

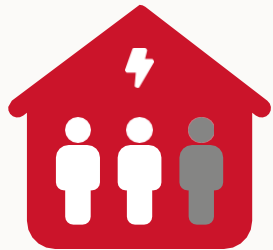


FUTURE HOMES STANDARD **THE REDROW EXPERIENCE**

Matthew Pratt
Chief Executive

APRIL 2024





Two thirds said living in an energy efficient home was more important to them now than 12 months ago.

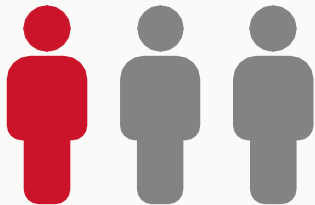


Energy efficiency is the **third** most desirable factor when considering a home purchase.



Low familiarity with Air Source Heat Pumps.

OUR RESEARCH

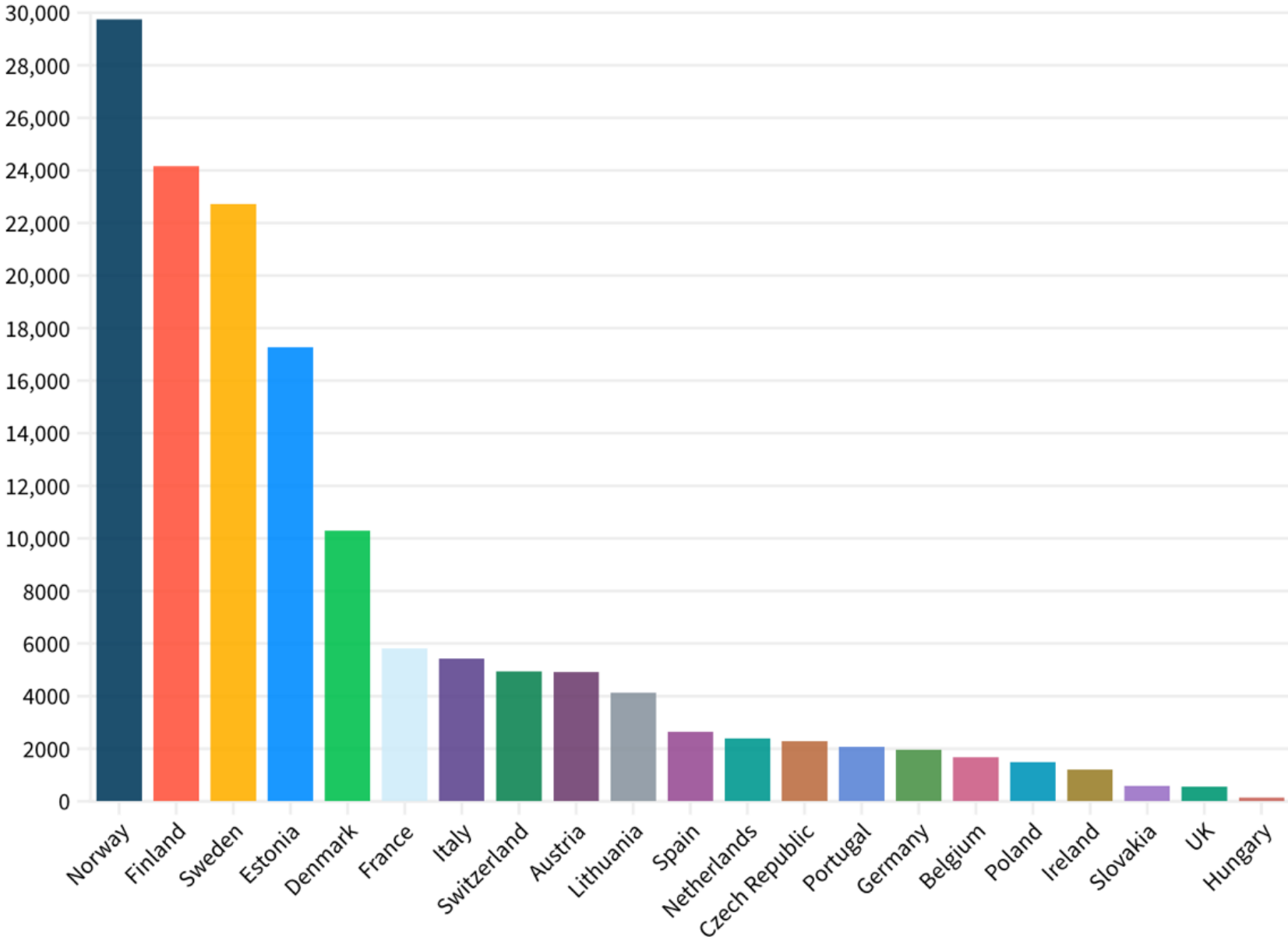


A third (33%) say they would prefer to move into an energy efficient home, rather than trying to retrofit their current home with energy efficient features.

