

Hidden Value

The magazine for energy efficient homes

GUIDE

Selling?

Top tips to increase value

Buying?

How to get the most for your money

Q&A

Your questions answered

Save
money

Follow the example
in our case study



energy saving trust[®]

WELCOME

Welcome to the Hidden Value Guide from the Energy Saving Trust. New research reveals that buyers are prepared to pay up to £10,000 more for an environmentally friendly home, with people increasingly looking at the longer term savings rather than short term 'quick fixes'. Whether you are buying or selling, or just improving your home, it pays to know how simple changes can affect the value of a property in the long term.

To help you exploit the hidden value of your home I've teamed up with the Energy Saving Trust to reveal what sellers can do to achieve the true value of their home and show buyers how to get the most for their money.



Naomi Cleaver
Interior designer and Channel 4 homes expert



An out of date heating system would discourage 35% of buyers from making an offer

New research from the Energy Saving Trust has found that nearly 70% of Brits believe that energy efficiency is important when buying a home. Almost half (45%) are willing to pay up to £10,000 more for an environmentally friendly home.

However sellers are missing a trick when it comes to judging the needs of potential buyers.

52% of home sellers focus their attentions on quick wins such as applying a lick of paint or adding a few scatter cushions when preparing their home for sale

But just 2 in 10 buyers would be put off a purchase by décor, overgrown gardens, or messy rooms

Only 21% consider improving the energy efficiency of their home before putting it on the market

But 64% of buyers would rule out potential purchases that contained clapped out boilers, single glazed windows and insufficient insulation

Source: Statistics sourced from consumer research commissioned by the Energy Saving Trust and carried out by IPSOS Mori and ICM in January and February 2006.



The right advice

"We are finding that more and more home movers are taking energy saving features into account when buying a new home. Energy efficiency is not only becoming a need for home movers but also a desire!

Rightmove has been encouraging estate agents and developers to market more environmentally friendly homes as we believe they not only attract more interest from potential buyers, but also sell quicker. We are delighted that the Energy Saving Trust has produced a guide to encourage home movers to make energy efficiency one of the top priorities when purchasing a new home," says Miles Shipside, Rightmove Commercial Director.

How to add value to your home

Green eyed neighbours are becoming more envious of next door's energy saving features than their garden hot tub.

Period style secondary glazing:
18% of buyers are put off by single glazed windows

With buyers willing to pay up to £10,000 more for an environmentally friendly property, sellers are choosing insulation and double glazing over frivolous fixtures and fittings to add real value.

Rising fuel prices and greater environmental awareness are encouraging buyers to pay close attention to a home's running costs and impact on the planet. Consider this when making improvements, and avoid fads and novelties to make sure every penny you spend adds value in the long term.

Your first steps towards adding value should include contacting your local Energy Saving Trust advice centre (call 0800 512 012) for free advice. They can tell you what will work best for your property and inform you about any grants or offers that might be available.

One of the simplest and most cost effective ways to add value is to have your home properly insulated, as nearly 50% of heat loss in a typical home is through the walls and loft. The thought of watching energy bills go through an uninsulated roof is enough to put off 11% of potential buyers. **Loft insulation** is so straightforward that you can even install it yourself. Although it is one of the most important things you can do, insulating your loft is not expensive and a standard 270mm layer could save as much as £180 to £220 a year on fuel bills – a real selling point for buyers.



The energy saving recommended logo



Whether installing insulation, replacing old household appliances or buying the latest kitchen equipment, always look for the energy saving recommended logo. It's a quick and easy way to identify the most energy efficient products available.

Renovating a property, either prior to putting it on the market or just after moving in, is a perfect time to replace worn out, inefficient devices and materials with the latest energy efficient models.

You can search for recommended products and retailers at www.est.org.uk/myhome



Installing **cavity wall insulation** should also be considered where possible. It is quick, clean and also relatively cheap to do. It's a straightforward process, performed from outside, and only takes about 3 hours for an average house. The annual savings on heating costs add up to between £130 and £160.

