

## Why a Home Quality Mark?

Recent independent research shows that home buyers value expert guidance that they can trust when selecting a home.

Impartial information on building quality, running costs (utilities, insurance and maintenance) and the positive benefits of a healthy home in a connected community give them the reassurance they need when making the life changing choice of moving into a new home.

The fact is that detailed information is now provided for most of the new products we buy – from the origin of food products to cars and washing machines. For cars alone there are many different metrics used in purchasing - fuel running costs, insurance groups, servicing costs, safety as well as impact on the environment.

### Clear evidence

There is now clear evidence that consumers increasingly use information from independent, trustworthy sources when making choices, especially in an increasingly digital and connected age.

For homes, the average household expenditure on mortgages, rent, insurance, energy bills and council tax is over £½ million which is over double that of what people spend on transport<sup>1</sup>. Added to the

fact that 90% of people's lives are spent inside buildings, there is a clear need for better information to householders.

### Stark contrast

The stark contrast between the information available when buying a new car or even computer or fridge, and that for a new home – usually our most significant life purchase – is something that the Home Quality Mark aims to put right. It will also help to drive continuous improvement in house building for the benefit of home buyers.

We spend over half our lives in our home – they underpin family, community, learning and living. They account for 20% of the earnings we spend – it's only right that they should bring the best value and meet the challenges of the future.



20%

Homes account for 20% of the earnings we spend. Better information will ensure we are spending that money wisely.

<sup>1</sup><http://www.telegraph.co.uk/finance/personalfinance/household-bills/10161528/1.8m-lifetime-cost-of-running-a-home.html>



## How will it work?

Independent, fully trained and licensed professionals will assess and score wide ranging aspects of a new home to give an overall quality rating.

This simple quality score will be accompanied by clear indication of performance in specific areas; including overall cost, impact on householders health and wellbeing and the environmental footprint of living in the home. Further detail information on specific areas (including sound insulation, energy costs, daylight and air quality) will be available as well.

House builders and developers will arrange for their new homes to be assessed against the standards required to be awarded the Home Quality Mark. This will enable them to clearly and impartially showcase the quality of their buildings to home buyers and tenants. Gaining the Mark will be voluntary and so will sharply distinguish those homes displaying it from those that do not.

## Who is behind the Home Quality Mark?

The UK's leading building science centre, BRE, is introducing the Home Quality Mark. BRE is owned by the BRE Trust, a registered charity that works to improve the quality and sustainability of our buildings and built environment.

The criteria against which homes will be assessed for the Home Quality Mark are based on the latest scientific research into issues such as energy and water efficiency, effective insulation, noise reduction, lighting and air quality and the wellbeing of occupants – along with wider environmental issues such as climate change and carbon reduction.

The Home Quality Mark will build on the successes of other quality standards, such as BREEAM, that have been developed by BRE. BREEAM is the world's most widely used measure of the sustainability of buildings – offices, shops, factories, schools, hospitals and others – and now operates in more than 60 countries.

To find out more visit [homequalitymark.com](http://homequalitymark.com)



90%

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