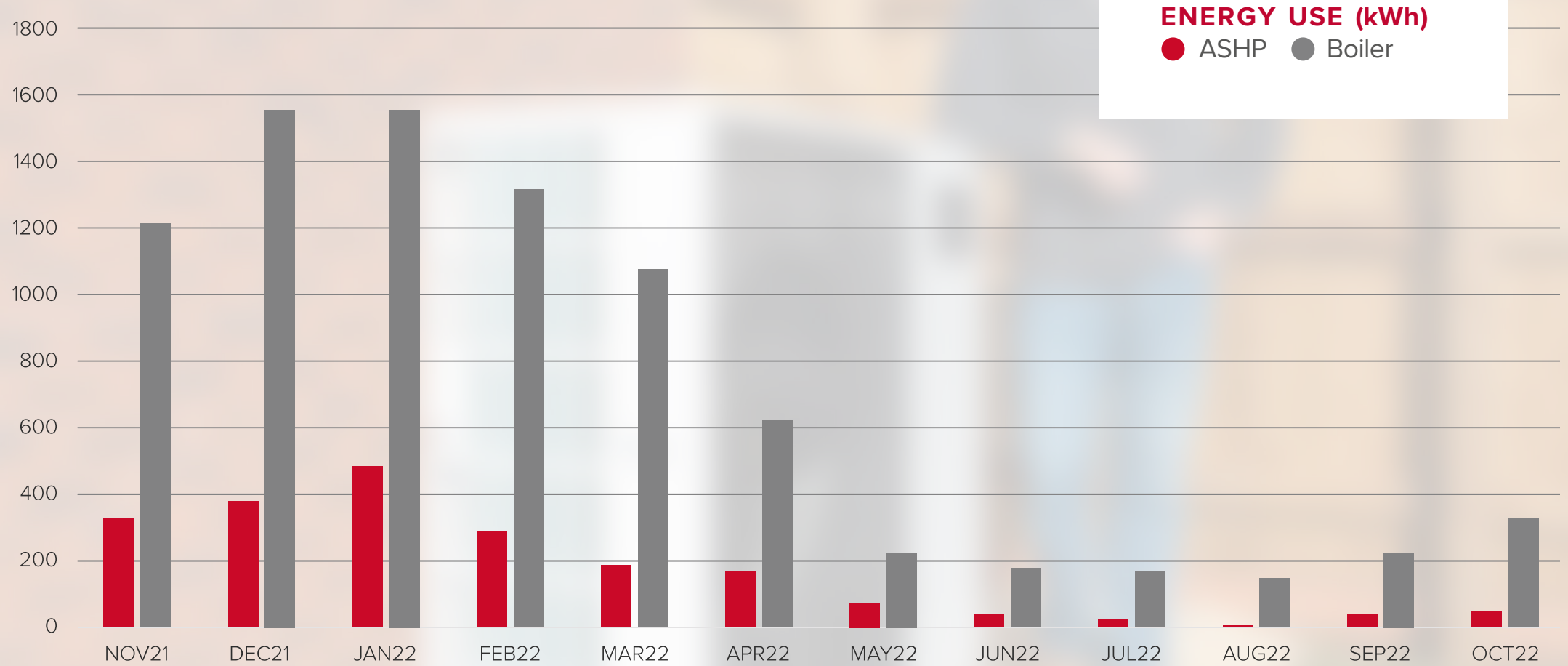


Energy efficient homes are one of the biggest ways Britons felt they can **make a difference** to the environment.

