

One-Stop Shops in the EU

Danish experience in market-lead One-shop-stop

Better  **Home**



**Niels Kåre Bruun,
Managing Director, BetterHome**

The BetterHome initiative started in 2014

A partnership between 4 founding companies:

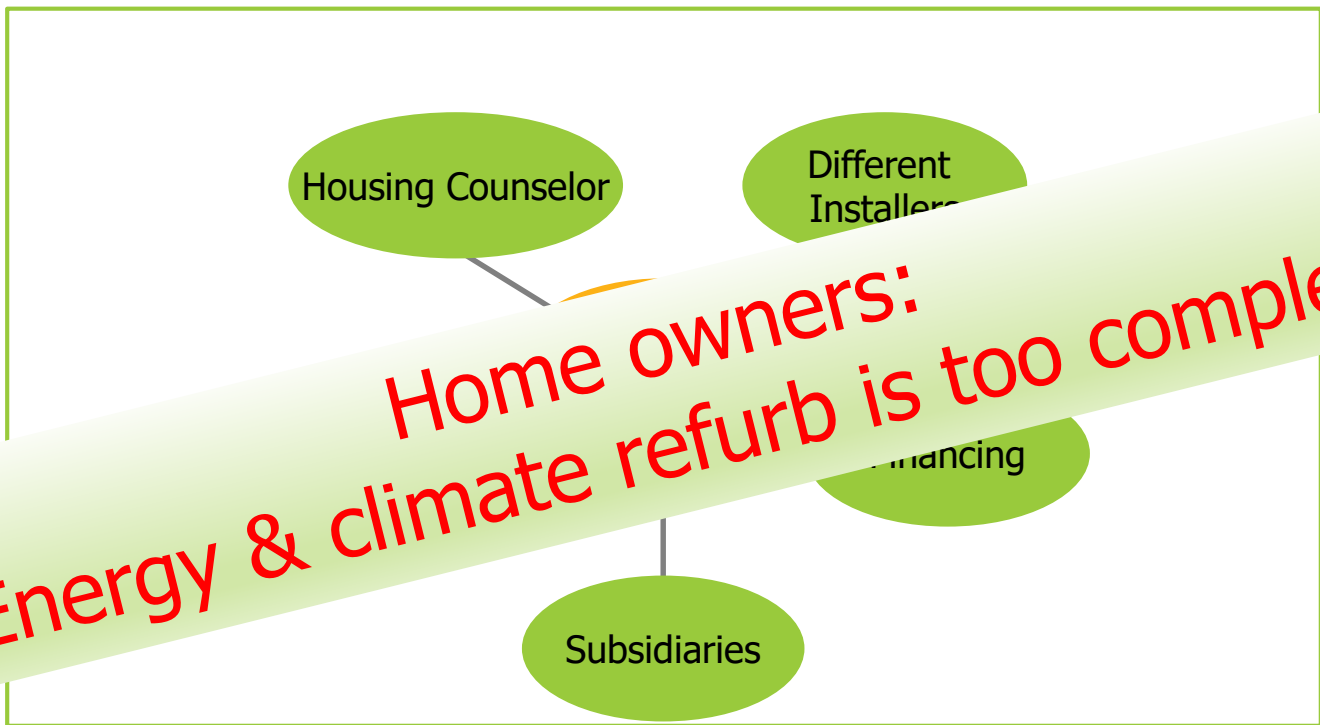


Our Foundation:

- 🏠 Makes it **easy** for house owners to renovate their homes
- 🏠 Offer substantial solutions and RBS
- 🏠 Prioritize quality in products and workmanship
- 🏠 Ensure overview of funding

Why does a multi billion EUR refurbishment market not run by itself?

3



Home owners:
"Energy & climate refurb is too complex"

Not only energy efficiency but also..

...Improved indoor climate

- 🏠 Natural effect of proper insulation, improved heating and ventilation

- 🏠 Important health issues (e.g. noise, mold, lack of ventilation etc.)

