



C·REAL

Creation of a
holistic methodology for
Renovation Advice with focus on
Lending solutions differentiated
by Target Group



This project has received funding from the European Union's Horizon 2020 Research and Innovation Programme under Grant Agreement No 890537.



Acronym: C-REAL

Title: Creation of a holistic methodology for Renovation Advice with focus on Lending solutions differentiated by Target Group

Coordinator: Dubolimburg vzw

Consortium: Dubolimburg vzw, Provincie Limburg, Onesto Kredietmaatschappij nv

Start: September 1st 2020

Duration: 48 months

WP6– Contracting– D6.1

Findings of the surveys of the construction sector and of renovators who have participated in assisted renovation.

Type

R

Dissemination Level

PU

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Author's Note:

Target Group(s):

Peers

Construction sector

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General Introduction

The main objective of C-REAL is to establish a permanent, structural collaboration between a mortgage lender (Onesto) and a renovation adviser (Dubolimburg) to increase the degree of renovation and improve renovation quality in the province of Limburg. In addition to this and to achieve full customer satisfaction, an effective cooperation between the renovation adviser and contractors will be set up. Actively involving lenders to encourage home owners and home buyers to renovate provides significant added value.

Lenders play a crucial role in purchasing and are frequently in contact with purchasers. Moreover, based on the existing customer relationship regarding the home, lenders can address owners directly. It is of great importance to lenders that homes that they finance are made optimally energy-efficient and are refurbished qualitatively, as it is believed to reduce their financing risk.

A supply of financing options, combined with a range of services to provide advice and guidance for the renovation, and timely and qualitative execution, provides all parties with significant added value, which paves the way for a clear, solid and scalable business model. In setting up these structural collaborations and offering integrated home renovation services, we will focus on the following 3 target groups, guiding them through the whole customer journey. We want to support new home owners, existing mortgage clients and ACO's.

A successful cooperation with the building sector is key to achieve a succeeded home renovation.

A survey of the construction sector, with the aim of distilling the success factors and the thresholds of assisted renovation trajectories on the part of the construction sector is the first step in setting out a successful collaboration between renovation advisor and contractor.

Also renovators who have participated in assisted renovation, will be questioned with the aim of checking the thresholds and success factors that form part of assisted renovation trajectories for candidate renovators.

Executive Summary

This report is the deliverable of Task 6.3, "Report containing the findings of the surveys" and describes the processes and the results of the surveys of

- renovators who have participated in assisted renovation, with the aim of checking the thresholds and success factors that form part of assisted renovation trajectories for candidate renovators.
- the construction sector, with the aim of distilling the success factors and barriers of assisted renovation trajectories on the part of the construction sector.

We can conclude that quality renovation advice and guidance is an important lever for home owners to conduct deeper and swifter renovations. It became clear however that the aim

should not only be to unburden the home owner but that renovation guidance must be designed in such a way that the contractor also clearly benefits from cooperation. For cooperation with the building sector to be successful, the renovation consultant must be able to offer quality leads: projects that are well prepared, then proceed smoothly (both in the quotation phase and in the implementation phase) and are also completed smoothly (delivery and payment).

1 The construction sector

1.1 Objectives of this survey

- To find out the thresholds and the success factors of a cooperation between building sector and a renovation advisor.
- To obtain concrete incentives that can be implemented in the methodology of collaborating, to increase its success.
To come to a pitch – a communication strategy. How can we persuade contractors to start collaborating, how do we ‘sell’ our offer to collaborate?
- To measure the qualitative impact of C-REAL on the building sector.

1.2 Description of the target (sub) group(s)

- Contractors (executers of energy saving measures).
- Representatives of the building sector, mostly members of the expert group on contracting.

1.3 Methodology

1.3.1 Development of a concept of collaboration between renovation advisor and building sector

During a work session with members of the building sector, a number of new insights that could remove the barriers to cooperation between renovation advisor and building sector, emerged.

These insights were put next to earlier insights that were gained during desk research (see deliverable 3.1 – Report on desk research), in order to come to an attractive concept for the cooperation between contractor and renovation advisor. This concept consists of a promotional text and an action plan.

1.3.1.1 Concept of a promotional text

Become a DuboLimburg partner now!

Dubolimburg's current offer (= advice during the implementation of energy-saving measures) is supplemented with renovation support (= guiding the renovator to a suitable contractor).

To this end, we are setting up a partnership with the construction sector in which the contractor's concerns are central (provision of advice, awareness-raising, choice of measures to be implemented, drawing up of a measurement report with estimate, financing solution).

The contractor ends up with a well-informed client who is already convinced to carry out certain works and who also already has financing in place. Dubolimburg prepares the offer in detail so that a site visit is not always necessary and the contractor saves time and receives quality leads.

1.3.1.2 Concept of an action plan

Dubolimburg draws up an overall picture of the renovation project with the logical steps, the planning and the impact if certain steps in the renovation are not carried out.

Our advisers map out the legislation, subsidies and grants in detail - one less thing for you to worry about as a contractor.

Our energy advisers take care of the site visit with the client in the building and also include any questions the contractor may have in the checklist. The contractor does not always have to go on site to draw up an offer.

As a contractor, you can draw up a quotation more quickly and we also provide a quotation fee for this. (What compensation is fair, how is this financed?)

The contractor receives measurement sheets from us that he can use to draw up the tender.

Dubolimburg will work with a financial partner that offers additional benefits.

There is certainty that the project can be effectively financed. So there is less chance that the offer leads nowhere or that the invoices cannot be paid.

The payments are made on time and, if necessary (if expensive materials have to be purchased), it is possible to work with advance invoices.

There is a possibility to link an insurance for all kinds of risks to the renovation support. This can also be advantageous for you as a contractor. (Who is going to finance this? What kind of insurance do you know?)

Dubolimburg works with a pool of contractors and will propose a maximum of 3 contractors to the client for each project.

