integrated into an existing tech stack. One caveat: Integrated AI usage may be underreported, because AI is **embedded into some tech tools' functionality** and users may not realize it's operating behind the scenes.

Of the 80% of construction pros who use stand-alone AI tools, more than two-thirds pay for them. This suggests that many pros have **moved beyond experimenting with AI and are seeing real business value that justifies the cost.**

68%

pay for stand-alone AI tools

Usage of Stand-Alone and Integrated AI Tools



Note: Respondents using AI tools or software for business tasks were asked, "Which of the following best describes the AI tools you use for business tasks?"



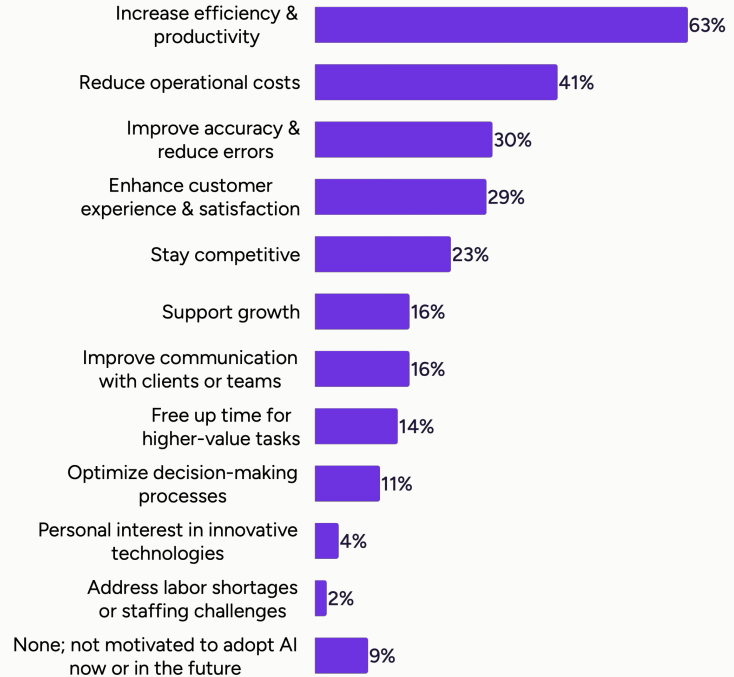
Tangible business gains drive AI adoption

Construction pros' motivations for adopting AI tools are practical, focused on **improving day-to-day performance**. This highlights an **opportunity to double down on tools that solve everyday problems**. That said, some pros (9%) remain unconvinced and have no plans to adopt AI now or in the future.

91%

plan to adopt AI now or in the future

Motivations for Adopting AI



Note: Respondents were asked, "Which of the following would motivate you to adopt AI tools for your business now or in the future? Select top three."

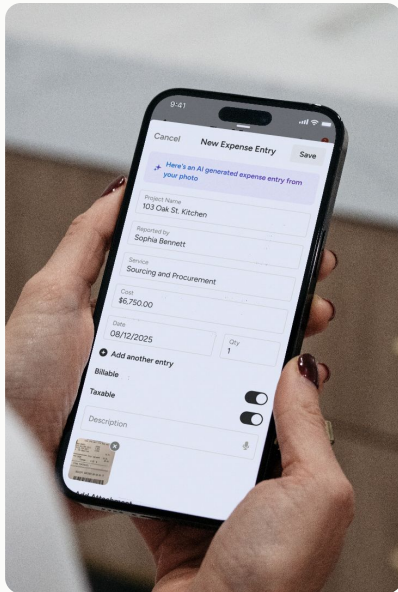
03

Design Firms

Focuses on professionals providing residential or commercial design-only services.



Industry Insights



The findings from this wide-reaching survey confirm what we're seeing firsthand: AI is beginning to reshape the construction and design industry from the inside out. While construction may be leading in adoption, interior designers are gaining traction, as many are using AI to streamline admin and studio operations.

“AI is beginning to reshape the construction and design industry from the inside out.”

In our experience, most professionals fall into one of two groups: those who dip their toes in with a single tool, and those who dive in fully after seeing how powerful and practical AI can be across their workflows. What's clear from the data is that AI isn't replacing creativity; instead, it's removing friction, so teams can work smarter, stay better organized and ultimately deliver stronger client experiences. We believe this marks a true turning point for the industry, and those who embrace AI now will be empowered to do their best work in ways that weren't possible before.



Jessica Nelson & Stephanie Lindsey
Co-Founders, *AI for Interiors* podcast



AI is making inroads into design, led by larger firms

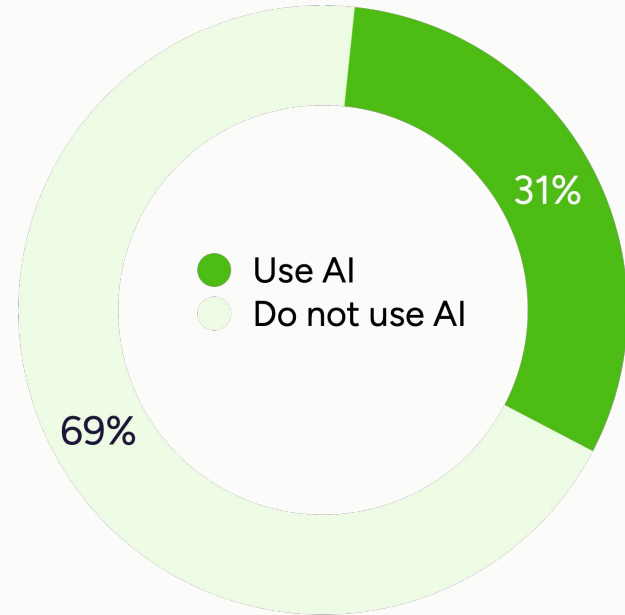
Nearly a third of design businesses use AI tools, indicating that **adoption is in the early stages for most of the industry**. As more firms explore the possibilities, the design sector is beginning to unlock the potential of AI in everyday workflows.

