

Brits invest in new 'Houselift' trend

Two thirds of Brits are spending money on home renovations despite the recession

LONDON, 27 FEBRUARY 2013 – With the UK's official credit rating dropping from AAA to AA1 status, finances are tighter than ever. However, research from RatedPeople.com shows that Brits are still willing to spend money on the latest cosmetic trends; though these trends aren't for the body, but for the home.

The UK's leading tradesmen recommendation service revealed that Brits are just as concerned about the physical appearance of their homes as they are about themselves, with almost two thirds (62%) of house proud Brits not delaying undertaking renovations – or 'Houselifts' - on their homes despite the UK recession.

RatedPeople.com's research reveals home vanity reigns supreme with most of the renovations taking place being solely cosmetic (79%), in an attempt to uplift and revitalise our properties.

As every make-up wearer knows, applying lipstick can make a huge difference to the face and as every savvy homeowner knows, painting your front door can make a wonderful difference to your home. Trying to defy the hands of time, the search for an ever youthful appearance is one that Brits are all too familiar with – a fifth of us have admitted to 'Botox-ing' our properties by re-plastering the walls and filling the cracks of our ceilings.

One third (30%) of homeowners are also investing in new flooring/carpets to give their homes a new lift. Fairly inexpensive and instant makeovers are preferred over more complicated procedures such as extensions, which are taking a back seat. For a fifth of us, painting the door has been the most important way of improving our homes.

The top 10 cosmetic treatments for homes:

1. Laying new flooring/carpets (**30.1%**)
2. Updating wallpaper / paintwork (**22.8%**)
3. Undertaking energy saving measures i.e. insulation (**20.9%**)
4. Re-plastering walls / ceilings (**20.4%**)
5. Re-painting the front door (**19.9%**)
6. Repairing broken guttering/roofing repairs (**19.7%**)
7. Installing a new bathroom (**16.9%**)
8. Painting the kitchen cupboards (**15.2%**)
9. Trimming back overgrown hedgerows (**14.8%**)
10. Landscaping the garden (**14.4%**)

Houselifts are becoming ever more important and play a huge role in community pride. A whopping 84.9% of us believe it's important to maintain the appearance of the home even in financial difficulty and over half of us (55.4%) readily admit they would judge their neighbours negatively if they allowed the appearance of their home to become shabby.

Tariq Dag Khan, CMO of RatedPeople.com, commented: "Many of us are feeling the pinch due to the current recession and as such, are becoming a lot more thoughtful about our spending choices. Though our bank balances may be smaller than usual, our sense of pride certainly is not. An Englishman's home is his castle so it deserves to be treated as such.

Your home is your most valuable asset so it comes as no surprise that so many of us are choosing to invest resources into improving them. This needn't be a substantial cost either. Simple acts like painting your front door or changing your wallpaper are a great way of cheering up your home and ultimately, yourself. Small cosmetic changes are also an inexpensive way of increasing the value of your home, yet can provide large returns."

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NOTES TO EDITOR

Methodology

All figures, unless otherwise stated, are from RatedPeople.com. Total sample size was 2,230 adults. Fieldwork was undertaken between 12th – 14th February 2013. The survey was carried out online to RatedPeople.com's database of homeowners.

About RatedPeople.com

RatedPeople.com is the UK's largest trade recommendation service that connects homeowners with over 30,000 quality, local tradesmen nationwide.

Homeowners who are in need of a tradesman can post jobs for free on RatedPeople.com and receive quotes from up to three interested tradesmen.

Only homeowners who have found their tradesman through RatedPeople.com can leave ratings, so they are always based on genuine experiences from previous customers. These ratings, based on quality, value and reliability, allow other homeowners to confidently hire a tradesman they can trust.

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