Although it is more expensive it is also possible to make **solid walls** more energy efficient by covering either the outdoor or indoor surfaces in a layer of insulating material. Savings range from £270 to £350 a year.

18% of buyers are put off by single glazed windows. Installing **energy saving recommended**

double glazing is a sound long term investment, adding value, reducing noise and lowering energy bills by up to £100 a year. They can even be made to fit traditional sash windows.

Over a third of home buyers would be put off buying a property with an outdated heating system. If your boiler is more than 15 years old, it is probably time to fit a replacement. Use the opportunity to fit a **high efficiency condensing boiler**. They waste the least amount of energy by converting around 90% of the fuel they use into heat, compared to 78% for older boilers. Replacing an old boiler could save up to a third on heating bills.

Installing **heating controls**, by adding automatic timer switches for heating and hot water, room and cylinder thermostats and thermostatic radiator valves, will improve the efficiency of the heating system even more, cutting running costs even further for prospective buyers (up to £100 to £130 a year) and help to ensure that room temperatures are always kept at a comfortable level.

Hot water tank insulation is another essential. Modern tanks come with insulation attached; however older ones may not be insulated. A lagging jacket for your cylinder costs as little as £10 and is easy to fit yourself, but cuts heat loss by about 75%. **Insulating exposed pipes** is another straightforward DIY solution. All good hardware stores also sell affordable materials for **draught proofing** floors, windows and doors.

A simple and cost effective way to add value is to have your home properly insulated, as nearly 50% of heat loss in a typical home is through the walls and loft



Increasing the value of your single biggest asset through energy efficiency pays dividends in the long term. And while these steps will make your home more attractive to buyers, you'll also benefit from reduced running costs. It's a winning combination, both for your pocket and the environment.

For more information on which energy saving measures are suitable for your home, call your local Energy Saving Trust advice centre on 0800 512 012 or visit www.est.org.uk/myhome



A high efficiency condensing boiler can save you up to a third on your heating bills



Buying

When buying a property it is important to ask the right questions of the agent or current owners. Bring a checklist when you go to view a new home. Some things may seem obvious, but they are easily forgotten when you are admiring the stone floor bathroom or the landscaped garden.

Bills, bills, bills

How much does this house cost to heat? Opting for a well insulated and efficient property could help save you up to £300 on your energy bills every year, so it is well worth doing your homework.

Leave behinds

Are the appliances energy saving recommended? If the seller is leaving any major appliances in the property, such as a washing machine or fridge, this question is well worth asking. An A+ rated fridge freezer can save you up to £45 a year.

Old boiler

How old is the existing boiler? A boiler older than 15 years is likely to need replacing soon. Replacing it with a high efficiency condensing boiler can save you up to a third on your heating bills.

Muddy waters

Is the water clean? Make sure you run all the taps. If the water is an off colour, there may be a problem with the plumbing.



Keeping the heat in

We talk to Bromley based Sandra Naggie about the energy saving measures she has installed in her home to prevent heat loss.

It was the uncomfortable chill in her house that first persuaded Sandra Naggie to take an interest in energy saving. A neighbour had already had cavity wall and loft insulation installed for the same reason, and was enthusiastic about the big difference it made.

Sandra's house has a huge loft and as it wasn't insulated, this meant her home was losing a substantial amount of heat through the rafters. Having the loft properly insulated was the first step in transforming a cold, draughty house into a warm, cosy one. Installing cavity wall insulation ensured that even more heat was kept where her family needed it most: in their home.

Sandra is delighted with the improvement insulation has made: "I've noticed a huge difference because my home is now lovely and warm – we used to

have the thermostat right up to get any heat but now we have to turn it right down. This has also meant savings in my energy bills as it's easier to heat our home."

With bills in mind and the heating problem solved, Sandra looked at other areas where she could conserve energy. She installed energy saving light bulbs throughout the house and a new regime was introduced, encouraging the kids to turn off lights in unoccupied rooms and not to leave appliances on standby.

