



## 2024 OUTDOOR LIVING PROFESSIONAL INSIGHTS

Featuring insights and trends gathered from industry experts and members of the Deckorators® Certified Pro Program. Empowering homeowners, contractors and designers to imagine outside.

**Dec**~~X~~**orators**®

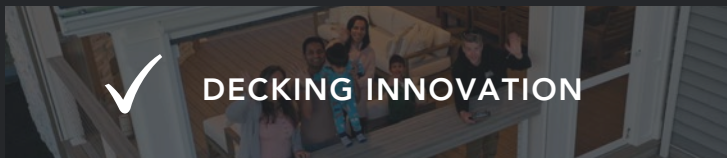
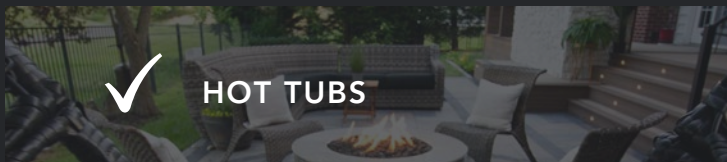
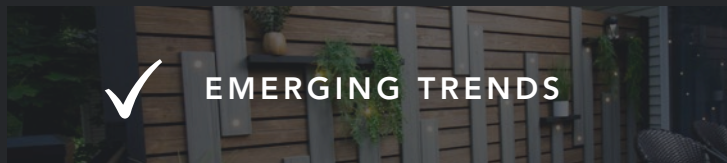
# DECKORATORS® SUMMER OF FUN 2024: OUTDOOR LIVING PROFESSIONAL INSIGHTS

Deckorators® Pro Deck & Dock Builders Share the Future of Outdoor Living

Welcome to the summer edition of the Deckorators® bi-annual Outdoor Living Report. Throughout the year, we've seen outdoor living spaces continue to evolve and push the boundaries of what's possible—and as the Deckorators® brand continues to grow and innovate alongside the industry, so will our Outdoor Living Reports.

While still covering the top design trends and business insights we've gathered from our contractor network, we are also weaving in new perspectives such as interior design and pool cover innovations, and diving deeper into the minds of homeowners. Our goal is to illustrate a more cohesive picture of the industry as we enter the summer season and begin looking forward to 2025.

## IN THIS REPORT:



# Interior Design Insight

## INSIDE OUT: FROM INDOOR TO OUTDOOR LIVING

Over the past few years, the synergy between interior and exterior design has deepened significantly. Outdoor living spaces now tend to be viewed as extensions of the home rather than as separate entities. For a more cohesive look and feel, interior designers are focusing on creating harmonious and purposeful transitions between the two spaces.

Every year, it's becoming more clear that homeowners' indoor design choices are influencing the design choices they make outside—and Deckorators aims to explore and strengthen the link between both spaces. This section of our report features insights from Debra Salmoni, HGTV personality and celebrity interior designer, to shine light on the relationship between interior and exterior design through style, form, and function.

### INDOOR/OUTDOOR HARMONY + DESIGN CONTINUITY

"I find that marrying the indoor and the outdoor has been a really popular ask with my clientele. It's interesting to be partnered with Deckorators and understand the exterior space a lot more extensively."

"People spend time outdoors for so many months out of the year, and it's really nice when it feels like a seamless transition from the interior to the exterior. Often, I try to match the interior floors with the exterior floors."

"Decor-wise, it helps to add in some of the textures and materials that are used on the interior of the home. For example, throw pillows and throw blankets create a nice cohesiveness between the indoor and the outdoor."

### BUILT-IN LIVING + SPACE- SAVING TECHNIQUES

"Many of my clients, especially those living in urban areas, are really wanting to utilize all of the square footage that they have outside. And so I find that built-in living is becoming really popular. Taking the decking material and using it to build in a banquette or planters makes the whole space look very integrated and seamless. These are also great space-saving techniques. My clients just love it."