The contractor will appear on the Dubolimburg website as an official partner.

This concept was presented during in depth interviews with members of the building sector, with the aim of finding out whether this is actually an attractive offer for cooperation, what is still lacking and how we can make improvements.

1.3.2 In depth interviews

The 'in-depth interview' methodology was chosen for several reasons.

First of all, this seemed the most suitable technique because of the low number of expected respondents. In contrast to the group of 'renovators who already used renovation guidance', we could not draw on an extensive database for the target group of contractors.

Furthermore, this technique is also more suitable for measuring qualitative impact.

Therefore, we will be able to use the results of these interviews not only as an impetus for developing the most appropriate collaboration formula between renovation advisor and contractor, but also for mapping the qualitative impact of our approach. In order to achieve

the latter objective, a second round of interviews will be conducted at the end of the project period.

1.4 Results and conclusions

Below you can find an overview of the feedback that was gained during the interviews supplemented by the most important conclusions.

1.4.1 Interviewee 1

This contractor and owner of several larger construction companies has his own view on narrowing the gap between supply and demand.

He is a great believer in working with construction teams and offering standardized solutions to shorten the lead time and reduce cost prices. He developed a concept in which the existing house is fitted with a ready-made annex containing all the necessary technology. The existing part, which is to be retained, is also renovated using standardized solutions. The client can choose from a limited menu of predefined measures.

Advantage: savings in time and budget.

Disadvantage: only applicable to a certain type of houses, namely terraced houses with a rear extension that can be replaced. The client has a limited choice and once the choices have been made they cannot be deviated from.

Response to the submitted concept of cooperation with the construction sector:

Since C-REAL places the emphasis on implementing measures tailored to the home and taking into account the individual wishes of the renovator, this is not a concept that he would be happy to work with as a contractor.

1.4.2 Interviewee 2

This lector at a university college, specialized in implementing the LEAN principles in the building chain emphasizes the importance of good renovation advice because homeowners are often unaware of the best ways to future-proof their homes.

She believes that C-REAL's concept is certainly realistic because it focuses on unburdening the contractors. She sees this as an important prerequisite for successful cooperation and as a way of increasing the contractor's commitment.

She also gave the following tips:

- The importance of good agreements: who takes on which tasks?
- Recruiting contractors through organizations that represent their interests, through construction magazines, etc.

1.4.3 Interviewee 3

The director of one of the Belgian umbrella organizations of contractors, which represents the rather smaller, family-run construction companies, has some concrete tips to refine the presented concept for cooperation with the construction sector:

- Best to mention the timing for implementation: mid '22. Otherwise no response because of full order books until the end of '21

- Certainly not only select on price, no willingness to cooperate if the cheapest party always has the works
- Bottleneck is the price increase of materials: work with advance invoices in order to buy materials faster before the prices rise
- Be careful with subcontractors: ensure that you know in advance who will actually be carrying out the work.

He also offers the following organization's communication channels to be used for C-REAL: Mailings - newsletters - construction link - information sessions (13/12 'finish' - as speaker) - presentation of C-REAL at board meeting

1.4.4 Interviewee 4

This representative of a federation of Belgian specialists in concrete repair and reinforcement certainly finds the proposal interesting. The relief, the financial security and the request for proposal that is offered on a silver platter will certainly work.

1.4.5 Interviewee 5

This renovation adviser for a sister organization of Dubolimburg has experience in collaborations with the building sector.

Feedback on the concept.

It was indicated that they already more or less follow this step-by-step plan, but pointed out that many difficulties arise during the process:

- homeowners are demanding and easily withhold payments
- low response to a call for contractors to cooperate.
- They mainly work with homeowners from social target groups, so the contractors also need to have the necessary social skills.

1.4.6 Interviewee 6

This provider of energy services develops new services and carries out maintenance of industrial and building installations. They employ 10,000 people. Their customers are mainly companies and large apartment buildings.

They thought that the promotional text and the proposal to work with contractors were fine!

The problem remains that there is too little supply from the construction sector: contractors are fully booked.

1.4.7 Interviewee 7

The interview with the coordinator of an organization that has built up quite some experience in the field of renovation guidance, was of particular interest.

This organization succeeds in making a significant impact with its renovation support programs. In four years' time, for example, 1,600 counselling sessions have been conducted and €4.6 million worth of energy-saving measures have been implemented.

It has also established effective cooperation with the construction sector.

Most important framework conditions to achieve this latter goal are according to Bart:

- Make sure that the success rate of contractors who make an offer is high enough. In this case, 8/10 times, price quotations are ordered. That means that not always 3 offers are demanded of course.
- Make sure that each contractor is allocated a roughly equal number of contracts. In this case this is possible, alle contractors use similar prizes.
- Working with local contractors
- Using social media to reach out to candidates
- If the offer is accepted, an advance payment invoice is often issued. This increases customer loyalty and the contractor has a budget for purchasing materials.

1.4.8 Learned lessons to be implemented in the C-REAL approach

- The success rate of the offers of the selected building professionals should be high enough.
 - The number of candidates per measure should be limited
 - implement a rotation system, each contractor has to be allocated a roughly equal number of contracts
 - or a geographic division between candidates.
- The selection procedure has to be easy and approachable. The effort to candidate has to be low.
- When contractors are unburdened, they are more willing to collaborate, therefore it is important the renovation adviser provides the following information:
 - renovation advice and list of priorities
 - measurement statements of the to be implemented measures
 - Performant cost estimate of the measures
 - A tailor made overview of subsidies
 - A financial solution. This proves to be an important issue. Not only with regard to the collaboration with the construction sector. More general it is crucial to increase the amount of executed measures, to encourage home owners to renovate better and faster.

1.4.9 Unburdening as guiding theme

All interviews showed that the theme of unburdening the contractor - removing some of the problems he encounters on a daily basis - can be the key to achieving a satisfactory cooperation. Ideally, the renovation consultant can not only relieve the contractor of a lot of work, but also reduce certain risks.

