**Insurance October send plan**

**Subject line: Is it worth buying or creating an eco-home?**

**Preview line: Simple ways to begin your eco-home journey**

It’s no secret that the world is facing an uncertain future due to climate change caused by human activity. With 40% of UK emissions coming from households\*, living in a low-carbon home can reduce our environmental impact. But at what cost?

**How much does an eco-home cost?**

According to a report by The Eco Experts, it can take up to £33,615 to fully transform the average home into an eco-friendly residence.\*\* This would include installing solar panels and batteries, double glazing, an air-source heat pump, wall and roof insulation, a smart thermostat, and a charger for an electric vehicle.

**Are eco-homes sustainable?**

Despite the steep outlay, you can spread these upgrades out over time, and grants are available to help reduce the impact on your budget. Once the process is complete, the average household can expect to save £2,175 annually while reducing their carbon footprint by 103.4 metric tonnes of CO2 over two decades.\*\*

**Are eco-homes valued higher?**

The Eco Experts report also reveals that homes with a higher energy performance rating (known as an EPC) can boost a property’s value by 25% – a figure that’s likely to rise as traditional energy supplies become more expensive over time.\*\*

**How can I increase my home’s EPC rating?**

The main way to increase your EPC rating would be by investing in basic energy efficiency. Installing insulation, energy-saving bulbs, solar panels, a smart meter, double or triple glazing windows, and upgrading your boiler and heating system.

If you’re building an eco-home from scratch or planning to buy an alternative build, you may need specialised insurance. Luckily, there are a range of providers out there.

**Contact [AGENT NAME] today. Let’s discuss how we can support you.**

EnergyGuide\*

TheEcoExperts\*\*