

Retired couple – a case study



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Summary

The problem Susan & David faced was how to find a **trusted installer**, **remove the risk** of being overcharged, and offer a **bespoke solution** that **benefited** them. They booked a £250 consultation with Dr. John in order to access completely **independent and qualified** advice **with no sales pressure**. Dr. John reviewed their present situation with them, noting their desires **recommended a modular solution** with a known **price range** moving forwards. This meant that they **knew what they wanted in advance** and it **removed the risk** of being sold what made a company the most profit.

Susan & David's 1950's Semi-detached



Susan (69) and David (70) have a semi-detached house which was built in the 1950's. They bought it many years ago when they were working, since then they've retired and are on a fixed income looking to enjoy time with their grandchildren. Frequent conversations are had around **the environment, rising costs** and **staying healthy (both physically and financially)**. They have

been looking into it and realised that by making their home more efficient it would not only **reduce running costs** but **increase their living standards** which is important to them as they age. They are interested in solar panels and maybe a battery but are unsure about heat pumps and do not know where to begin. They are **worried about making the wrong choices** as it is a lot of money from their savings.

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What they almost did

Whilst Google (and AI) can offer lots of information **it can be hard to know** what choices are best for you and many of the top-ranking results are **paid promotions** from specific companies, with good marketing, pushing their products. This often leads to a visit from a sales-person who will **only promote a product** that the company prefers to sell. Their job is often to show you how **their** product matches your needs – this is **almost the exact opposite** of what an **independent engineer** would do. Whilst David & Susan were aware of the profit incentive for companies, they struggled to find **personalised advice** rather than **generic information** from places like The Energy Savings Trust. As a result, they went back online and thought about filling in a form to get 3 local companies to contact them back and offer a quote. The **sales-calls floodgates** from people **on commission** would have been opened.



The solution



Fortunately, just before providing their contact details they did one last internet search for **independent** energy efficiency advice for the home and found Dr. John. A consultation was booked with a **qualified academic engineer**. Through **active listening, detailed questioning** and applying **years of industry and research knowledge** Dr. John identified the **desired outcome, listed the best options** for them and **highlighted the benefits and risks** for each option. Due to being **completely independent** and not seeking to sell a particular product the results were a **modular system** that could be delivered or scaled up over time as wanted, but was also flexible enough to work as part of a holistic system if they later chose to add a heat pump.

With this recommended design brief (**including future upgrade pricing**), David & Susan were able to go back review the market. They could now recognise what solutions would work for them as recommended by a **qualified engineer and surveyor**. Having a bespoke system, designed on the physics of their home and their desired lifestyle, they now felt the confidence to move forward with their plans.



Susan noted:

*“The fact that at all times **no one was trying to sell us something** was re-assuring. This meant that the conversation was focused on **what we wanted** not what anyone else wanted. Even when we did later review other installation options, **we already knew the system specification** we wanted and it weeded out what was unsuitable.”*

“It really helped us know we were getting what was best for us.”

*“The thing that tipped me over into booking a consultation was that they were both a **Doctor of Energy and also Chartered Engineer** who brought **real world experience** to the table. Meaning that it combined the best of both worlds in terms of knowledge and practicality.”*

David noted:

*“We appreciated that whilst **£250 for a consultation** was not cheap, when compared to the proposed system costs of £10,000, paying such a small amount for **completely independent advice** from a Doctor was actually **great value**. Particularly as we could have it deducted from the final bill. It allowed us to discard two installers who were not listening to our needs and others that seemed overly expensive.”*

“Basically, it was the best of both worlds.”

*“We found an Renergy to be an experienced local contractor who was **significantly less than some of the larger national installers** we had been looking at, and they **used exactly the same hardware**.”*

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