It became clear that the aim should not only be to unburden the home owner by offering renovation advice and guidance on how to implement energy-saving measures, but that renovation guidance must be designed in such a way that the contractor also clearly benefits from cooperation.

For cooperation with the building sector to be successful, the renovation consultant must be able to offer quality leads: projects that are well prepared, then proceed smoothly (both in the quotation phase and in the implementation phase) and are also completed smoothly (delivery and payment).

1.5 Implementation of results and conclusions in communicating with the building sector

1.5.1 Communication with the building sector

In addition to a concrete model for cooperation between the renovation advisor and the construction sector, we came up with the following communication concepts that can be used for positioning the renovation advisor (in this case Dubolimburg) and for future recruitment of the contractors' target group.

1.5.1.1 **Concept 1: focus on contractors who have enough work, who are very busy and for whom the provision of a quotation and/or a measurement sheet can offer a solution.**

Insight:

My business is doing well, my order book is well filled. Renovation projects can be interesting, but I lack the time to make a thorough analysis of the building to be renovated and to provide an accurate and complete price quotation. This often results in unforeseen extra work that was not included in the offer. This causes problems. The customer has difficulty accepting the additional costs, and the timing is also affected by the extra work.

Solution by Dubolimburg:

Dubolimburg has expanded its supply and is now also focusing on unburdening contractors who carry out renovations.

As a *Dubolimburg partner*, you are part of a selection of contractors from which the Dubolimburg customers are free to choose.

We relieve you of concerns during the entire preliminary process. The property is screened by a neutral renovation advisor during a site visit. The renovation advisor also inquires into the needs of the homeowner and incorporates all the information into a renovation plan that takes into account the applicable legislation and the applicable subsidies and grants. Since most homeowners do not have the means to have all the work done at once, a clever phasing with the correct order of the works will also be described.

An estimate of the works to be carried out will be drawn up, as well as measurement sheets with which tenders can be requested.

As a Dubolimburg partner, you can therefore make qualitative quotations quickly and easily, without the time-consuming preparatory work and often without a site visit. Because the client is well informed about the expected costs and the necessary works, the return on investment will be high and you will not waste time on drawing up useless offers.

Moreover, a financing solution is integrated into every renovation advice. Consequently, you are sure that the client has the necessary financial capacity and that the invoices will be paid on time.

Win time in your sales process and become a *Dubolimburg partner* now

Functional benefits:

- - Measurement report based on on-site measurement
- - Potential customer list
- - Overall view of the renovation project
- - Step-by-step plan with smart phasing
- - Creditworthy customer

Emotional benefits:

- - High-quality preparation
- - No time loss
- - No financial worries

Reasons to believe:

- Independent renovation advisor
- Recognised by the government
- Financial security (creditworthy cases)

1.5.1.2 Concept 2: focus on financial security

Insight:

My business is doing well, my order book is well filled. The execution of renovation projects is within my focus, but these projects often give me financial headaches. I have to put too much energy into following up the payments of the invoices. This is certainly the case if extra costs arise during the execution of the works. The customer is then difficult and that costs me a lot of time and energy.

Solution by Dubolimburg:

Dubolimburg has expanded its supply and is now also focusing on unburdening contractors who carry out renovations.

As a Dubolimburg partner, you are part of a selection of contractors from which Dubolimburg customers are free to choose.

The property is screened by a neutral renovation advisor during a site visit. The renovation advisor also inquires into the needs of the homeowner and incorporates all the information into a renovation plan that takes into account the applicable legislation and the applicable subsidies and grants. Since most homeowners do not have the means to have all the work done at once, a clever phasing with the correct order of the works will also be described.

An estimate of the work to be carried out is drawn up, so that the client is well informed about the expected cost prices.

In addition, a financing solution is integrated into each renovation advice. Consequently, you can be sure that the client has the necessary financial capacity and that the invoices will be paid on time.

Choose for financial security in your building projects and become a *Dubolimburg Partner* now

Functional benefits:

- Financial security, creditworthy customer
- Pre-financing possibilities
- Measurement report based on on-site measurements
- Potential customer list
- Overall view of the renovation project
- Step-by-step plan with smart phasing

Emotional benefits:

- No financial worries
- Certainty of a high-quality case before an offer is made
- No loss of time

Reasons to believe:

- Independent renovation advisor
- Recognised by the government
- Financial security (creditworthy cases)

1.5.2 Communication channels

Finally, we considered ways to reach the construction professionals, communication channels to use.

Contact representatives of the construction sector to spread the call for cooperation:

- Information sheet for members of Confederatie Bouw and Bouwunie
- Mailing to members of Confederatie Bouw and Bouwunie
- Infosession building campus Confederatie Bouw
- Information session for members of the Construction Union during Bouwinnovatie (an annual fair for all sorts of contractors and building materials)

Linking up with other initiatives:

- Introduce C-REAL during information sessions about asbestos removal (Dubolimburg is the coordinator of an asbestos removal project with the province of Limburg as its catchment area and which calls on a collective of roofers for the removal of asbestos-containing roofing)
- Approaching a collective of roofing contractors for asbestos removal to join the collective for general roofing work
- Recruiting contractors during Dubo XL. (This is an event that will be organized by Dubolimburg in March 2022 and that aims to approach the different target groups of

Dubolimburg with a view to communicating the Dubolimburg offer. The construction sector will be one of the target groups).

- For pilots I of the apartments, the contractors with whom Dubolimburg has worked in the past will be contacted individually for the preparation of offers and the possibility of collaboration will be communicated personally.