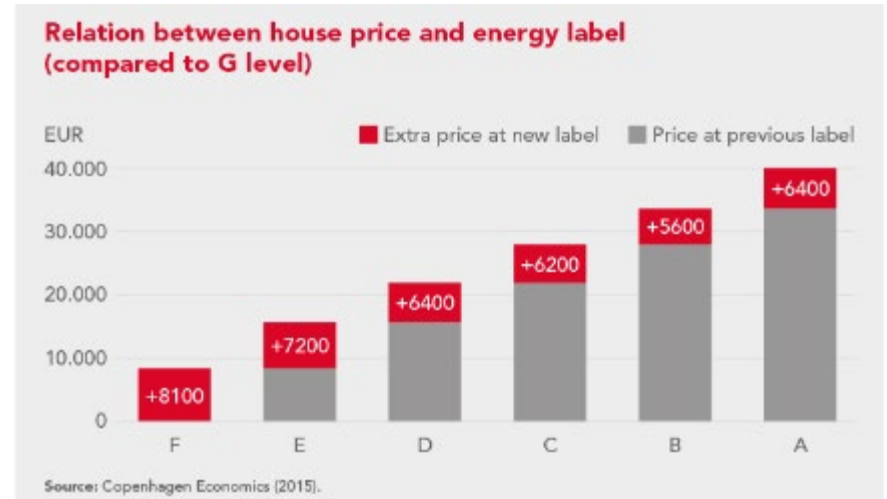
- 🏠 Affects the use of your home

...Lack of performance and maintenance

- 🏠 Energy standards and delay on maintenance reduce property value

...Cloud burst security

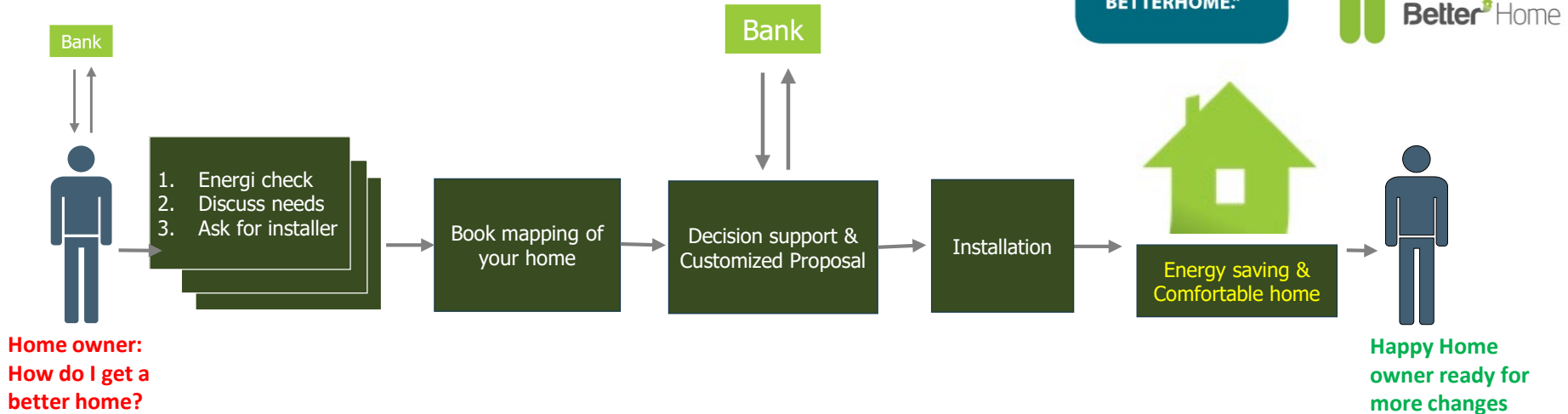
- 🏠 House owners and tenants concerned about effects of climate changes



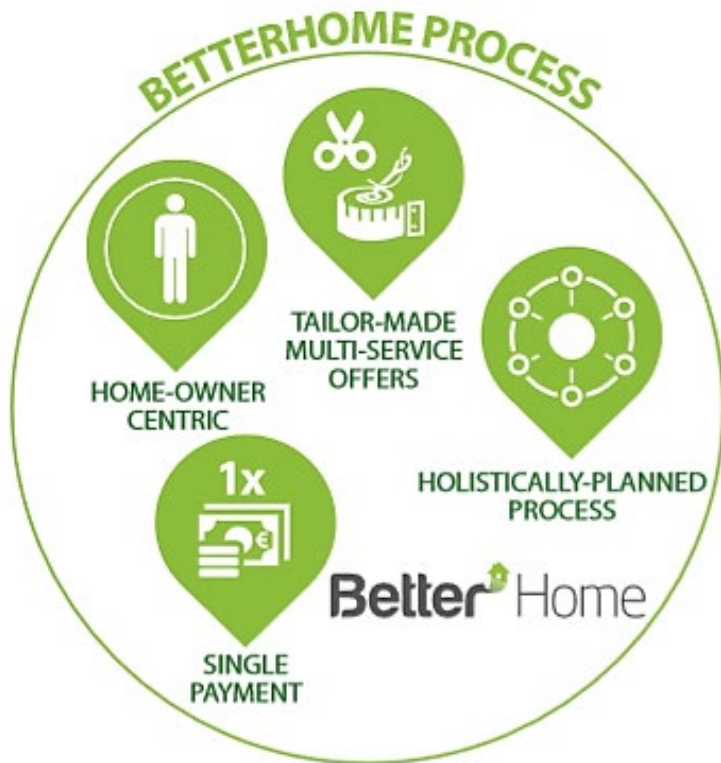
Mastering touchpoints & Customized solutions