AI use is notably higher among large design firms; half of design businesses with 10 or more employees use it. These firms often **have more in-office staff and the capacity to experiment**. With larger firms paving the way, their shared best practices and early use cases can serve as a valuable blueprint for the rest of the sector, helping to lower barriers and accelerate adoption.

50%

design firms with 10 or more employees use AI

AI Tool Use Among Design Firms

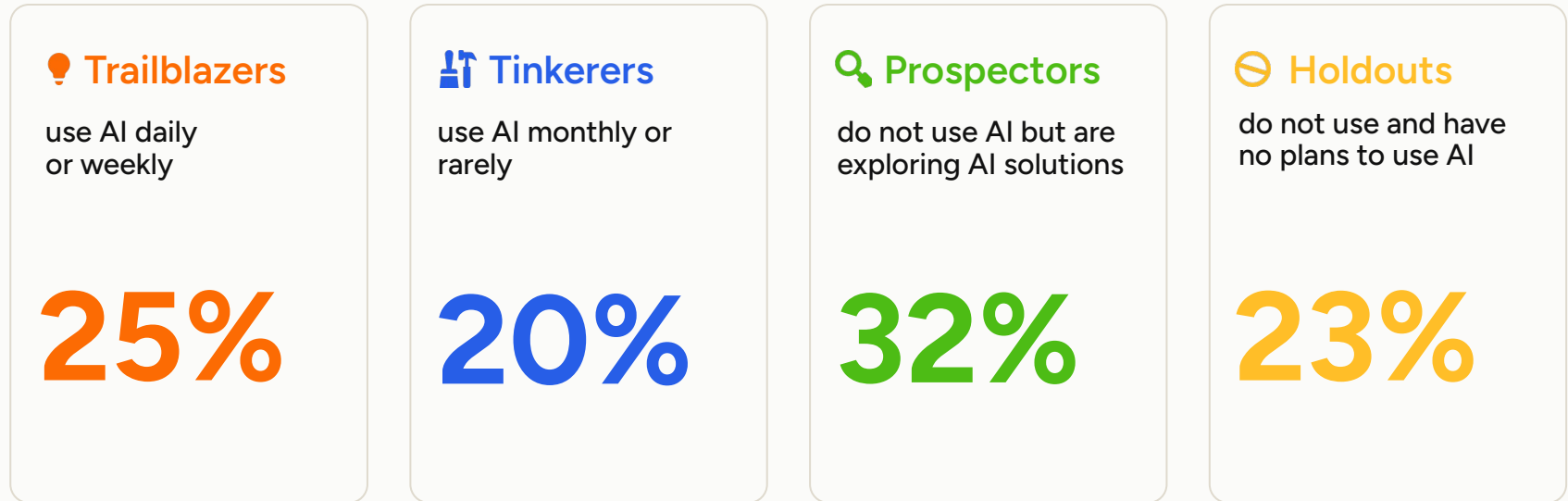


Note: Respondents were asked, "Is your company currently using any AI-powered tools or software for everyday business tasks?"



Designers' engagement levels vary

Our research has identified four types of AI users, based on their reported use of AI tools or software for business tasks.



Note: Respondents were asked, "Are you currently using any AI tools or software for business tasks?"

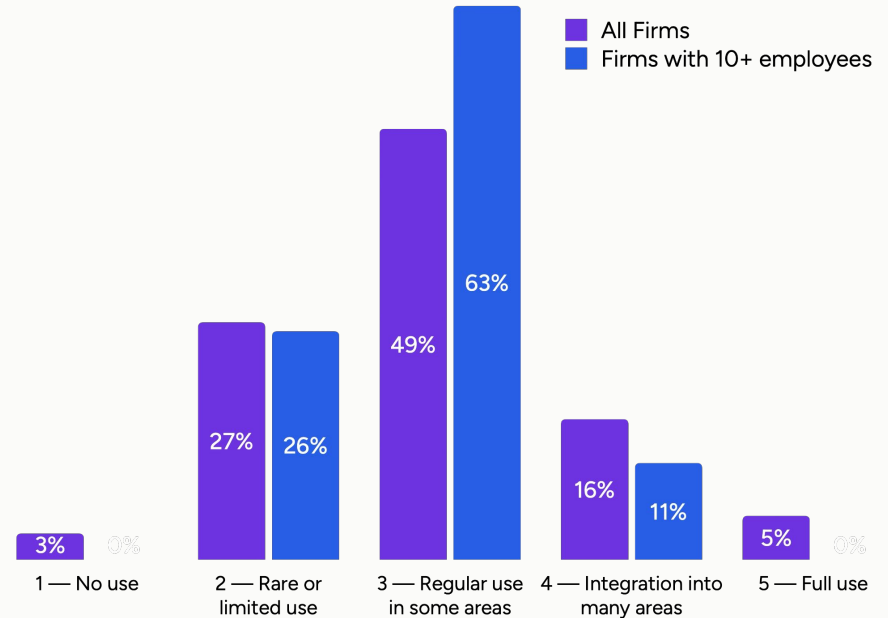


Nearly half of designers use AI regularly

Among design professionals who use AI, nearly half do so regularly in at least some areas of their work. An additional **21% have gone further, integrating it across many or all parts of their businesses**. While this points to meaningful engagement among early adopters, it also suggests that most designers are still experimenting, trying to understand where AI tools fit and what impact they can have.

Interestingly, **large firms (those with 10 or more employees) are less likely to report using AI across many or all areas of their business**. Most large design firms fall into the middle of the range, with either limited or regular use. That's somewhat unexpected, given that these firms report more frequent AI use overall and typically have a greater capacity to explore new tools. Their more measured pace may reflect a desire to test AI in controlled ways before expanding its use.

Levels of AI Tool Use Among Design Firms



Note: Respondents were asked, "On a scale of 1 to 5, how would you rate your company's current use of AI?"