DEBRA SALMONI, HGTV HOST &  
CELEBRITY INTERIOR DESIGNER



# Interior Design Insight

## CONTINUED

### INTEGRATED LIGHTING

“Right now, everyone wants integrated lighting. It’s been one of the biggest asks when designing exterior spaces. Integrated lighting creates an awesome ambience in the exterior when you’re dining outside or spending time on the deck in the evening. And you don’t have to have a lot of floodlights or string lights coming on while you’re trying to enjoy the space.”



DEBRA SALMONI, HGTV HOST &  
CELEBRITY INTERIOR DESIGNER

# A Glimpse into the Homeowner's Mind

## STATE OF THE INDUSTRY

The pandemic sparked a backyard renaissance that drove homeowners' desire to invest in their outdoor living spaces. During 2020 and beyond, the pressure was on, and lead times were extremely long—it was a mad dash to find a contractor, secure a bid, and sign on the dotted line.

These days, our contractors are still busy, but they report some of that pandemic-era urgency has subsided. Under less pressure, homeowners want to take the time to do things right. They're engaging in more research, carefully contemplating their decisions, and being far more intentional about their design ideas and inspiration.

"Inquiry levels are getting back to normal. I think we're getting back to having more standard budgets and money flow coming in, and clients are asking more questions and doing more research. They're not in as much of a rush."

JONATHAN MOELLER, COLORADO CUSTOM COVERS & DECKS

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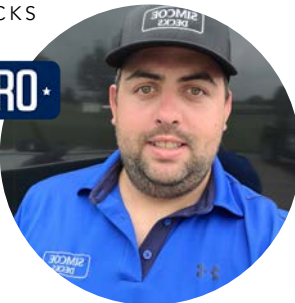


COLORADO CUSTOM COVERS & DECKS

"During the pandemic, homeowners were rushed into decision-making. This year, we're finding that our clients are doing more research and not necessarily just taking a contractor's word on things."

MICHAEL SCOTT, SIMCOE DECKS

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SIMCOE DECKS

# A Glimpse into the Homeowner's Mind

## CONTINUED

“Clients were really willing to do things online, and they wanted that level of separation—but now it’s come full-circle, where they want to meet with us first. They want to do a full site visit, be really hands-on, and talk through everything. It’s nice—it brings back a personal touch.”

CATHERINE LIPPINCOTT, PREMIER OUTDOOR LIVING

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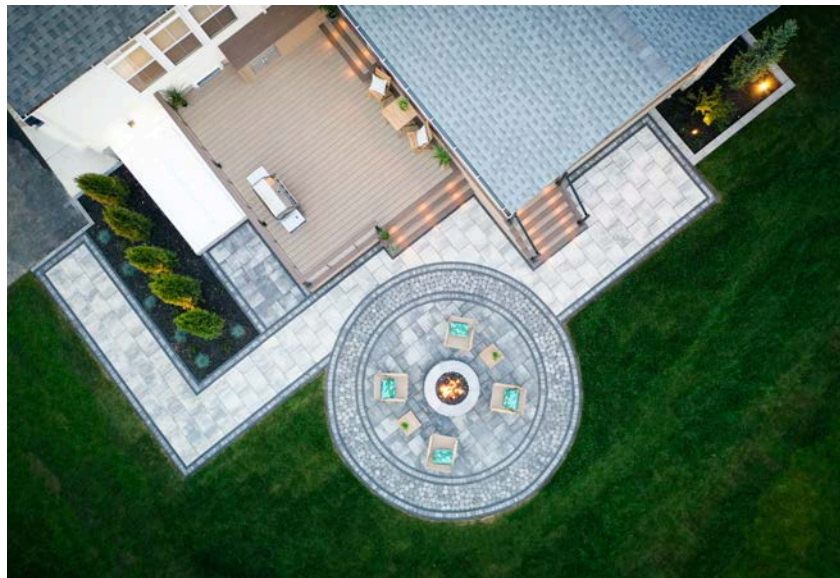
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“Things are a little different from a couple of years ago, when people knew that they had to get on contractors’ schedules quickly. The tables have turned a bit, so there’s not as much urgency from clients.”