2 Renovators who have participated in assisted renovation

2.1 Objectives of this survey

- To find out the thresholds and the succesfactors of guided renovation trajectories
- To measure the qualitative impact of C-REAL on the intention of home owners to participate in a guided renovation trajectory

2.2 Description of the target (sub) group(s)

The respondents will be filtered from the database of Dubolimburg. More specifically, all homeowners who have signed up for renovation guidance in the last 4 years are targeted. This results in more than 350 possible respondents.

2.3 Methodology

A questionnaire will be sent by email to the candidates. Consultancy bureau One Inch Whale, advised us to include an incentive in the email in order to increase the number of respondents. Consequently, a number of vouchers will be drawn among the actual participants. A reminder will follow a week after the first email was sent out, after which a call round will be organised to activate the candidates who have not yet answered the questions after the second call.

All steps will be executed with respect for the respondents' privacy, advice was sought from the ethics advisor.

2.4 Questionnaire

The support of One Inch Whale to put together the questionnaire was collected.

Below: draft of questionnaire in Dutch



Vragenlijst: Begeleidingstraject klanten
Datum: 19/3/2021
Klant: Steunpunt Duurzaam Bouwen VZW
Project: C-Real

Uitnodigingsmail

Onderwerp: Neem deel aan een onderzoek Duurzaam wonen en renoveren en win een IKEA cadeaubon van €50!

Beste,

U heeft volgens onze gegevens bij DUBOLimburg een begeleidingstraject gevolgd voor het renoveren van uw woning. Om onze dienstverlening te verbeteren, hebben we uw mening nodig! Daarom nodigen we uit om deel te nemen aan een korte vragenlijst. De resultaten van het onderzoek zullen anoniem behandeld worden en je privacy wordt ten volle gerespecteerd.

Klik hier [INSERT LINK] om deel te nemen aan het onderzoek.

Door je deelname maak je kans om een IKEA cadeaubon van € 50 te winnen.

Alvast erg bedankt voor je deelname!

Het DUBOLimburg team.

Welkom bij de vragenlijst ivm duurzaam wonen en renoveren.

1. Heeft u in de afgelopen 5 jaar een **begeleidingstraject** gevolgd bij een van de energieadviseurs van **DUBOLimburg**?

Ja	1	STOP
Nee	2	

2. Waarom heeft u **overwogen energiebesparende maatregelen** (vb. vloerisolatie, muurisolatie, ramen of glas vervangen, dak- of zoldervloer isoleren) te laten uitvoeren?

Meerdere antwoorden mogelijk

Noodzakelijke werken meteen energiezuinig uitvoeren	1	
Comfort verhogen	2	
Energiebesparing	3	
Andere reden, namelijk:	4	

3. Hoe bent u bij DUBOLimburg terecht gekomen?

Gemeentelijke campagne	1	
Burenpremie	2	
Huisdokter	3	
Website	4	
Familie, vrienden of kennissen	5	
Andere manier, namelijk:.....	6	

4. Waarom heeft u voor het begeleidingstraject gekozen voor **DUBOLimburg**?

Meerdere antwoorden mogelijk

Advies en technische bijstand	1	
Hulp bij opvragen van offertes	2	
Het opmaken van een persoonlijk voorstel	3	
Sneller zicht krijgen op de kostprijs van de werkzaamheden	4	
Het vinden van goede aannemers	5	
Ter vervanging van een architect	6	
Andere reden, namelijk:	7	

5. Hoe **tevreden** bent u over het begeleidingstraject van de energieadviseur van DUBOLimburg?

Je mag een score op 10 geven.

Helemaal niet tevreden										Heel tevreden
0	1	2	3	4	5	6	7	8	9	10

6. Wat vond u **goed** aan de begeleidingstraject van DUBOLimburg?

.....

7. Wat vond u **minder goed** aan de begeleidingstraject van DUBOLimburg?

.....

8. In welke mate bent u tevreden over volgende aspecten van **de offerte(s)/persoonlijke voorstellen** die u ontvangen heeft via het begeleidingstraject van DUBOLimburg?

- Het **aantal** ontvangen offertes / voorstellen
- De **termijn** waarop u de offertes / voorstellen ontvangen heeft
- De **duidelijkheid** van de offertes / voorstellen
- De aangeboden **prijs/kwaliteitsverhouding** in de offertes / voorstellen
- De termijn waarop ik de **aangepaste voorstellen** kreeg na het plaats bezoek van de aannemer

Helemaal niet tevreden										Heel tevreden	Niet van toepassing
0	1	2	3	4	5	6	7	8	9	10	99

9. Heeft u nog andere opmerkingen ivm de offertes / voorstellen die u ontvangen heeft via het begeleidingstraject van DUBOLimburg?

.....

10. Welke van de volgende energiebesparende maatregelen werden **aanbevolen** nav het begeleidingstraject van DUBOLimburg?

11. Welke van de volgende energiebesparende maatregelen heeft u **uitgevoerd**?

12. Welke van de energiebesparende maatregelen heeft u laten uitvoeren door de **aannemer die u aanbevolen werd via het begeleidingstraject van DUBOLimburg**?

Isolatie van dak / zolder	01	<i>Meerdere antwoorden mogelijk</i>
Isolatie van muren	02	
Isolatie van vloeren	03	
Vervangen van deuren / ramen	04	
Vervanging van verwarmingsinstallatie vb condensatietoestel, warmtepomp...	05	
Vervanging van verwarmingselementen vb energiebesparende verwarming, wandverwarming, vloerverwarming, ...	06	
Zonneboiler	07	
Zonnepanelen	08	
Ventilatiesysteem	09	
Andere, namelijk...	10	
Geen	11	<i>1 antwoord mogelijk</i>

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13. Waarom heeft u de aanbevolen energiebesparende maatregel <voeg maatregel toe> **niet laten uitvoeren**?