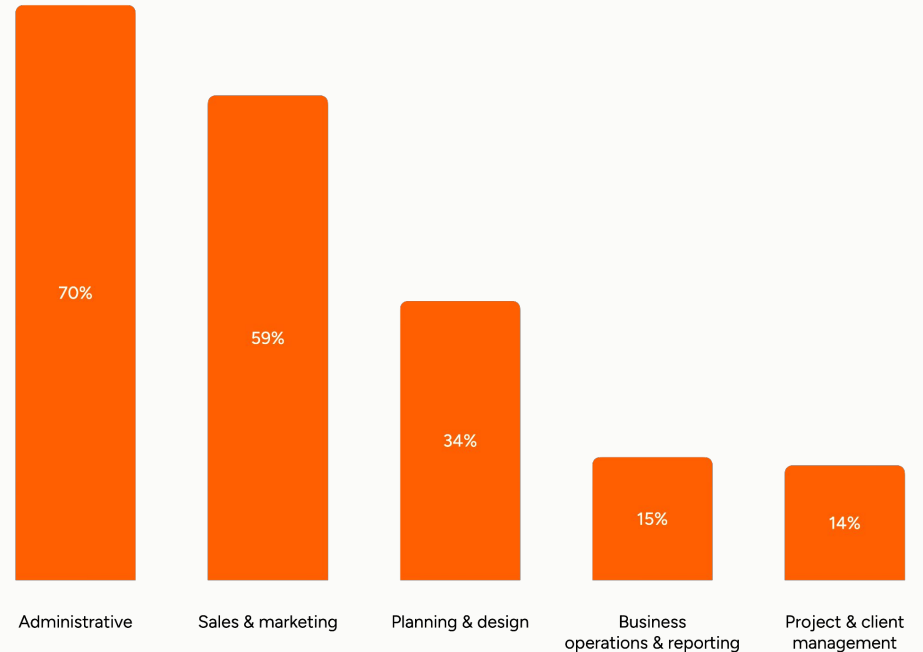


Designers turn to AI for admin and marketing tasks

Designers **use AI primarily for routine tasks, such as document formatting, scheduling and content generation** — areas in which it streamlines workflows with minimal risk of error. In contrast, adoption is limited in more complex areas, such as client management and business strategy. This suggests that AI integration is more challenging in these areas or that designers haven't found clear AI use cases for them yet.

Many designers use AI regularly, often daily or weekly. What's more, they rarely confine AI use to a single area. Instead, **designers tend to apply AI across multiple parts of their business**, such as administrative tasks, sales, planning and operations. This underscores AI's growing role as a cross-functional asset rather than a niche solution.

Top AI Business Applications Among Design Firms



Note: Respondents were asked, "For which of the following functions is AI being currently used within your company? Select all that apply."

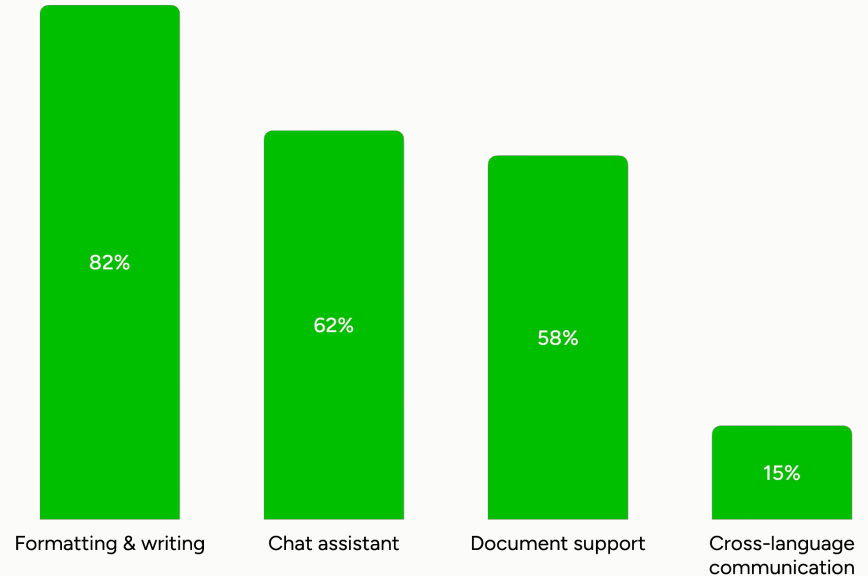


Designers use readily available AI tools

Designers lean heavily on AI for text-based activities. **They most commonly use it for formatting and writing help, such as correcting grammar, formatting daily logs or jotting down notes.**

Many also rely on AI chat assistants to ask questions or get suggestions, while others use it to edit or summarize documents, such as terms and conditions. Fewer designers use AI for cross-language communication, including translations. Notably, overall use for admin isn't just occasional; **68% of designers who use AI for administrative tasks do so daily or weekly.**

Top AI Applications for Administrative Tasks



Note: Respondents were asked, "For which of the following administrative tasks is AI being currently used within your company? Select all that apply."

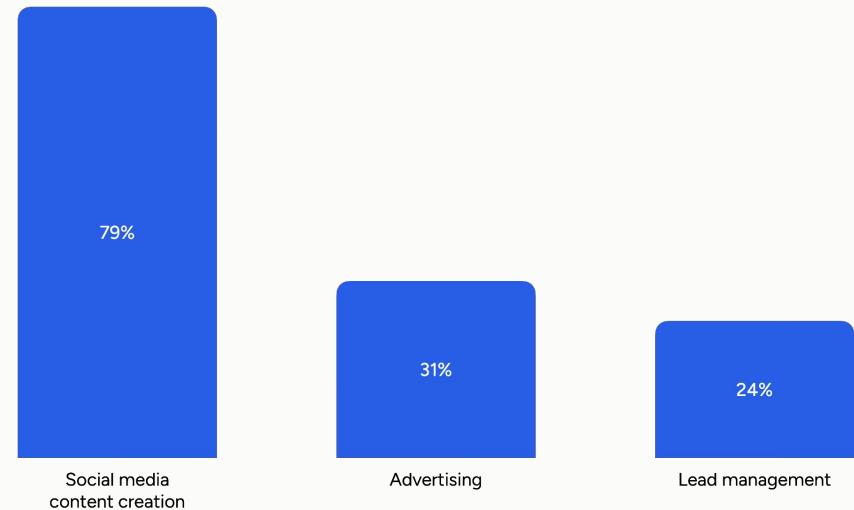


Designers tap AI for social media

AI is now a go-to for social media content creation among designers who use it for sales and marketing, with most leveraging it to write content, generate visuals and optimize hashtags. Usage is less common for advertising and lead management, for which AI helps with ad targeting and follow-ups. This suggests that **designers feel more confident applying AI for behind-the-scenes rather than client-facing tasks.**

That said, **once designers start using AI in sales and marketing, they don't look back.** More than 7 in 10 (71%) use AI for sales and marketing tasks on a daily or weekly basis. That consistency points to real utility, especially in streamlining tasks that would otherwise demand constant attention or creative output.