SEAN COLLINSGRU, PREMIER OUTDOOR LIVING

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# The Business of Outdoor Living

## DECKORATORS® WEIGHS IN

It's an exciting time for innovation and inspiration in the world of outdoor living. At Deckorators, we're optimistic about the future of outdoor living products and the growth of our industry as a whole. Our team remains focused on what's next and what we can do to help homeowners and contractors elevate their backyards.

This summer, we've seen homeowners leaning toward quality over quantity in their projects. They're taking the time to do more of their own product research, seeking out multiple builder quotes, and focusing on getting things done right the first time. We've also seen job timelines get lengthier as our builders increasingly coordinate with ancillary contractors.

Over the past few years, outdoor living spaces have truly become extensions of the home, with homeowners spending more time outside and putting more personality into their designs. As our industry continues to evolve, we're proud to empower and inspire homeowners to push the boundaries of outdoor living and imagine outside.



DECKORATORS® NEW PRIVACY SCREEN SYSTEM

"We're optimistic about the future of outdoor living products and the growth of our industry as a whole."

MICHELLE HENDRICKS,  
DECKORATORS® CATEGORY  
MARKETING MANAGER



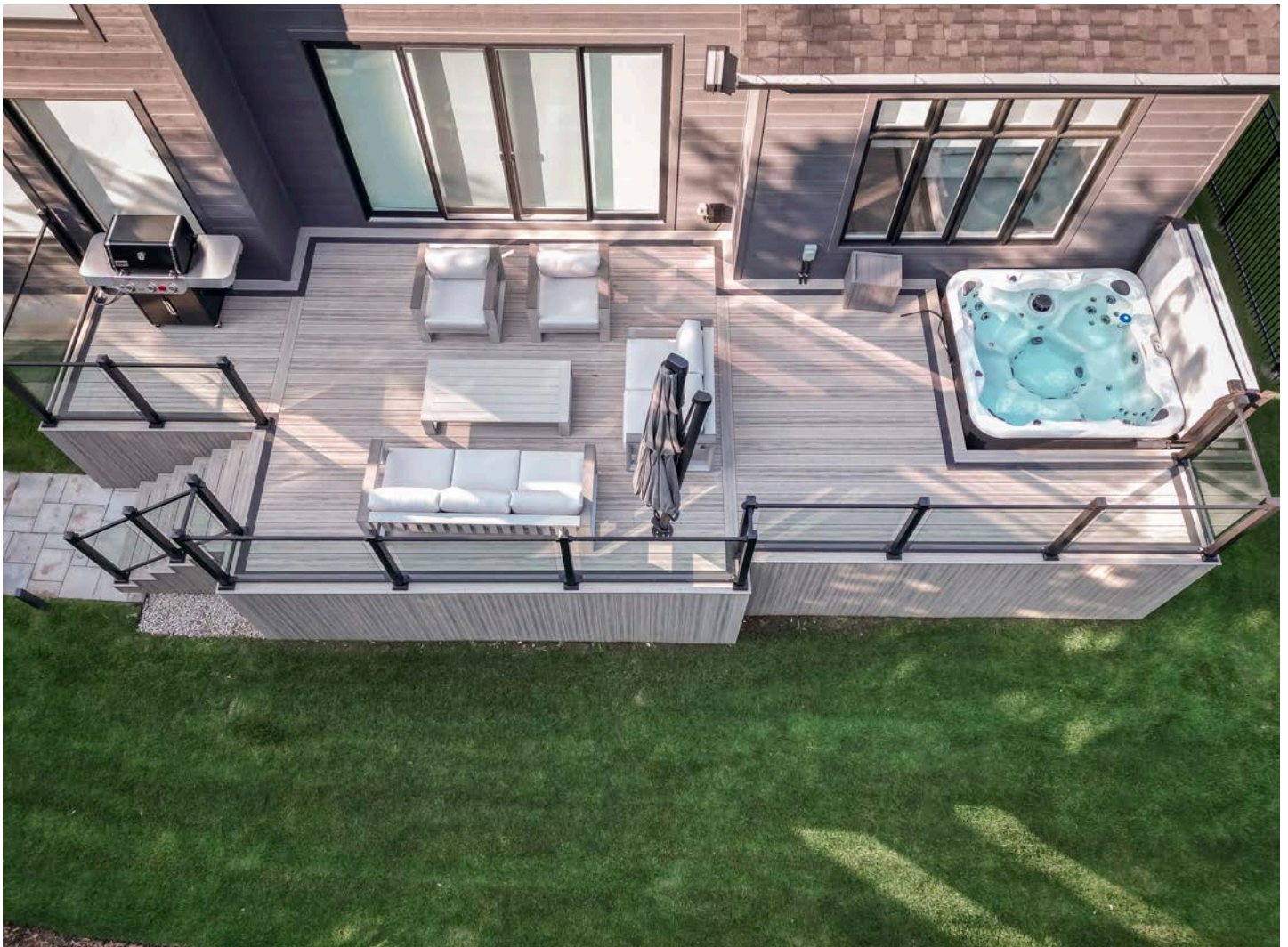
# Outdoor Living and Wellness

## AN EMERGING TREND

Homeowners have demonstrated a growing interest in activating health and wellness in the outdoor living space for some time. The rise of cold plunges, spas, and saunas on decks reflects this trend.

This summer, specifically, our contractors report that clients are requesting hot tubs to be installed flush with the deck. This requires some careful engineering on the part of the contractor, but it offers a way to streamline deck design by obscuring the spa equipment for a sleeker, more integrated look.

