

The Net Zero File

Detailed, accurate property and household information for targeted renewable energy sector prospecting

Not all properties are suitable for renewable energy 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 renewable energy improvements** and ensuring they are most likely to be in a financial position to proceed.

We can also identify properties which already have renewable energy 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 renewable energy 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 you 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 renewable energy 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://www.ark-data.co.uk/>

The Net Zero File Data Dictionary

Providing the key variables that enable you to target those most likely to be on the market for Renewable Energy Improvements

Property Variables
Property Type
Age
Property Value
Beds / Baths / Recepts
EPC Rating (Current and Potential)
Council Tax Band
Presence of Solar Panels
Presence of EV Charging Point
Presence of Heat Source Pump
Presence of Septic Tank
Presence of Wood Burning Stove
Parking and / or Garage
Fuel Type
Floor Area

Household Variables
Household Income
Household Composition
Tenure
Age
Employment Status
Number of Vehicles in the Household
Vulnerability Index



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