Top AI Applications in Sales and Marketing



Note: Respondents were asked, "For which of the following sales and marketing tasks is AI being currently used within your company? Select all that apply."

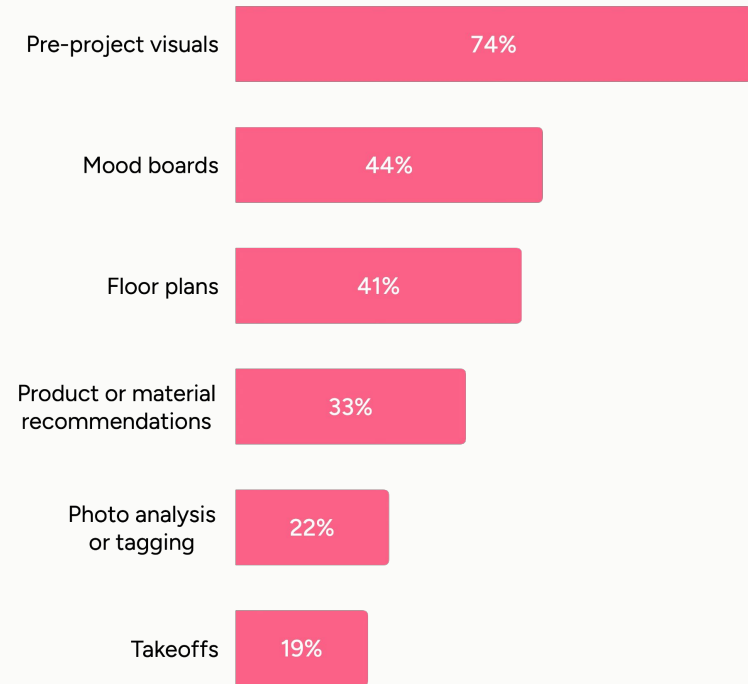


Designers embrace AI for early project visualization

The majority of designers (74%) use AI to help visualize projects early in the design process. The **most common application is generating pre-project visuals**, using tools that turn floor plans or concepts into realistic renderings. Many also experiment with AI-generated mood boards and floor plans, creating looks and layouts more quickly.

Among designers using AI for planning and design, 61% do so daily or weekly, highlighting how integrated AI has become in early-stage project workflows. These professionals aren't just dabbling; they're actively embedding AI into their creative process. Notably, **they're also more likely to report that AI has a significant impact on their work**, suggesting a clear value for AI in accomplishing creative and planning tasks.

Top AI Applications in Planning and Design



Note: Respondents were asked, "For which of the following planning and design tasks is AI being currently used within your company? Select all that apply."



Designers rely on AI for a wide range of operational tasks

AI supports a wide range of business operations for designers, such as invoicing, tax prep, financial reporting, contract paperwork and performance tracking. These tasks may be behind the scenes, but they are essential to running a business smoothly and efficiently.

Among those using AI for operational tasks, 75% say it is already transforming the industry, while the remaining 25% see a limited but noticeable impact. No designers reported zero impact. This suggests **that despite slower adoption for some business areas, AI is beginning to reshape how design firms operate.**

Top AI Applications in Business Operations and Reporting



Note: Respondents were asked, "For which of the following business operations and reporting tasks is AI being currently used within your company? Select all that apply."

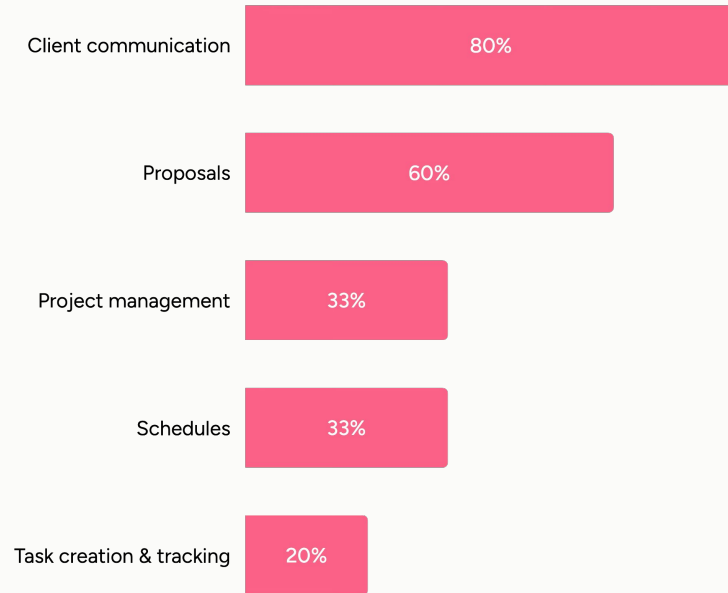


Designers tap AI for client communications

Designers are **exploring AI for client-facing tasks, such as drafting emails, generating meeting summaries and using chatbots**. But adoption drops sharply when it comes to more complex, detail-heavy work, such as scheduling, managing project files and generating proposals. This may reflect a limited awareness of AI tools' capabilities or uncertainty about trusting AI for tasks such as budgeting, sourcing products or tracking project milestones.