Stel V13 voor elke maatregel die aangeduid werden in V10 (aanbevolen) maar NIET in V11 (uitgevoerd)

Meerdere antwoorden mogelijk

Niet haalbaar binnen het beschikbare budget	1	
Kon niet uitgevoerd worden binnen de vooropgestelde termijn	2	
Vereist een stedenbouwkundige vergunning wat extra tijd in beslag zou nemen	3	
Vereist een stedenbouwkundige vergunning wat extra geld zou kosten	4	
Voor het bedrag dat nodig was voor de uitvoering kon ik geen lening krijgen	5	
De terugverdientijd van de investering was te lang	6	
Ik vond andere investeringen (vb badkamer, keuken, ...) waardevoller	7	
Andere reden, namelijk:	8	

14. Waarom heeft u energiebesparende maatregel <voeg maatregel toe> laten uitvoeren **door een andere aannemer** dan aanbevolen via het begeleidingstraject van DUBOLimburg?

Stel V14 voor elke maatregel die aangeduid werden in V11 (uitgevoerd) maar NIET in V12 (via aanbevolen aannemer).

Meerdere antwoorden mogelijk

Dit het advies was van de energieadviseur die me begeleiding heeft gegeven	1	
Deze aannemer de werkzaamheden beter kon uitvoeren	2	
Deze aannemer de werkzaamheden sneller kon uitvoeren	3	
Deze aannemer de werkzaamheden goedkoper kon uitvoeren	4	
Andere, namelijk...	5	

15. In welke mate bent u **tevreden** over de volgende aspecten van uitgevoerde energiebesparende maatregel <voeg maatregel toe> door de door u gekozen aannemer?
Stel V15 voor elke maatregel die aangeduid werden in V11 (uitgevoerd) maar NIET in V12 (via aanbevolen aannemer).

- De samenwerking met de aannemer in het algemeen
- De kwaliteit van de werken
- De startdatum van de uitvoering
- De duurtijd van de werken
- Het uiteindelijke budget van de werken.

Helemaal niet tevreden										Heel tevreden
0	1	2	3	4	5	6	7	8	9	10

16. In welke mate heeft de begeleidingstraject van DUBOLimburg u **geholpen** bij het nemen van energiebesparende maatregelen?

Heeft heel erg geholpen	1	Ga naar V17
Heeft een beetje geholpen	2	
Heeft niet echt geholpen	3	Ga naar V18
Heeft helemaal niet geholpen	4	

17. Hoe heeft het begeleidingstraject u geholpen?

.....

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18. Waarom heeft het begeleidingstraject u niet geholpen?

.....

19. In welke mate zou u familie, vrienden of kennissen **aanraden** om een begeleidingstraject aan te vragen bij DUBOLimburg indien ze een energiebesparende maatregel zouden willen laten uitvoeren?
Je mag een score op 10 geven.

Zeker niet										Zeker wel
0	1	2	3	4	5	6	7	8	9	10

20. Waarom geeft u deze score?

.....

21. Hieronder vindt u een aantal uitspraken van mensen die na het begeleidingstraject van DUBOLimburg energiebesparende maatregelen hebben uitgevoerd. Kan u aangeven in welke mate u akkoord gaat met deze uitspraken nu u begeleidingstraject heeft gevolgd bij DUBOLimburg?

- Ik heb meer kennis over de mogelijke energiebesparende maatregelen
- Ik heb een beter overzicht van de voordelen van energiebesparende maatregelen
- Ik vind het belangrijker om te investeren in energiebesparende maatregelen
- GRAAG AANVULLEN

Helemaal niet akkoord	1	
Niet akkoord	2	
Noch akkoord, noch niet akkoord	3	
Akkoord	4	
Helemaal akkoord	5	

We zijn aan het einde gekomen van dit onderzoek.
Hartelijk dank voor uw mening en uw tijd!

22. Wilt u kans maken op een IKEA cadeaubon van €50?

Ja	1	Ga naar V23
Nee	2	Ga naar einde

23. Noteer dan hieronder uw emailadres zodat we u nadien kunnen contacteren indien u gewonnen heeft.

.....

Marketing tool *SurveyMonkey* will be used to distribute the questionnaire, to map the results and to draw conclusions.

2.5 Results

In order to achieve accurate reporting, the expertise of One Inch Whale was called upon. Below an overview of the conclusions is presented.

DUBOLimburg - Guided renovation trajectories
October 2021

always sharp, never shallow

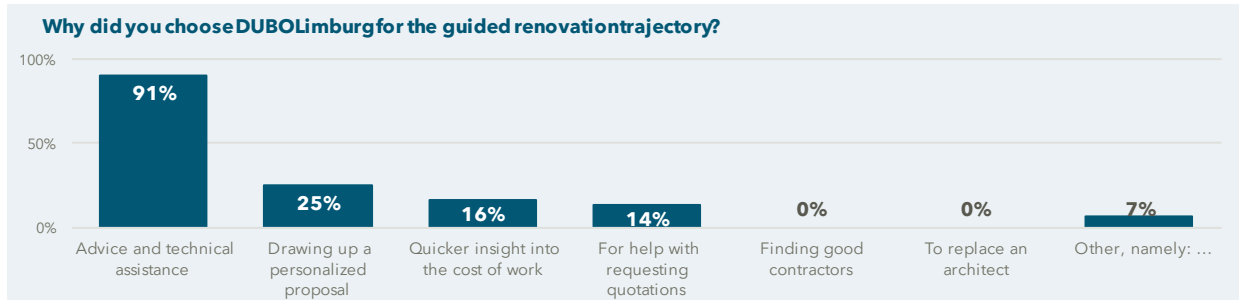
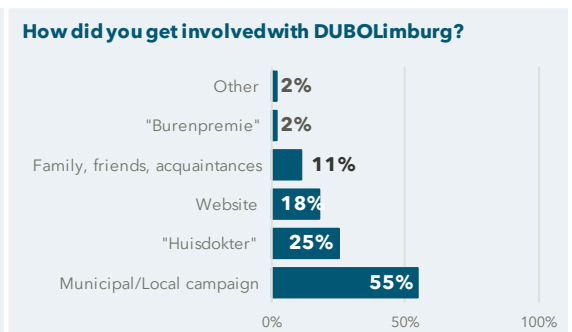
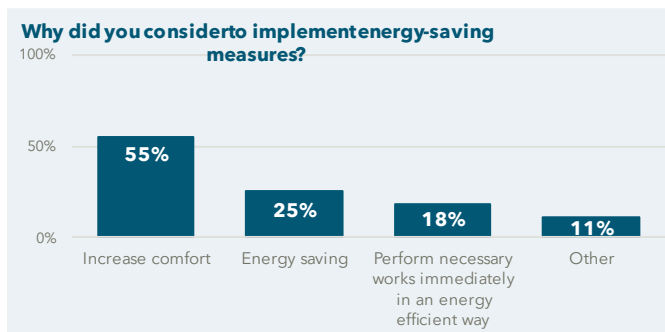
Business and research objectives

