



# The Net Zero File

## Detailed, accurate property and household information for targeted Net Zero prospecting

**Not all properties are suitable for Net Zero improvements**, such as solar panels and heat source pumps, and not every household can afford these improvements to their home, even if they wanted them.

The Net Zero file takes the guess work out of your prospecting activity by identifying only those properties **suitable for your Net Zero improvements** and ensuring they are most likely to be in a financial position to proceed.

We can also identify properties which already have Net Zero improvements, meaning **you won't waste time talking to households not in the market.**

### A Targeted Approach

With over 100 variables to select from we make the process of targeting your ideal Net Zero prospects as easy as possible.

Our team will discuss your individual requirements and carefully offer advice where necessary. We can even build a bespoke profile based on customers who have purchased from your previously, to ensure you receive the best targets to talk to.

Once the selection criteria has been agreed we will provide you with counts and a breakdown showing key attributes used in your selection criteria. This can be refined until your ideal audience has been identified.

If required we can also help with your printing and mailing house requirements, delivering an end-to-end Net Zero prospecting solution for your business.



**Includes data on over 29.5m UK residential properties**



**Includes key variables for selection & targeting: EPC ratings, Council Tax Band, Household Income, Property Type and Age**



**Identification of properties with: Solar Panels, Battery Storage, EV Charging Point and Heat Source Pump**



**GDPR compliant; property details are held at address level & do not contain PII**

**For more information please visit us at**  
**<https://data-heads.co.uk/net-zero-file/>**