Among designers who use AI for project and client management, **81% do so daily or weekly**. And **80% of them describe AI as being transformative** — tellingly, all the pros in this group report being either very satisfied or somewhat satisfied with AI's role in their workflow.

Top AI Applications in Project and Client Management



Note: Respondents were asked, "For which of the following project and client management tasks is AI being currently used within your company? Select all that apply."



AI saves time for designers

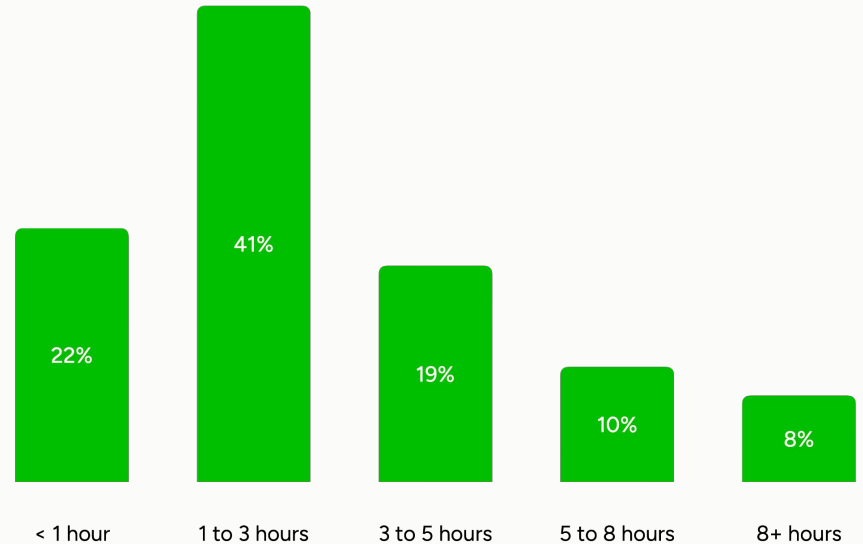
Designers save an average of 3 hours per week with AI tools. Among those who work at firms with 10 or more employees, the time savings rises modestly, to 3.5 hours. This slight increase suggests that **even designers at large firms are still learning how to take advantage of AI across the range of their operations.**

Notably, 18% of designers say AI saves them more than five hours each week, highlighting its competitive advantage.

3.5

hours saved on average weekly among firms with 10 or more employees

Time Saved Using AI Tools



Note: Respondents using AI tools or software for business tasks were asked, "How much time are you saving a week as a result of incorporating AI tools?"



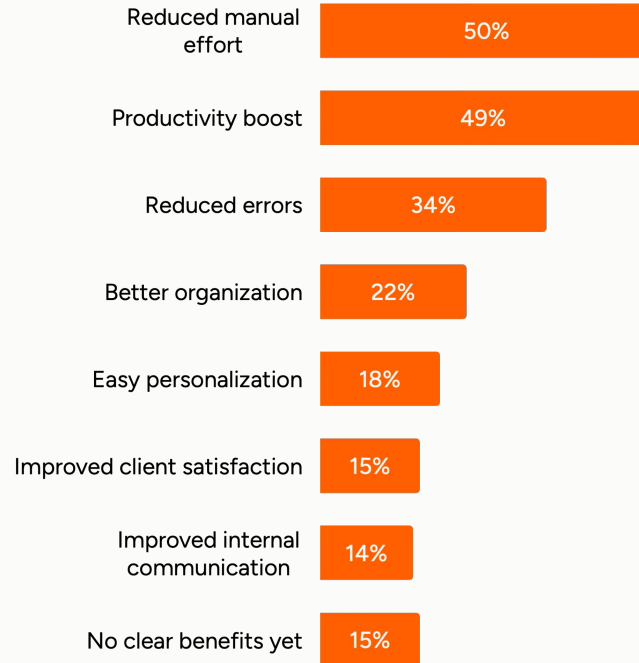
AI tools reduce manual effort and errors

The vast majority of designers using AI (85%) report seeing **clear benefits**, especially when it comes to **reducing manual work, boosting productivity and reducing errors**.

However, designers cite gains tied to collaboration, such as improved client satisfaction or internal communication, far less often. This implies that AI's current value may be more operational than relational.

85%
report benefits

Benefits of AI Tools



Note: Respondents using AI tools or software for business tasks were asked, "Which of the following benefits have you experienced from using AI? Select top three."



Frequent AI usage boosts productivity

Designers who use AI at least occasionally **see real benefits**. Among Tinkerers, **those who use AI monthly or rarely, reduced manual effort is the top benefit**.

Benefits of Using AI Tools, by User Type

Trailblazers

#1 Productivity boost

#2 Reduced manual effort

#3 Better organization

Tinkerers

#1 Reduced manual effort

#2 Reduced errors

#3 Productivity boost

Note: Respondents using AI tools or software for business tasks were asked, "Which of the following benefits have you experienced from using AI?"



Majority of designers are satisfied with AI tools

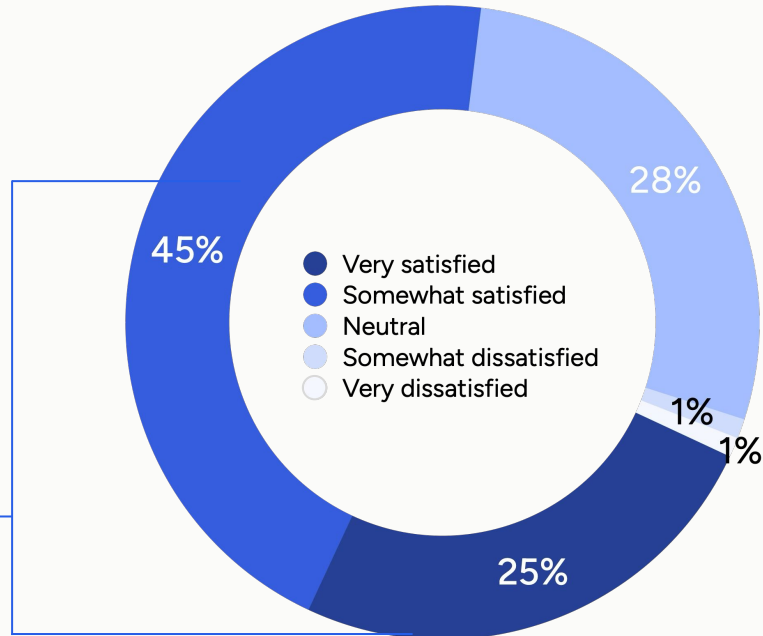
The majority of designers who have adopted AI tools say **they're satisfied with them**. Just 2% express dissatisfaction, while 28% remain neutral.