Business objective Establish a permanent, structural collaboration between a mortgage lender (Onesto) and a renovation adviser (Dubolimborg) to increase the degree of renovation and improve renovation quality in the province of Limburg.

- Research objective**
- Find out the thresholds and the succesfactors of guided renovation trajectories;
 - To measure the qualitative impact of C -REAL on the intention of homeowners to participate in a guided renovation trajectory.
 - Map current status & track evolution over time.

Description Target Audience All homeowners (renovators) who have signed up for renovation guidance in the last 4 years at DUBOLimborg.

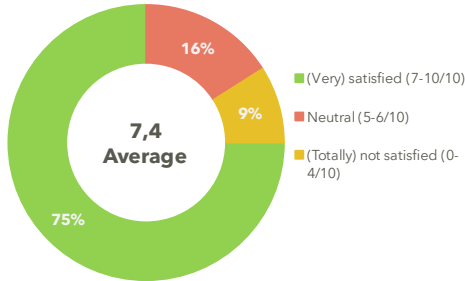
DUBOLimborg primarily consulted for advice and technical assistance.



N=44

Satisfaction DUBOLimburg trajectory

How satisfied are you with the guidance provided by DUBOLimburg's energy advisor?



"Bij het gratis huisbezoek en bijhorende verslag kregen we veel en duidelijk advies voor de aanvang van onze renovatie. Hoewel we niet alles gebruikten, was het advies van een derde partij voor ons erg waardevol"

Pros

- Clear explanation of the various possibilities
- Knowledge of the business; received expert & clear advice
- Independent advice
- Customized /personalized and targeted approach
- Skilled, friendly, honest and approachable

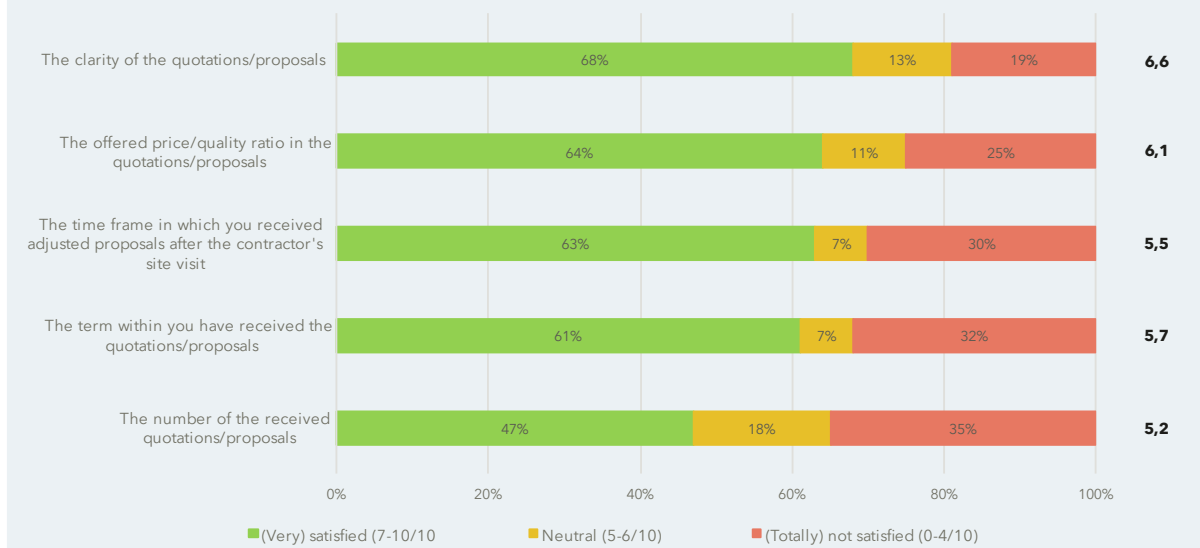
Cons

- No follow up by DUBOLimburg after the work was done
- Too profound in indications became too expensive
- Advice was theoretically perfect but practically too difficult to realize
- Long waiting time
- Received little new info/no concrete advice

N=44

People are mainly satisfied with the clarity of the quotations/proposals

To what extent are you satisfied with the following aspects of the quotation(s)/personal proposals you have received through the DUBOLimburg renovation trajectory?