Installing water features flush with the deck amplifies the need for decking materials that resist wear and tear and offer enhanced traction to prevent slips and falls. Mineral-based composite materials like Deckorators® Voyage decking featuring Surestone™ technology are designed for installation in and around water, offering peace of mind all summer long.



SIMCOE DECKS



# Outdoor Living and Wellness

## CONTINUED

“We’re seeing a lot of requests for incorporated cold plunges and saunas. We have some upcoming projects this year that have sunken cold plunges, tying those into the landscape space. A lot of people are requesting a sunken hot tub to just have that ease of access in and out of that space.”

MICHAEL SCOTT, SIMCOE DECKS

**Deco**rotators® **CERTIFIED PRO**  
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SIMCOE DECKS

“In my area, hot tubs are very, very popular right now. At least twice a week when I go out to do estimates and bidding, people ask about putting a hot tub on their deck, and they want to sink it.”

JONATHAN MOELLER, COLORADO  
CUSTOM COVERS & DECKS

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# Architectural Features

## AN EMERGING TREND

Homeowners are paying more attention to the structural elements that support their outdoor living spaces, whether they are upgrading existing structures or adding new ones. Posts and frames, especially, can be transformed into design elements that also offer an ideal place to install hanging chairs, greenery and outdoor lighting.

A popular and cost-effective way to elevate structural elements is to wrap them in decking materials that complement the deck itself. This method adds a layer of definition and also helps protect structures from rotting and stains.