Among firms with 10 or more employees, satisfaction is slightly lower, with 65% being very or somewhat satisfied.

70%

are satisfied with their use of AI tools

Levels of Satisfaction With AI Tools



Note: Respondents using AI-powered tools or software for business tasks were asked, "Overall, how satisfied are you with the use of AI-powered tools in your workflow?"



Reliability and accuracy are top concerns

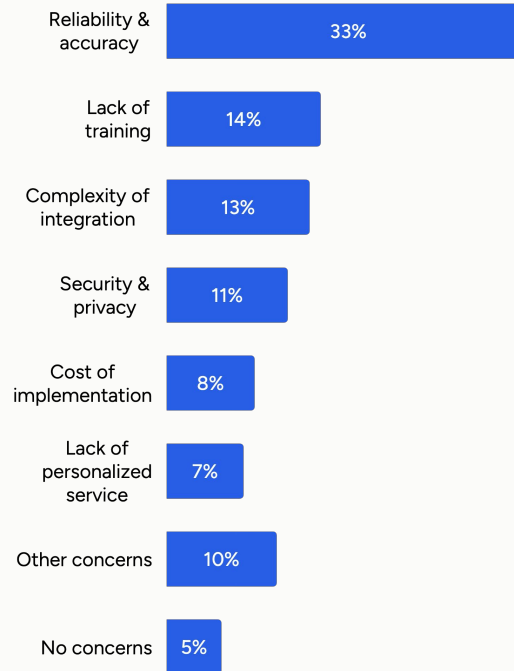
A third of **designers are concerned about AI's reliability and accuracy**. While many recognize the potential of AI tools, questions around trust, usability and implementation remain part of the adoption journey.

Although most designers haven't received formal **AI** training, **only 14% cite lack of training as a concern, showing that while training may further AI adoption and impact, it isn't strictly necessary.**

94%

receive no training or guidance for AI tools

Concerns About Using AI Tools



Note: Respondents were asked, "Which of the following is your biggest concern about using AI tools for your business?"



Designers' No. 1 concern is same across user types

While **reliability and accuracy of outputs** is the top concern across user types, Trailblazers and Tinkerers are especially mindful of **data privacy**. Prospectors and Holdouts cite **integration challenges, cost and training gaps** among their top concerns.

Trailblazers

#1 Reliability and accuracy of outputs

#2 Data security and privacy risks

#3 Complexity of integration with existing processes

Tinkerers

#1 Reliability and accuracy of outputs

#2 Data security and privacy risks

#3 Cost of implementation and maintenance

Prospectors

#1 Reliability and accuracy of outputs

#2 Complexity of integration with existing processes

#3 Cost of implementation and maintenance

Holdouts

#1 Reliability and accuracy of outputs

#2 Job displacement or reduction in workforce

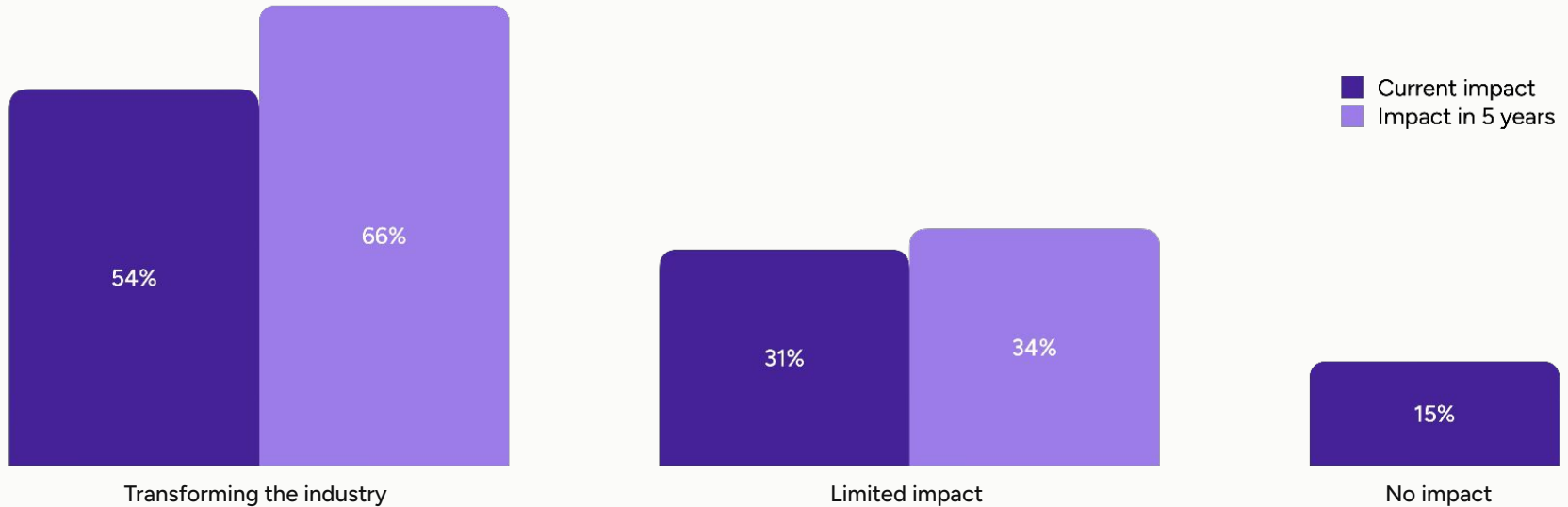
#3 Lack of adequate training or technical expertise

Note: Respondents were asked, "Which of the following is your biggest concern about using AI tools for your business?"