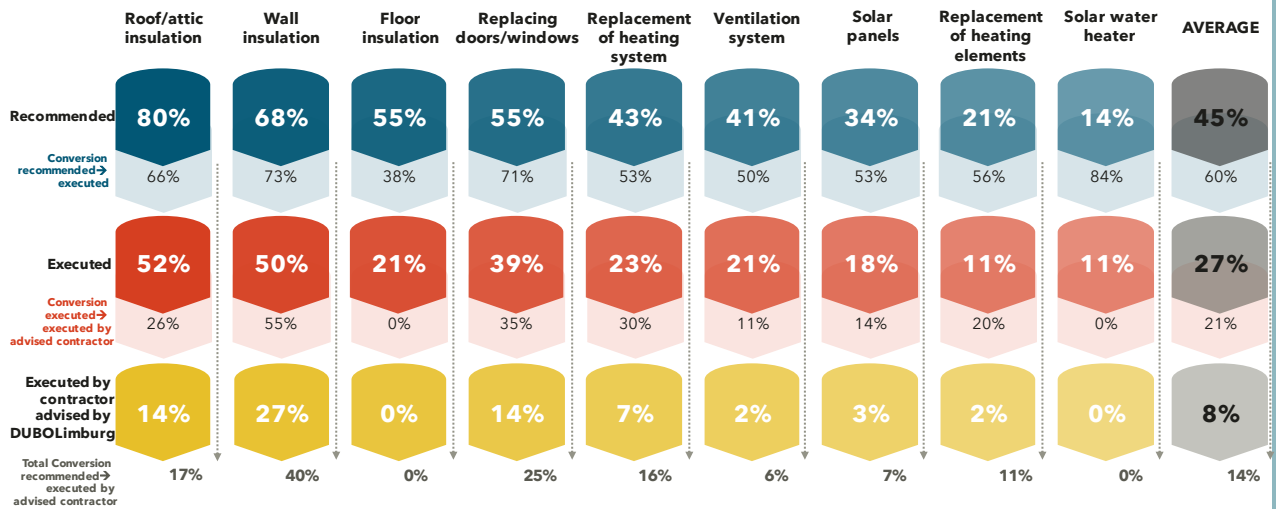


N=44



Only 14% of the recommended renovations are executed by contractors advised by DUBOLimburg.

Best scoring are wall insulation, replacing doors/windows and roof/attic insulation.

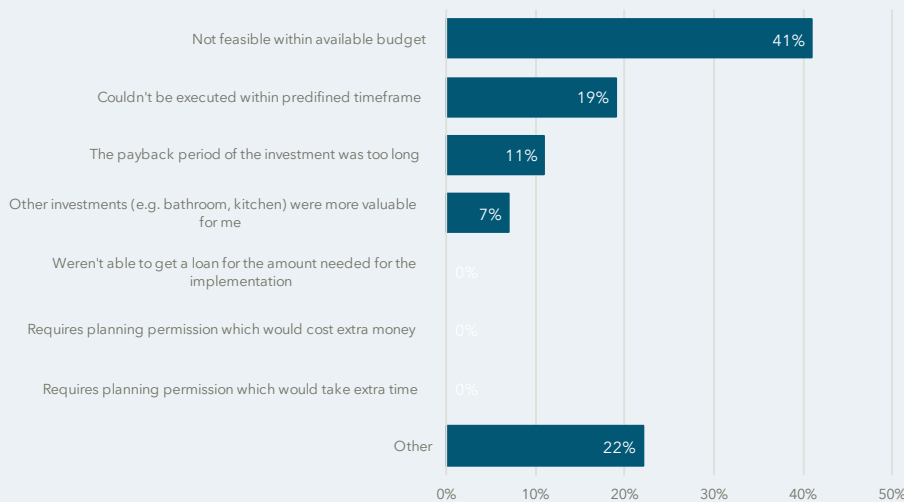


N=44



Lack of space in budget main reason for not implementing measures

What is the reason that you did not implement the recommended measures?



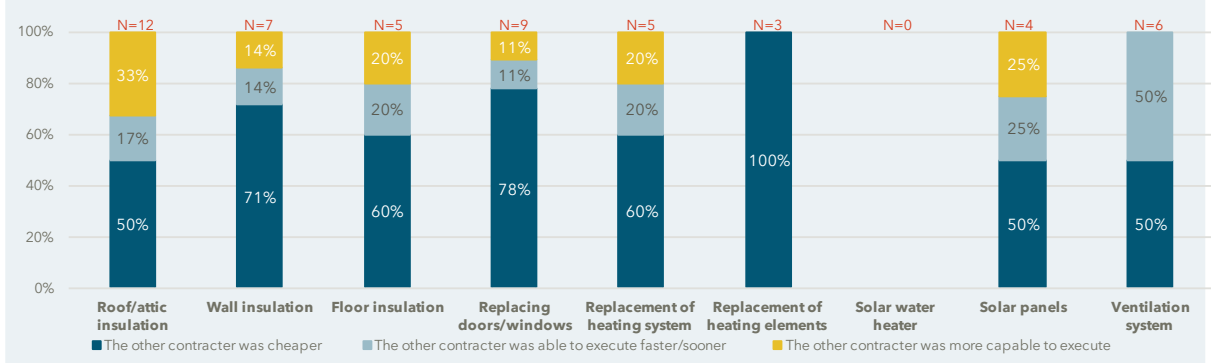
Other:

- DUBOLimburg didn't keep me informed;
- Due to planning, will be for the coming years;
- Didn't fit in our planning;
- Not urgent enough, might be something to consider later;
- Turned out not to be as necessary as we thought.

N=27

Choice for another contractor mostly driven by price considerations

Reason for implementation by another contractor

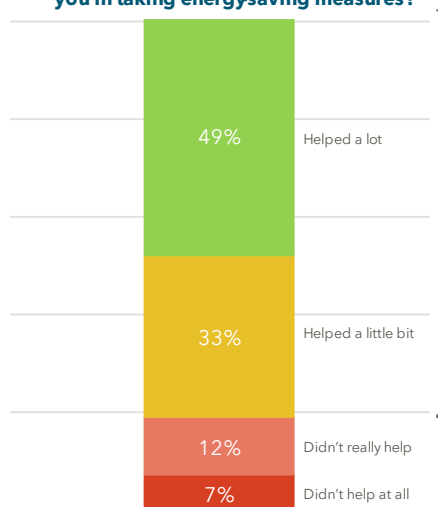


Satisfaction about other contractor



Half of the TA indicates that DUBOLimburg's trajectory helped a lot

To what extent has DUBOLimburg's guided renovation trajectory helped you in taking energysaving measures?