Sandra originally approached Bromley Council for advice on energy saving. They referred her to her local Energy Saving Trust advice centre, who took her through a home energy check to help identify which energy saving measures would be best for her home. The advisor recommended that Sandra have cavity wall and loft insulation installed and

identified a local scheme through which this could be done at a discounted price. Taking up the offer was easy; the advisor put her in touch with a local installer, who visited the house to carry out a survey and provide a free quote and then arranged a suitable date for installation.

The changes she made in her own home were just the start. Sandra is an estate agent, so not only does she recommend energy saving measures and contacting the Energy Saving Trust to friends and family, but also to clients. When she takes people to view houses she now makes sure to point out a property's energy saving features. "It's important for first time buyers and people looking at properties to know about the energy saving measures installed – after all everyone needs to be watching the pennies so this can make a real difference," she says.

"It's important for first time buyers and people looking at properties to know about the energy saving measures installed"

To contact your local Energy Saving Trust advice centre call 0800 512 012



Helping hand

Whether you are selling your home or have just moved in, don't forget we can give you a helping hand.

Your local Energy Saving Trust advice centre will be able to advise you on which energy saving measures are most suitable for your home. They are experts in energy efficiency and provide free and impartial advice.

They can also advise you on any grants or offers which are available to help towards the costs of installing measures such as cavity wall and loft insulation, high efficiency condensing boilers, draught proofing and even energy saving recommended appliances such as fridge freezers and washing machines.

Another simple way to find out how you can make your home energy efficient is to fill out a home energy check. Just answer some simple questions about your home and you'll receive a free, personalised report on how you could save energy in your home.

To contact your local Energy Saving Trust advice centre and complete a home energy check call:

0800 512 012 or visit www.est.org.uk/myhome



Top tips

If you are keen to get started on saving energy there are some simple things you can do today:

- Use energy saving recommended light bulbs. They last up to 12 times longer than ordinary bulbs and could save up to £100 over the lifetime of the bulb.
- Turning your thermostat down by 1°C could cut your heating bills by up to 10% and save you around £40 per year.
- Always turn off the lights when you leave a room.
- Don't leave appliances on standby and remember not to leave appliances on charge unnecessarily.
- Only boil as much water as you need (but remember to cover the elements if you're using an electric kettle).

Q&A

Q. How much money can I save with loft insulation?

A. Insulating your loft to a depth of 270mm could cut your heating bills by up to a third.

Q. Can I fit double glazing in a period house with sash windows?

A. Double glazing can be used in a variety of window styles, including sash windows, but it's worth checking any restrictions on your house due to age and location. Fitting double glazing when your existing window frames need replacing will be more cost effective.

Q. If I'm selling a house, why should I care how energy efficient it is?

A. Our research shows that buyers are willing to pay up to £10,000 more for an environmentally friendly home.

Energy efficiency benefits both your pocket and the environment.

Q. I've heard that cavity wall insulation is just too big and messy a job and not worth the bother. Is this true?

A. No. The good news is that cavity wall insulation is quick, clean and relatively inexpensive. It could save you £130-160 a year on your fuel bills and there are even grants and offers available to give you a helping hand.

Q. Can I get a grant to improve my home's energy efficiency even if I'm not on benefits?

A. There are a number of grants and offers available to all home owners. Contact your local Energy Saving Trust advice centre on **0800 512 012** or check www.est.org.uk/myhome for more details.

SAVE YOUR 20%

The energy saving measures recommended in this guide are just some of the ways to help you save your 20%. By saving just 20% of all the energy you use every day, you can help prevent climate change.

To find out how you can save your 20% call **0800 512 012** or visit www.est.org.uk/myhome

To request a version of this booklet with large print please call **020 7222 0101**

Insulation and heating savings assume a gas heated 3 bed semi detached house and a gas cost of 2.57p/kWh. Appliance savings are based on replacing an average model purchased (as new) in 1995, with a new energy saving recommended one, and assume an electricity cost of 10.41p/kWh. Lighting savings assume replacing a 100W GLS light bulb with a 20W energy saving lamp, 1,100 hours of use a year and an electricity cost of 10.41p/kWh.

TOMORROW'S CLIMATE
Today's Challenge™



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