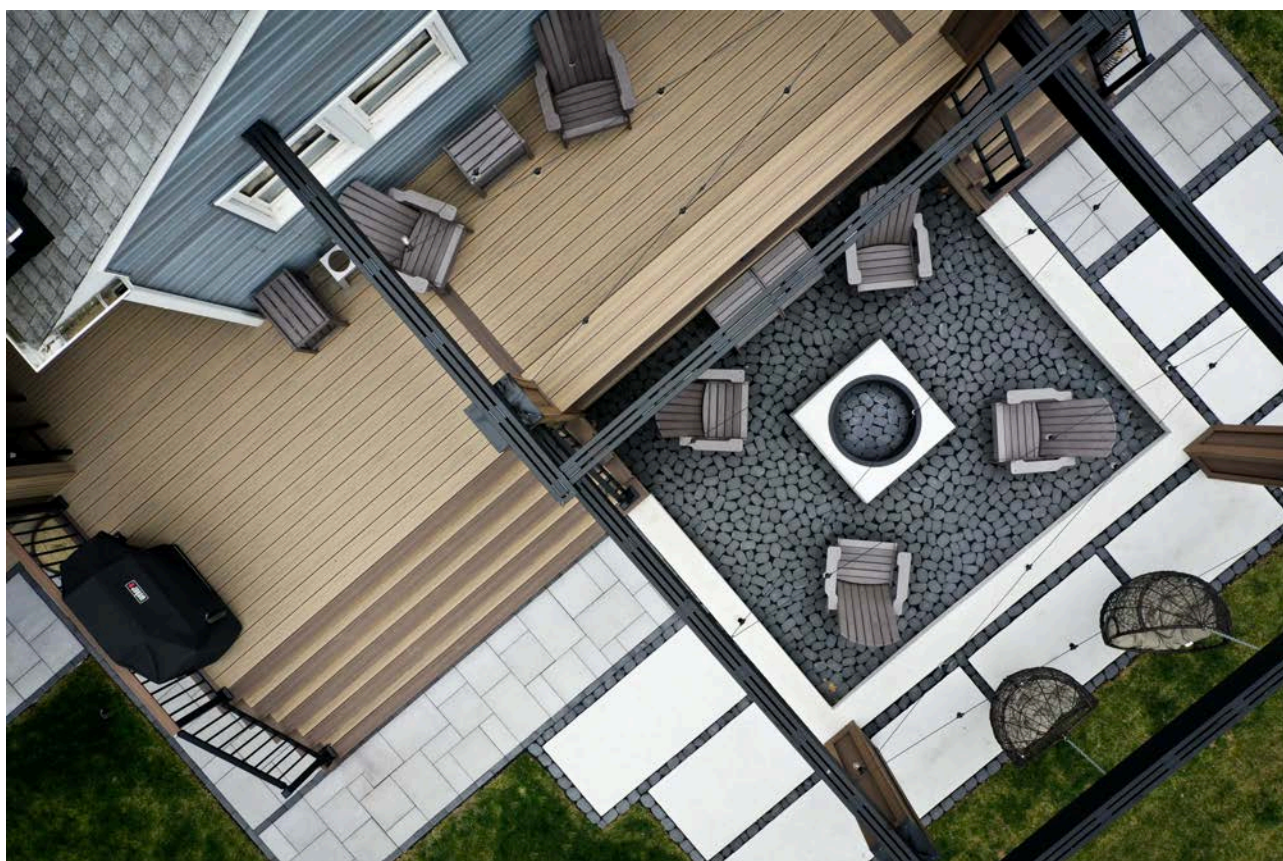
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“We’ve been doing features like columns on a lot of our projects. It’s a different way to accentuate the structure, and it adds a vertical element to tie the whole space together. Building the column out and then wrapping it in DecXorators decking gives it a more substantial feel.”