How did the guided renovation trajectory help you?

- Helped me with investment planning
- Provided me with insulating and energy saving measures
- Helped to make decisions in terms of contractors and choice of tasks
- More clarity on technical side of renovations
- Helped with cost mapping
- Gave me a sense of security
- Provided me with knowledge and insights about renovations which I didn't have before

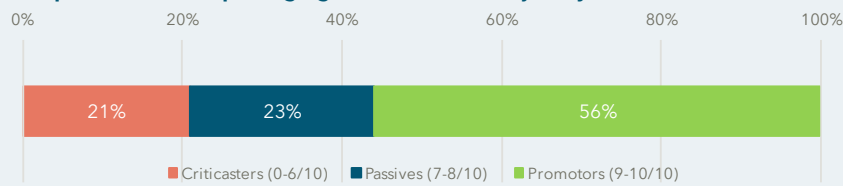
Why did the guided renovation trajectory not help you?

- Missed a premium due to unclear explanation
- There has been no contact
- No new information
- Too expensive quotations
- Had to renovate everything at once for succesful results

N=44

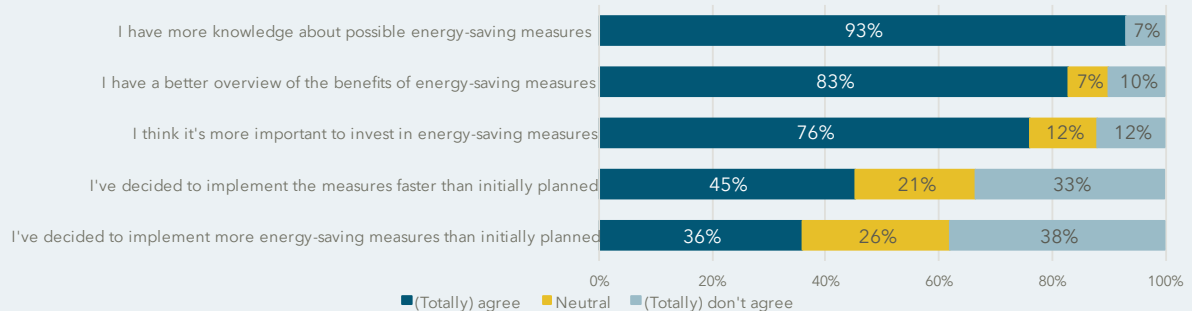
People claim to have more knowledge and a better overview of benefits regarding energy-saving measures with the help of DUBOLimburg

How likely are you to recommend DUBOLimburg to family, friends and acquaintances for requesting a guided renovation trajectory?



DUBOLimburg acquires a high satisfaction degree, resulting in a large group of promoters.

To what extent do you agree on the below statements, now that you have followed the guided renovation trajectory with DUBOLimburg?



N=44

Learnings & Recommendations.

Target audience mainly familiar with DUBOLimburg due to Municipal/local campaigns

About a quarter of the TA became familiar with DUBOLimburg through the "Huisdokter". Furthermore, the website also appears to be an important source. This underlines the importance of maintaining and improving (content) findability in online search engines.

Need for advice and technical assistance is the main driver for choosing DUBOLimburg as a guide in a renovation trajectory.

In general, the TA is very satisfied about the guided renovation trajectory of DUBOLimburg

The TA values the independent advice, the customized and targeted approach and felt that they received a clear explanation from DUBOLimburg about the various possibilities. 15% indicates that they are not satisfied and motivate this with too expensive recommendations, long waiting time, no follow-up and that the recommendations were not concrete enough for them.

People are mainly satisfied with the clarity of the quotations/proposals. However, optimizations can be made in the number of quotations and the speed of the delivery of the (adjusted) quotations/proposals.

Wall insulation & replacing doors/windows relatively mostly recommended and executed by DUBOLimburg

Roof/attic insulation is recommended (and executed) most frequently, however roof/attic insulation shows a small conversation ratio for execution by a contractor advised by DUBOLimburg. This indicates that people chose another contractor for implementation. Same tendency applies to floor insulation, replacement of heating system, ventilation system and solar panels.

In case it's a goal of DUBOLimburg to help with the implementing phase, there is still room for improvement for DUBOLimburg to let the TA go through the complete guided renovation trajectory.

Lack of space in budget, followed by scheduling issues main reasons for not implementing measures at all.

N=44



Learnings & Recommendations.

Price is main driver for choosing another contractor

Furthermore, a part of the recommended energy-saving measures were implemented by another contractor than DUBOLimburg. Price considerations (e.g. the other contractor was less expensive) appeared to be the main driver for all cases. Expertise, craftsmanship and planning considerations are less strong drivers to go for another contractor.

Improvement opportunities in DUBOLimburg's guidance trajectory

Half of the TA indicates that DUBOLimburg's trajectory helped a lot. However, still one third indicates that they are not fully satisfied (helped a little bit) and almost one fifth claim that the trajectory did not help (at all), which together represents the other half. This implies that improvements within the guided renovation trajectory need to be made. Main reasons for people to indicate that the guided trajectory didn't (really) help are too expensive quotations, no follow-up/contact and/or recommendations were not sufficient.

Positive effect on the (claimed) knowledge of energy-saving measures due to guided renovation trajectory

After participating on DUBOLimburg's guided renovation trajectory the TA indicates to have more knowledge and a better overview of benefits regarding energy-saving measures. At the same time, results show that relatively less people decided to implement the measures faster and/or implemented more measures than initially planned.

Lastly, the majority of the TA indicates that they are (very) likely to recommend DUBOLimburg to their friends, family and acquaintances (almost 80%). Still 20% is not very likely to recommend DUBOLimburg which again argues the need for a few improvements on waiting times, pricing, a better follow-up and even more tailor-made and feasible recommendations for energy-saving measures.

N=44