HEAT PUMPS PER 100,000 PEOPLE

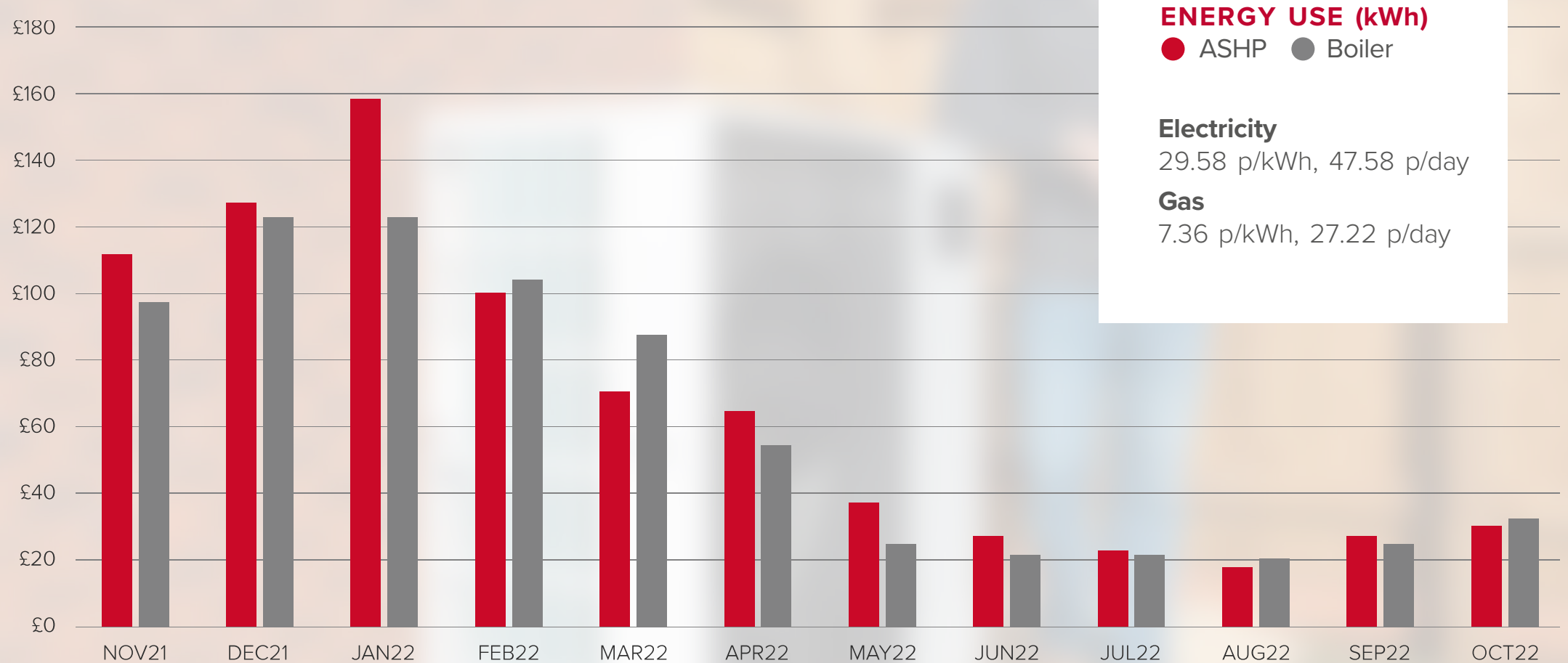


CUSTOMER TRIALS



Source: Redrow internal trial data

CUSTOMER TRIALS



Source: Redrow internal trial data

POSITIONING ECO NOW / ECO ELECTRIC



ECO NOW



ECO ELECTRIC



PRACTICALITIES



Planning and power capacity



Collaboration



Protection



Placement



Customer education



Logistics



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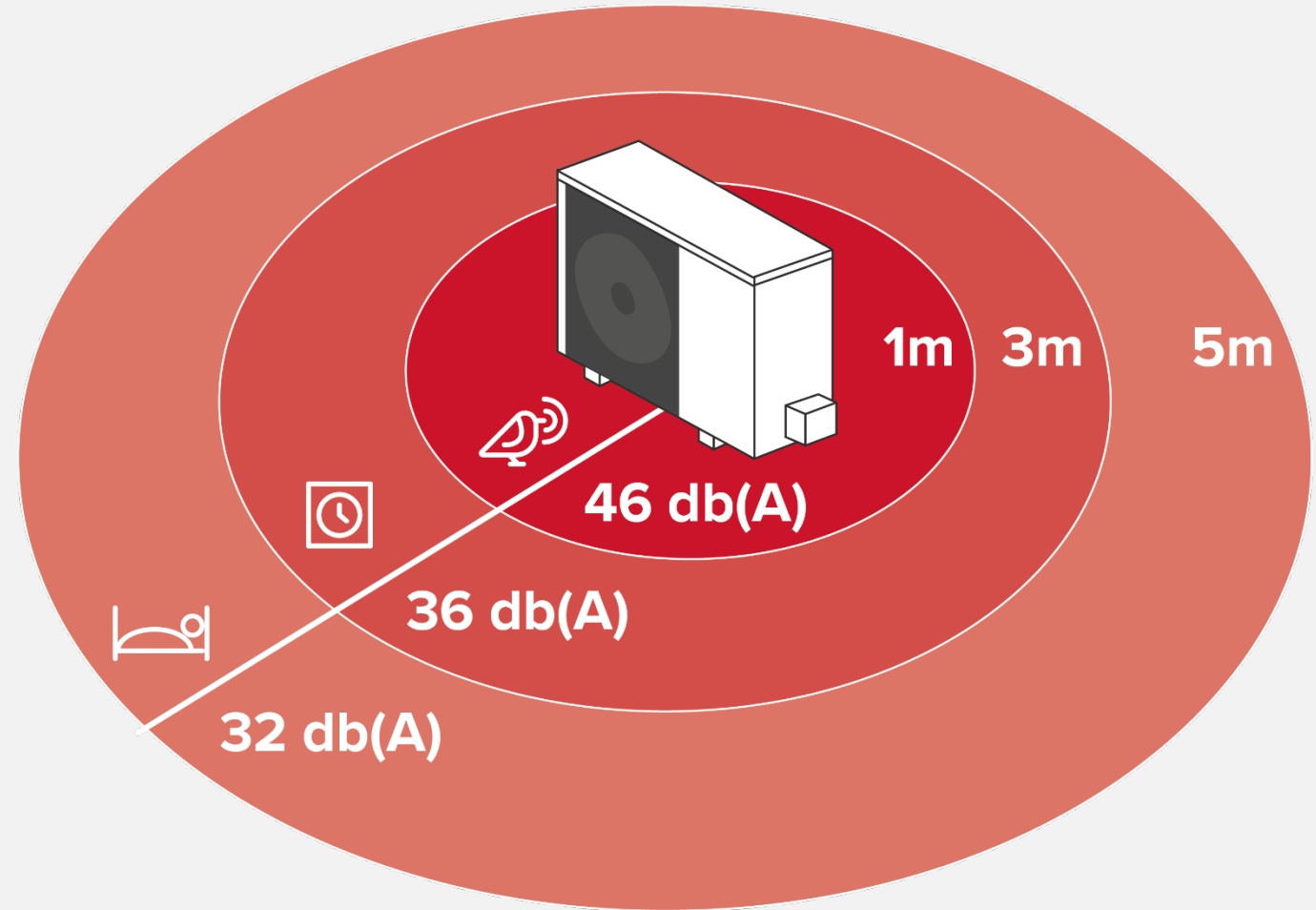
Placement



Customer education



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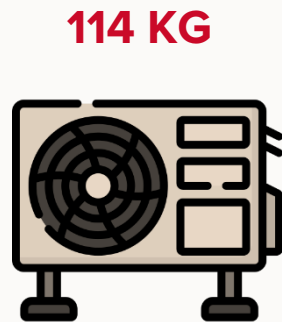