Majority of designers say AI is transforming the industry

Designers' Perspectives on AI's Current and Future Industry Impact



Note: Respondents were asked, "How do you see AI's current impact on the construction and design industry?" and "What do you expect the impact of AI on the industry to be in 5 years?"



All user types recognize AI's potential for industry transformation

Designers Citing AI's Current and Future Transformative Effect, by User Type



Note: Respondents were asked, "How do you see AI's current impact on the construction and design industry?" and "What do you expect the impact of AI on the industry to be in 5 years?"



Many designers embrace stand-alone AI tools

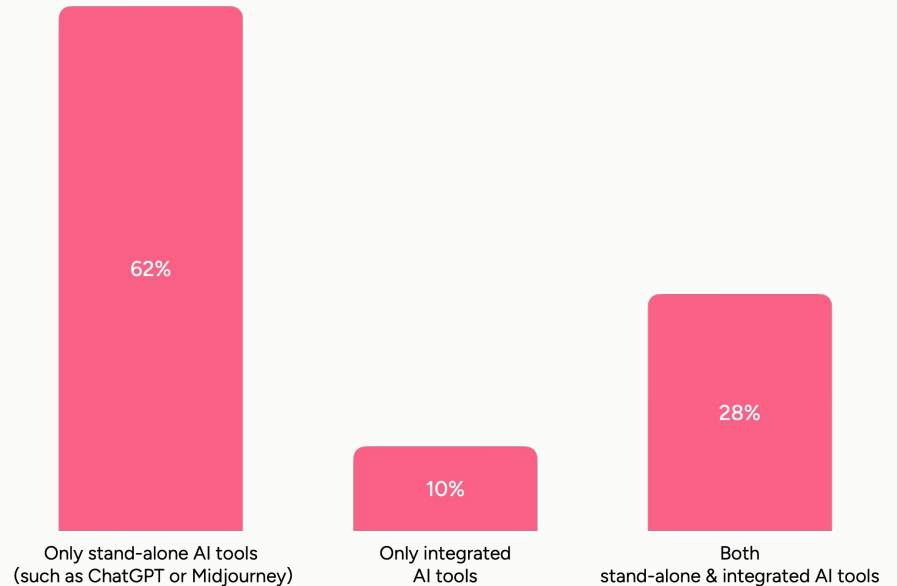
Designers are far more likely to use stand-alone AI tools than those integrated into existing software. This highlights **an opportunity to improve how AI is embedded in design workflows**. However, integrated AI usage may be underreported, because AI is embedded into some tech tools and users may not realize it's operating behind the scenes.

Moreover, the fact that 42% of designers who use stand-alone AI tools are paying for them **clearly signals the perceived value** of these solutions.

42%

pay for stand-alone AI tools

Usage of Stand-Alone and Integrated AI Tools



Note: Respondents using AI-powered tools or software for business tasks were asked, "Which of the following best describes the AI tools you use for business tasks?"



Improving efficiency and productivity is top motivation

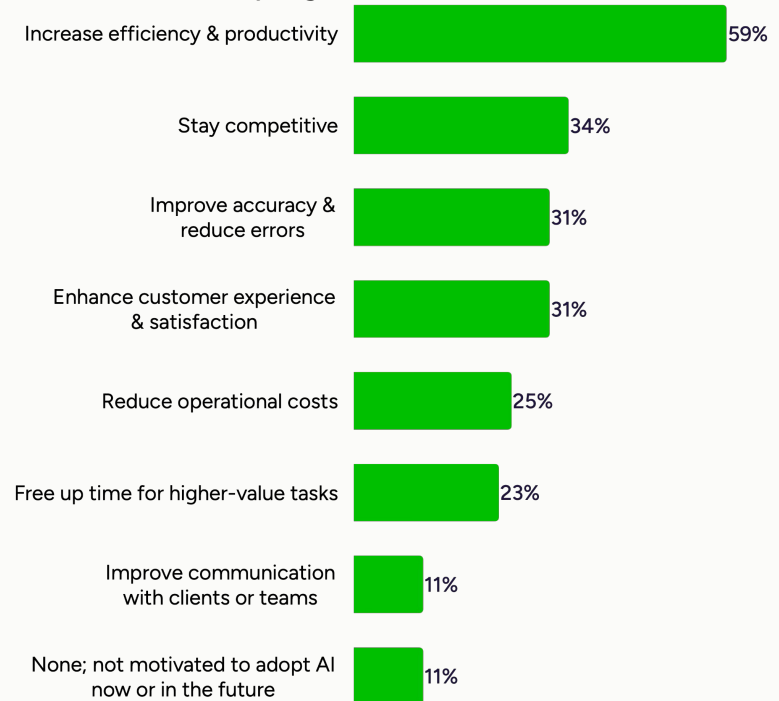
Motivations for adopting AI tools are grounded in boosting performance and staying competitive. Designers are **focused on AI that can deliver improvements in day-to-day performance**. Many also point to AI's potential to improve accuracy, reduce errors and enhance customer satisfaction.

That said, some designers (11%) remain unconvinced and have no plans to adopt AI now or in the future.

89%

are motivated to adopt AI now or in the future

Motivations for Adopting AI



Note: Respondents were asked, "Which of the following would motivate you to adopt AI tools for your business now or in the future? Select top three."

04

Extended Findings

Focuses on professionals providing specialty residential or commercial services, including electrical, plumbing and roofing.