3 steps on the BetterHome web platform

- 🏠 Identify energy consumption (check on energy waste)
- 🏠 Guidance and prioritization of refurb projects
- 🏠 Ask for an installer



The BetterHome offerings

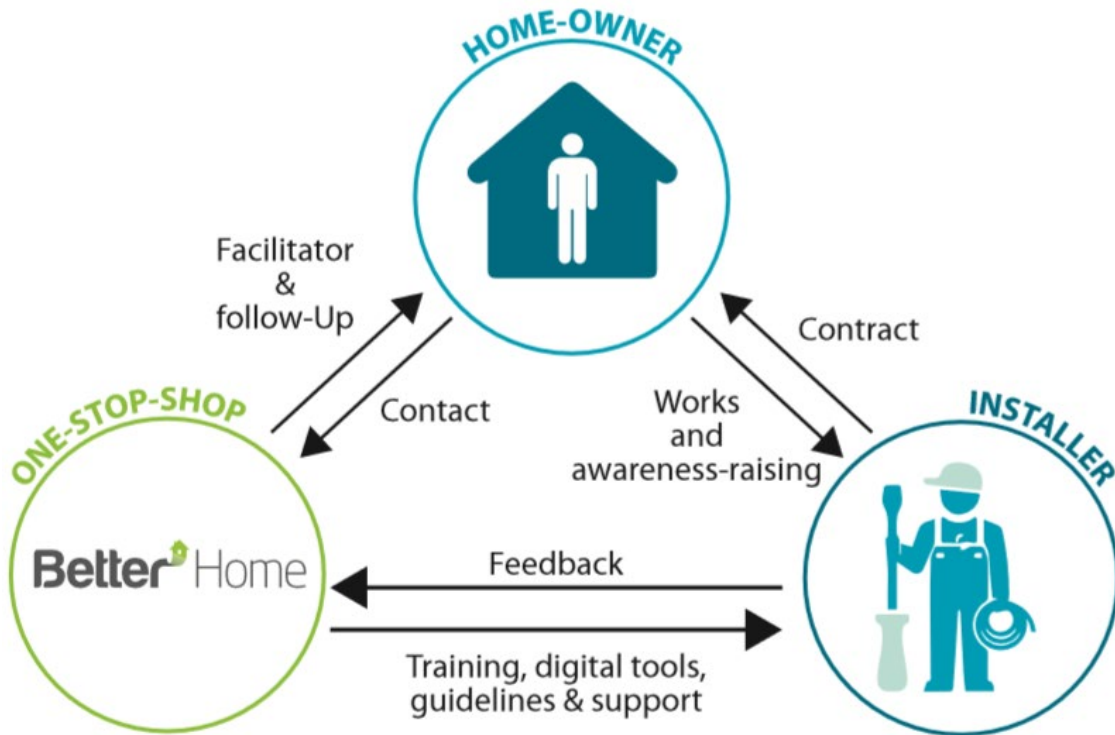


"THE ENERGY SAVINGS OF BETTERHOME PROJECTS ARE 30-70%"



Niels Kåre Bruun,
CEO of
Better^hHome

The BetterHome Process



"I HAD A REALLY NICE INSTALLER: HE EXPLAINED EVERYTHING VERY CAREFULLY AND I COULD ALWAYS CONTACT HIM"



Home-owner, user of Better^hHome

High conversion rate – one-family houses

Dashboard	2019 Q2
Leads > meetings	64.0%
Meeting > Offer	92%
Offer > Order	99%
Total: Leads > Order	60%




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Niels Kåre Bruun,
CEO of

Better Home

Accomplished until now

-  Acceleration of refurbishment on single-family and multi-family houses in cooperation with financing institutions in dedicated client journeys
-  Project turnover in all lead channels: EUR 85,3 mill since 2015 (1358 projects)
-  Avg. project size: EUR 50.000-60.000 (single family houses)
 - Our projects are often based on holistic and deep refurbishment

Learnings from the BetterHome initiative

- 🏠 Success is driven by customer satisfaction – *perception and alignment is King*
- 🏠 Close interaction needed with financing institutions and our project advisers to bridge a seamless client journey bridging different business cultures
 - Our digital platform adapted to bank advisers hectic day with need for quick referral sign-up and follow-up on their clients progress in Betterhome.
- 🏠 Opportunity for re-financing and conversion of savings to improved building valuation (assuring expected valuation)

Thanks

**"A GOOD
INVESTMENT
IS TO ENABLE
YOUR KIDS TO
PLAY BAREFOOT
INSIDE THE
HOUSE, ALL YEAR
LONG."**



Home-owner,
user of

Better^hHome