

Does a Home Sauna or Wellness Room Add Resale Value?

What published research says about saunas, steam rooms and cold plunges at resale. We found no study that measures sauna resale value directly, so this guide shows the closest data and its limits.

Updated October 29, 2026

Many owners ask if a sauna, steam room or cold plunge will pay for itself when they sell. The honest answer is that nobody has published a reliable number for saunas. This guide explains what the research does say, and what it does not.

What the main remodeling reports cover

The **2025 Remodeling Impact Report** from the National Association of REALTORS® (NAR) and NARI was released on April 9, 2025. REALTORS® estimated the value each project adds at resale. NAR compared that with the project cost that NARI members estimated. The model house is 2,300 square feet, and the report says no project uses top-of-the-line materials.

The report does not include a sauna, steam room or cold plunge. The closest projects are these:

| Project | Cost recovered at resale | |---|---| | Add new bathroom | 56% | | New primary suite | 54% | | Bathroom renovation | 50% | | New steel front door (highest in the report) | 100% |

These figures are for standard-quality projects. A custom wellness suite is a different kind of project. Do not apply these percentages to it directly.

What listing data shows

Zillow has studied the words in listing descriptions.

| Zillow study | Finding | Caveat | |---|---|---| | April 2018, listings from 2016 to 2017 | Listings that mentioned "steam shower" and "professional appliance" sold for 29 percent more than listings without those terms. This was the highest premium of more than 100 terms. | Zillow published an update in April 2019. | | April 2019, 4.6 million sales in 2017 and 2018 | "Steam oven" had the highest premium, at 34.1% over the expected price. | Zillow says it is not saying these features cause the price boost. They may appear in homes with other high-end features. | | October 2023, trends for 2024 | The share of listings that mention an at-home cold plunge pool rose 130% in a year. | Zillow says the absolute share of listings that mention such trend features remains very low. |

A steam shower is not a sauna. A listing premium is also not the value of the feature. Zillow itself says these features may simply appear in homes that have other high-end features.

Other markets

We did not find published research on sauna resale value for the UK, Canada, Australia or our other markets. If a local agent gives you a figure, ask for the data behind it.

How to think about the decision

- **Build it for use, not for resale.** We found no published data that shows a sauna returns its cost.
- **Buyers may still notice it.** Zillow's data shows more listings mention cold plunges, from a low base.
- **Removable or built-in matters.** A freestanding plunge or modular sauna can move with you. A tiled steam room stays with the house.
- **Quality and records help.** Keep the warranty, the installer's details and the service history to give to a buyer.
- **Ask a local agent.** Ask how homes with saunas or spa rooms have sold in your area, and ask for the sales to compare.

To plan a project you will use for years, compare builders, dealers and installers near you in the directory.

Sources

- [NAR: 2025 Remodeling Impact Report \(PDF\)](#) (published 2025-04-09)
- [NAR press release: Top Remodeling Projects for Homeowner Satisfaction and Cost Recovery Revealed in NAR Report](#) (published 2025-04-09)
- [Zillow Research: Lucrative Listing Descriptions: The Surprise Features to Stress When Selling](#) (published 2018-04-04)
- [Zillow Research: Listing Features That Sell: If You've Got These, Flaunt Them](#) (published 2019-04-19)
- [Zillow press release: Brutalism, sensory gardens top Zillow's 2024 hottest home trends](#) (published 2023-10-17)
- [Zillow: 2024's hottest home trends](#) (fetched 2026-10-29)

Frequently asked questions

How much value does a sauna add to a house?

We found no published study that measures it. The 2025 NAR Remodeling Impact Report does not list a sauna, steam room or cold plunge as a project. Treat any single percentage you see for saunas with caution, and ask for its source.

Do listings that mention a steam shower sell for more?

In a 2018 Zillow analysis of 2016 to 2017 listings, homes that mentioned "steam shower" and "professional appliance" sold for 29 percent more than listings without those terms. Zillow later warned that such features may only show up in homes that already have other high-end features.

Are cold plunges becoming more common in listings?

Yes, from a low base. Zillow reported in October 2023 that the share of its listings that mention an at-home cold plunge pool was up 130% on the year before. Zillow also said the absolute share of listings with such trend features remains very low.