SEAN COLLINSGRU, PREMIER  
OUTDOOR LIVING

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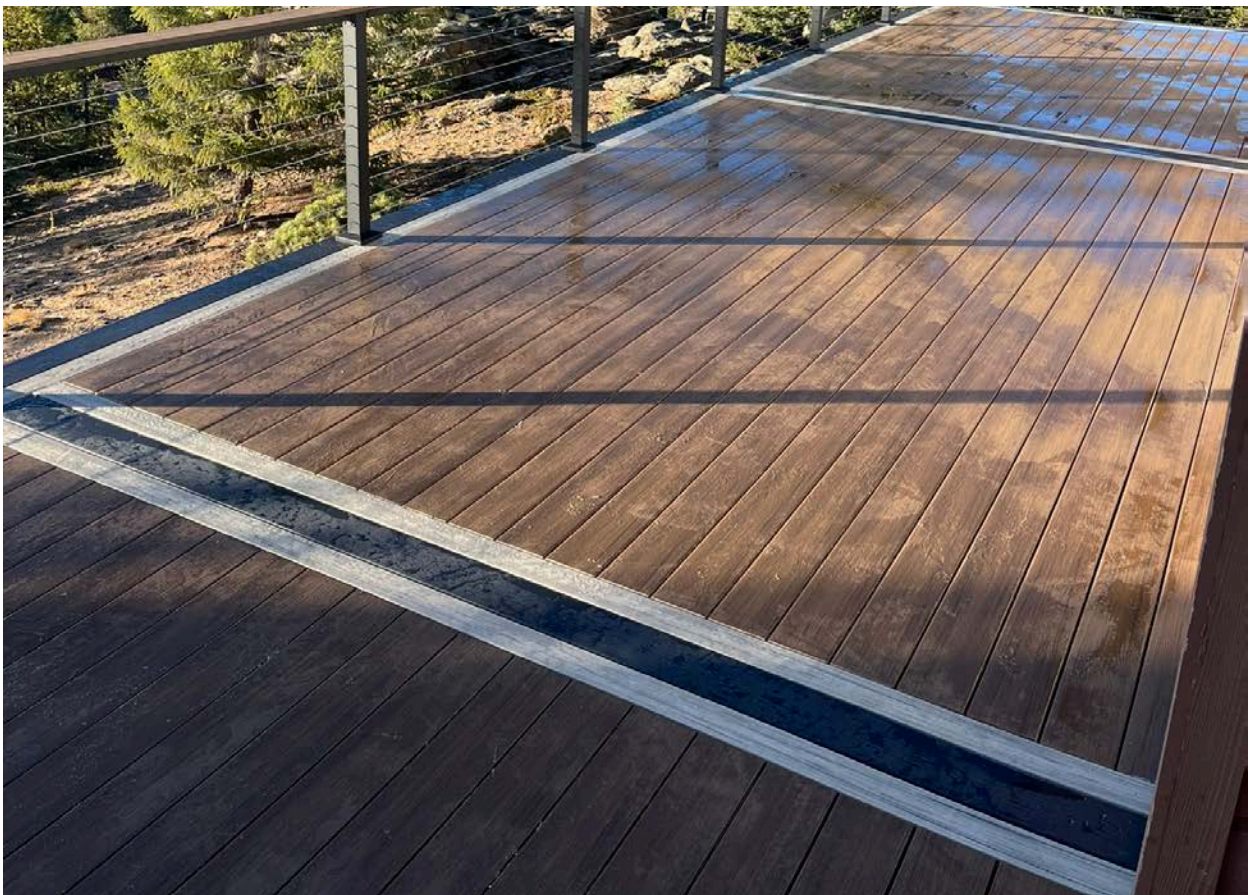
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# Color, Pattern and Contrast

## AN EMERGING TREND

As homeowners take more time to make decisions and seek out quotes from multiple firms, some of our contractors say they're working to step up their game by presenting new and unexpected design ideas to potential clients.

Color blocking with unique color combinations, for example, creates a stark contrast that can add depth, definition, and a touch of personality to the deck space.