Placement



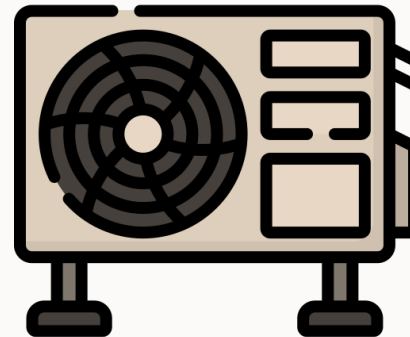
Customer education



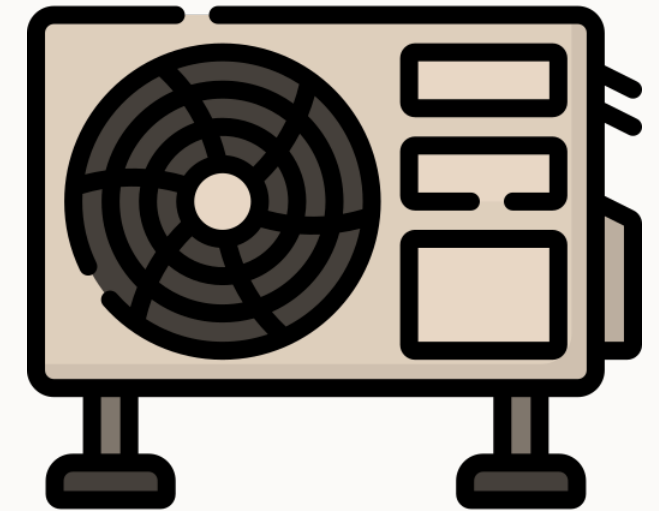
Logistics



114 KG



128 KG



194 KG



“We were so excited to move into a property with an **air source heat pump**...!

“We had seen so much about heat pumps in the news and knew we wanted a property with one to **future-proof** our home.”

“Who doesn’t want to reduce their fuel bills and do their bit for the environment? I’m really happy with the way that **the air source heat pump is performing**...”

