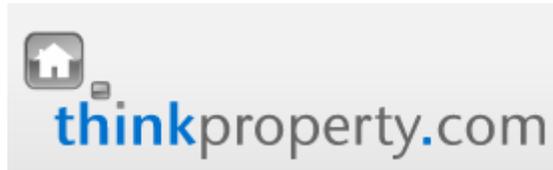


# Think Property says green homes are more than just media hype



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Press Release Author: [Think Property](#)

Industry: [Real Estate](#)

**Press Release Summary: thinkproperty.com, the fastest growing property portal in the UK, is urging both estate agents and homeowners to emphasise the green credentials when selling a property.**

Press Release Body: **thinkproperty.com, the fastest growing property portal in the UK (Source: Hitwise, April 2007),** are urging real estate agents to highlight the **'green'** credentials of a property in response to increased home owner awareness of **CO2 emissions.**

Research undertaken by **thinkproperty** shows nearly 70% of UK home owners would modify their [properties](#) to make them **'green'** if the Government incentivised this with offers of special mortgages and lower council tax. Over 80% believe that the Government should help home owners to fund environmentally-friendly changes to improve energy efficiency such as roof insulation and solar panels.

Further research shows 1.8 million non-domestic buildings and around 24 million domestic dwellings account for 47% of the UK's CO2 emissions (**Source: The Carbon Trust 2007**). These CO2 emissions result from the heating, cooling and lighting of homes and over the

lifetime of a house, meaning the operational CO2 emissions far outweigh the embodied CO2 emissions of the construction materials.

To this end, the environmental credentials of a [property](#), particularly energy efficiency, is becoming an increasingly important part of its value and the introduction of **Home Information Packs (HIPs)** is helping to focus home movers on the green issue.

Zero carbon homes are exempt from stamp duty, making them an attractive purchase for house hunters. Even properties with a favourable **Energy Performance Certificate (EPC)** can be appealing for those looking to [buy property](#), as steps to improve a home's energy efficiency can have a positive impact on the cost of gas, electricity and domestic heating oil.

**Suzanne Deakins, Head of Group Marketing at thinkproperty.com** commented: *"With budgets generally tight for home movers with rising energy prices, any evidence of lower energy bills or lower stamp duty could make a real difference to the sale of a property – something worth considering not only for estate agents when trying to sell a property, but also for home owners looking to sell their home."*

According to a study in September 2007 on the **Introduction of Energy Performance Certificates and Home Information Packs**, the average **EPC** rating could rise to a '**C**', with annual savings per household of around £270 achievable, if some simple energy saving measures were put in place. This includes cavity wall insulation, low energy lighting and double glazing, making green homes attractive even as [rental property](#).

Currently, carbon neutral housing schemes are extremely scarce. There are some examples, such as **BedZED in Sutton**, which is a joint venture created by the **Peabody Trust** and the environmental charity, **BioRegional**. **BedZED** is the UK's largest carbon-neutral eco-community with 82 residential homes there. This is the first project in the UK to be focused on zero carbon emissions.

However, **BioRegional** are creating new schemes in Brighton, Middlesbrough and London. There is also an **Ilkley development by Myddleton Construction** and **South West Eco Homes'** development called '**Great Bow Yard**' in **Langport, Somerset**. The aim of England's first carbon-neutral village is to reduce the carbon footprint produced by its inhabitants of an existing, similar-sized

community by 60%. The site, of 150 super-energy-efficient houses, could be completed within 3 years.

So whilst truly 'green' properties are in the minority, numbers are set to increase and [thinkproperty.com](http://www.thinkproperty.com) would advise highlighting the 'green' credentials of a property when on the market to avoid looking old-fashioned and out-of-touch with current housing market issues.

Note to Editors:

**About [thinkproperty.com](http://www.thinkproperty.com)**  
**[thinkproperty.com](http://www.thinkproperty.com) is wholly owned by GMG Property Services Group, a new division within Guardian Media Group.**

**GMG Property Services Group** also owns Vebra, the UK's no1 provider of estate agency software and UK's no2 Business and Finance - Property website (Source: Hitwise, March 2007).

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