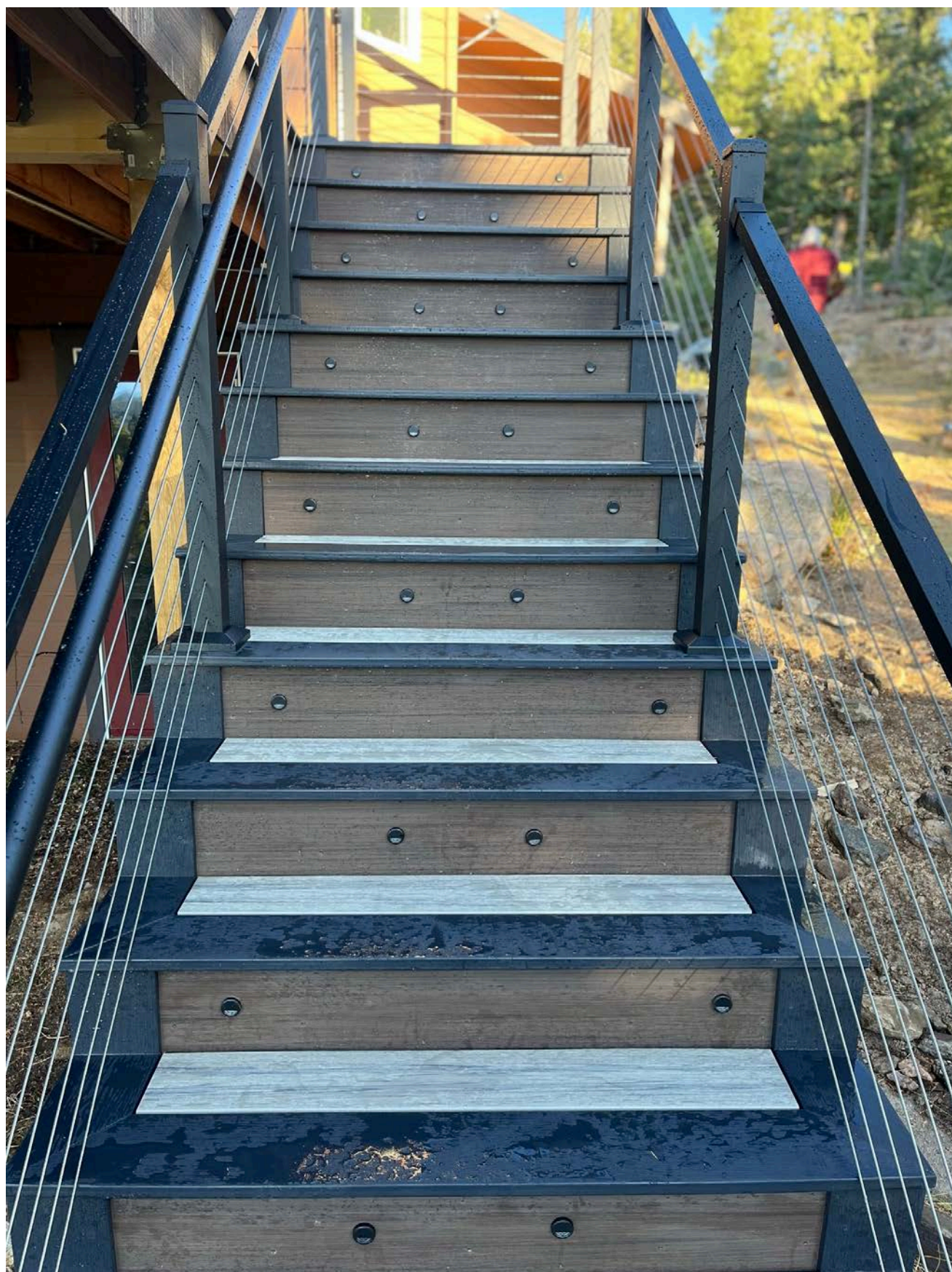
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"We really push the use of different colors and multiple borders — it just ties everything together."

JONATHAN MOELLER, COLORADO  
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# On-the-Move, Retractable Decks

## THE FUTURE OF DECKING

Retractable decks, while still mainly limited to the luxury market, are on the rise. These innovative design solutions offer the expected benefits of vinyl pool covers—evaporation reduction, enhanced safety, and debris prevention—with the unique bonus of reclaiming livable square footage.

With a retractable deck, homeowners can add an entirely new outdoor living zone with furniture, decor, and more—all on top of the inground pool. Additionally, these structures can be built using Deckorators® decking powered by Surestone™ technology, designed to withstand moisture and offer enhanced traction.

“Movable decking is innovative because it creates livable square footage. Our systems can support a live load anywhere between 20 pounds per square foot all the way up to 100 pounds per square foot.”  
—LIOR OHAYON, Adept Builders & Design and R3TRACT.



“Movable decking offers a lot of capabilities—people, furniture, and whatever you can imagine can be placed on the deck. And that’s something that a lot of people in Los Angeles and other urban places definitely have a need for. We’ve seen a big rise in inquiries for these products, and clients are curious to know what they can achieve.”

LIOR OHAYON, ADEPT BUILDERS &  
DESIGN AND R3TRACT

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# *On-the-Move, Retractable Decks*

**CONTINUED**



R3TRACT



# Front Porch Refresh

## SOCIALIZATION & STYLE

While the idea of the “backyard oasis” has been a hot topic in the outdoor living industry since the start of the pandemic, the front yard has not been as heavily involved in the conversation. This summer, however, we’re seeing homeowners begin to show interest in enhancing their front porch spaces.

In today’s digital world, the opportunity to create a sense of community and connection in-person is priceless. Front porches are becoming social hubs again—and people are looking to create comfortable, inviting spaces that encourage neighbors to socialize. In front porch designs, homeowners are prioritizing comfort, personality, curb appeal, and opportunities to engage with others.

