

Electric Floor Heating & Home Resale Value: Fact Sheet 2025

Why Heated Floors Matter in Real Estate

- **Luxury Upgrade Buyers Notice:** Heated floors are consistently listed among top desirable features in homes (source: Better Homes & Gardens, HGTV).
- **Competitive Differentiator:** Helps homes stand out in listings where buyers compare upgrades (especially bathrooms & kitchens).
- **Comfort + Energy Efficiency = Value:** Buyers increasingly seek comfort and efficiency – radiant heat delivers both.



Key Stats & Insights

- **Resale Boost:** Heated floors are often perceived as a luxury feature that can increase resale value by 3–5% (depending on location and room count).
- **Buyer Demand:** Zillow & Realtor.com reports show bathroom and kitchen upgrades with features like radiant heat increase buyer interest and time-on-page.
- **ROI (Return on Investment):** Typical ROI for radiant floor heating is 50–75% on resale – higher when included in a bathroom remodel (one of the highest-ROI projects overall).
- **Cost to Operate:** Electric systems cost pennies per hour to run, making them attractive for buyers concerned about ongoing costs.



Rooms That Add the Most Resale Value

Bathrooms	Cold tile solved = strongest ROI
Kitchens	Comfort where buyers spend time daily
Basements	Warmer, more livable = perceived extra square footage
Sunrooms	Extends year-round usability

How Realtors Market It

- Use phrases like 'luxury spa bathroom,' 'energy-efficient comfort,' and 'modern radiant heating' to resonate with buyers.
- Heated floors help listings stand out in online search filters where buyers can select 'luxury features.'

Fast Facts for Sellers

- Low-cost upgrade relative to perceived value.
- 20+ year lifespan = buyers see it as a long-term benefit.
- No maintenance = no hassle selling point.
- Adds to emotional appeal (warm floors = comfort = faster offers).

Pro Tip

If you're remodeling before selling, adding radiant floor heating under new tile or LVT flooring is a small investment with outsized resale impact.