Early AI adopters among specialty contractors save hours weekly

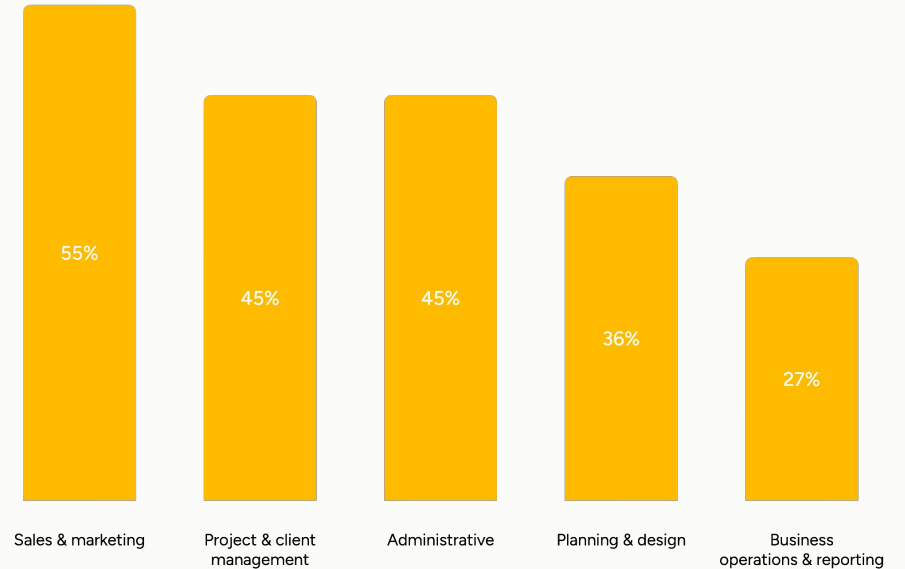
38%

use AI

3.8

hours save weekly

Top AI Business Applications Among Specialty Contractors



Note: Respondents were asked, "For which of the following functions do you currently use AI during the course of your job? Select all that apply."



Positive sentiment is prevalent among AI users

AI's Impact on Workflow

41%

significant

35%

moderate

24%

minimal

Satisfaction with AI Tools

78%

satisfied

22%

neutral

0%

dissatisfied

Benefits of AI Tools



Note: Respondents using AI tools or software for business tasks were asked, "Which of the following benefits have you experienced from using AI? Select all that apply."

05

Business Characteristics

Provides details about the pros who responded to our survey.



Construction & Design Firms

Area of Expertise

Residential design **68%**

Residential construction **50%**

Commercial design **24%**

Commercial construction **16%**

Specialty services **11%**





Construction Firms

Number of Employees (excluding sole owners or partners)

Zero	20%
1 to 4	50%
5 to 9	18%
10 to 19	6%
20 or more	7%

Gross Annual Revenue

Less than \$100,000	14%
\$100,000 to \$499,999	33%
\$500,000 to \$999,999	16%
\$1,000,000 to \$1,999,999	16%
\$2,000,000 or more	22%



Design Firms

Number of Employees (excluding sole owners or partners)

Zero	39%
1 to 4	48%
5 to 9	7%
10 to 19	2%
20 or more	4%

Gross Annual Revenue

Less than \$100,000	27%
\$100,000 to \$499,999	39%
\$500,000 to \$999,999	16%
\$1,000,000 to \$1,999,999	7%
\$2,000,000 or more	11%



U.S. Areas Serviced

Construction Firms

Single state **77%**

Multiple states **14%**

All states (national providers) **9%**

Design Firms

Single state **44%**

Multiple states **36%**

All states (national providers) **20%**

06

Methodology



Methodology

Approach

Houzz is the leading platform for construction and design, empowering industry professionals and homeowners with the tools they need to make every project a success. Leveraging our large and engaged user base, we collect and share insights to help home professionals stay informed on market trends. To explore the role of artificial intelligence (AI) in the industry, the Houzz research team conducted an online quantitative survey of registered professionals focused on their familiarity with and use of AI.

Completeness and Qualifications

The sample includes 722 U.S. businesses offering construction and design services, many of which provide integrated design-build solutions. Additionally, the study includes responses from 76 specialty trade professionals, such as electricians, plumbers, HVAC specialists and painters.

Sampling

Data were collected via an email invitation sent to U.S. professionals registered on Houzz. Respondents were informed that findings would be shared in aggregate with the Houzz community and that individual responses would remain confidential. The survey was fielded between May 9 and May 28, 2025.

07

AI at Houzz

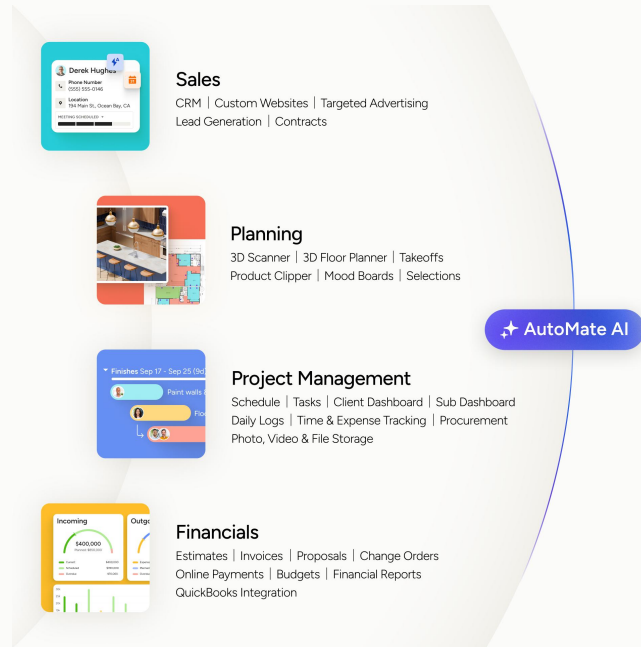


AI at Houzz

With Houzz Pro, Houzz's all-in-one project management and design software, we're putting the power of AI into the hands of construction and design professionals. AutoMate AI, our suite of AI tools built directly into Houzz Pro, is designed to streamline everyday tasks, saving pros time and money.

AI powers key Houzz Pro features — client messaging, estimates, takeoffs, schedules, 3D models, daily logs, mobile agents, business insights and more. Plus, these tools come at no extra cost, and user data stays private and secure within Houzz Pro.

By automating repetitive, time-consuming tasks, AutoMate AI frees up pros to focus on high-impact work, helping them boost efficiency, grow their businesses and deliver exceptional client experiences.





houzz.com/research