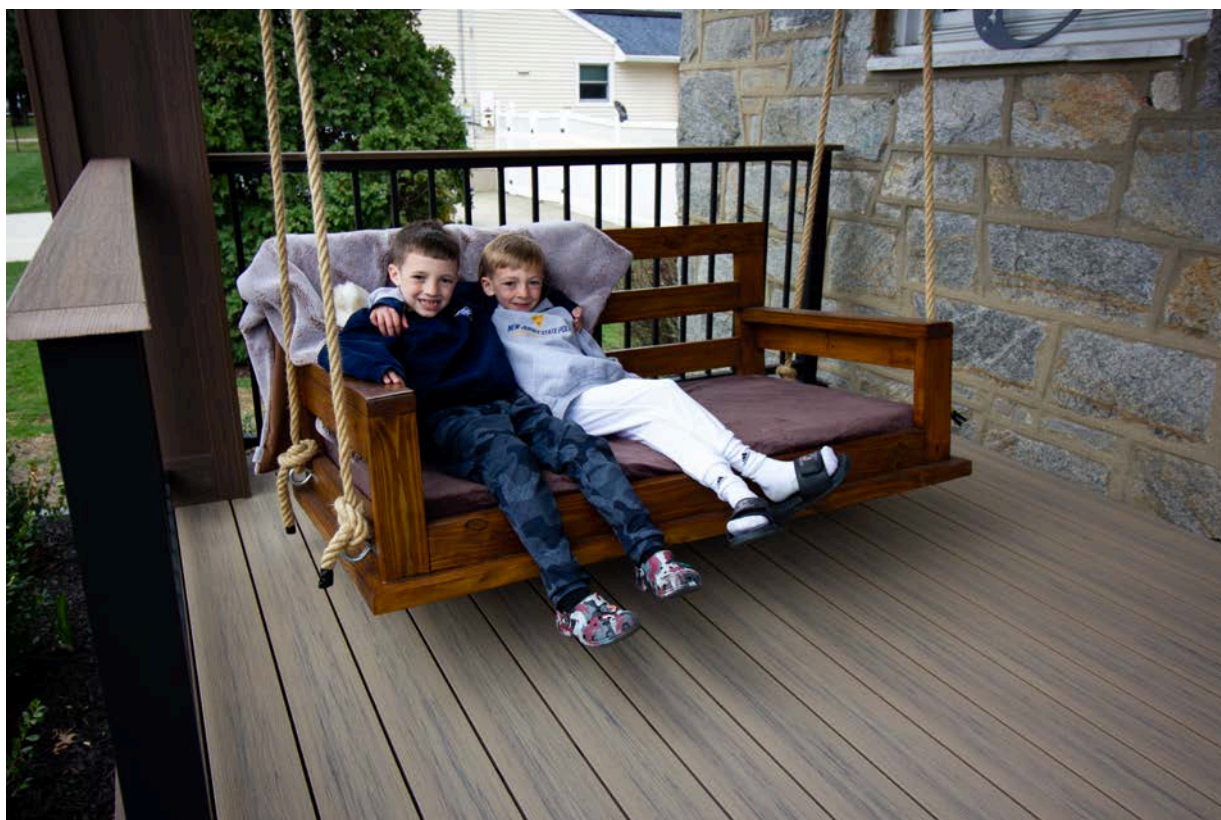


“This client loved this front porch makeover, and she gets so much use out of it. All of her neighbors are really close and friendly, and she loves to spend time on the porch in the mornings and as the kids come home from school.”

SEAN COLLINSGRU, PREMIER  
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Part of the UFP Retail Solutions family,  
Deckorators® aspires to take the enjoyment of  
personalizing your outdoor living space to a whole  
new level.

For more than two decades, the pioneering spirit  
behind the brand has kept them on the leading  
edge of deck ideas and porch design innovation.

This year's report was compiled with the help of  
the following partners:

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Southern New Jersey

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Lior Ohayon | Adept Builders & Design and R3TRACT  
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Ontario, Canada

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