

# 8 Eco-Friendly Business Tips

Reducing your environmental footprint doesn't require a total overhaul of your business. In fact, just a few changes can boost your sustainability, attract more eco-conscious homeowners, and even save you money. Here are some ways to go green – for you and your clients.

## TIP 1

### Go Paperless

With digital estimates and proposals, invoices, floor plans, and so much more, Houzz Pro makes this one pretty easy. And when everything is stored in the cloud, you won't have to rummage through a pile of folders to find that one document. The same goes for contacts – upload their details to your CRM and toss those business cards in the recycling bin.

## TIP 2

### Ditch Disposables

Reusable shopping bags, coffee cups, water bottles, and more not only save our oceans and landfills, they can save you money. Some stores and coffee shops offer rebates for bringing your own, and stocking your office with washable dishware is more economical than buying paper and plastic.

## TIP 3

### Get Tax Relief

The government offer some tax reductions to businesses who adopt sustainable practices. Solar panels, energy-efficient equipment, green waste management, low-emission vehicles, electric car chargers, and more may be eligible. Check government websites or talk to your accountant to find out what qualifies.

## TIP 4

### Maximise Efficiency

You can lower utility bills by using LED light bulbs, investing in an energy-efficient heating system, fully insulating your building, and installing a smart thermostat that automatically adjusts when you're not there.

## TIP 5

### Choose Alternative Energies

Solar panels require a significant initial investment, but they can save you tens of thousands of pounds over a five-year period. Too big of a lift? Look for utility suppliers that use renewable resources like solar, wind, and water.

## TIP 6

### Partner with Sustainable Pros

Some architects, builders, and tradespeople offer green services and materials. Something as simple as an exterior paint with a thermal additive can cut 40% of the sun's heat, reducing the need to run expensive air conditioning. These relationships can add a lot of value to eco-conscious clients.

## TIP 7

### Buy Earth-Friendly Materials

More than 75% of consumers believe sustainability is important and over half are willing to pay more for eco-friendly brands.\* Keep this in mind when shopping for your clients by choosing materials that are recycled, reclaimed, abundantly available, non-toxic, or locally-sourced to reduce transportation emissions.

\*According to <https://theroundup.org/environmentally-conscious-consumer-statistics>

## TIP 8

### Wave Your Green Flag

Environmentally conscious homeowners are more likely to choose pros who comply with green standards, actively reduce their overhead costs, and offer eco-friendly solutions. If you practice sustainability, promote it on your website and Houzz profile so homeowners know how you run your business.



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