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PRESS RELEASE

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**INTERIOR DESIGNER SOPHIE ROBINSON ADDS A SPLASH OF COLOUR TO NEW HOMES WEEK**

**AS 69% CAN’T RESIST THE DRAW OF NO DIY AND A BLANK CANVAS**

Three quarters of home seekers would consider a new build home a new survey for the Home Builders Federation shows. The energy efficiency of new homes, not having to carry out DIY or spend thousands on renovations were cited as the most attractive features for buyers alongside the opportunity to unleash their inner interior designer onto untouched, neutral interiors.

In light of this, leading interior stylist **Sophie Robinson** will be capturing the exciting opportunities that come with purchasing a brand-new home during **New Homes Week 2019**. A week of the year dedicated to the numerous benefits of buying new, the event takes place from **May 13th to May** **17th** and provides valuable information to those weighing up their home buying options.

Whilst **energy efficiency** was named as the number one benefit of buying new, with **38%** of respondents stating that would be a key reason to plump for a new build home, being **free from DIY chores** **(35%)** and acquiring a complete **blank canvas** were earmarked as being almost equally important **(34%).** The research also highlighted the aspirations of non-home owners, with **two in three** admitting that they **would love to own their own home**. This figure rose to **78%** amongst **18-24-year-olds** and **83%** amongst **25-34-year-olds**.

With the average-spend on **home improvements** coming in at **£13,472**, it’s no wonder that new build homes are so appealing.This includes **decorating**, which easily accounts for the highest expenditure among home owners with **68%** feeling the need to brighten things up, closely followed by costly **kitchen and bathroom** **renovations** (**43%**).

Keen to highlight the pure delight that buyers can experience as they transform their new place into a beautiful home, without the burden and challenges of taking on renovations, Sophie comments: “With no need to dedicate time or money on dreaded DIY tasks, buyers are free to enjoy exploring their style. Moving into a new home is a fantastic opportunity to discover your personal taste, refresh your style and relish the freshly decorated space and beautiful new fixtures and fittings.”

Throughout **New Homes Week** Sophie will be sharing her style inspiration for new build homes specifically, and revealing how she incorporates her bold use of colour and contemporary design into creating comfortable, chic interiors for first time buyers, families and ‘right sizers’.

Stewart Baseley, Executive Chairman of the Home Builders Federation said; “New Homes offer huge benefits for buyers, something consumers are increasingly becoming aware of. New homes are energy efficient, saving buyers hundreds a year in running costs and there is no need to spend thousands upgrading a home with brand new fixtures and fittings throughout. If practical reassurances are what you are seeking, then buying new is a great way to assure peace of mind. As Sophie’s colourful, bold and homely style shows, creating a home from a new build house is fun and easy.”

The list of guarantees with a new build property is vast with all new homes benefiting from a 10-year warranty. With modern heating systems and construction, nothing can compete with their energy efficiency. Compared to the uncertainty that comes with buying an older home, the ease of buying a new build and the availability of Help to Buy is also incredibly appealing. Additionally, new homes are designed for modern living, which means no wasted space. Sophie concludes: “From colour trends and incorporating textiles to what furniture to invest in and how to discover your own style, I’m looking forward to embracing these untouched interiors and sharing my ideas.”

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For further information about New Homes Week and the research commissioned by The Home Builders Federation please contact Alice at Oracle Group on 020 3751 2396 or email alicemc@oraclepr.co.uk

**Notes to Editors:**

This research was conducted on April 12th to April 15th, 2019 by Deltapoll using a sample size of 2,055 British adults.

Sophie Robinson is a British interior designer and journalist. She has appeared as a guest judge on The Great Interior Design Challenge (BBC Two) and is a regular designer on DIY SOS (BBC One).

<http://www.new-homes.co.uk/new-homes-week/>