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An update from Management

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PLUGGED IN AND PRICED UP: HOW FULL FIBRE IS POWERING UK PROPERTY VALUE

The power of FTTH

As a **fibre installer**, it's essential to understand how **fibre installations impact property values.** This knowledge is beneficial and a valuable perspective that can elevate your role from a technician to a trusted advisor. Homebuyers and developers across the UK increasingly recognize that full fibre connectivity provides more than faster internet; it also adds tangible value to a home. Studies indicate that properties with fibre-to-the-home (FTTH) connections can sell for up to 3% more and often attract more significant interest in the market.

When you are on-site explaining the installation process, being able to communicate that you are not only providing a service but also **enhancing long-term property value** can leave a lasting impression on homeowners and future clients alike.

This understanding also **reinforces the importance and pride in your work**. You're not just laying cables—you're helping communities **future-proof their homes**, support remote work and education, and even **attract new investment to neighbourhoods**. Whether speaking with a curious resident, a property developer, or a housing association, recognizing the added value of fibre helps you frame **your role as a critical part of modern infrastructure development**. It's about seeing your contribution on a broader scale: boosting not only internet speeds but also **overall standards of living**.

Kind Regards

Wilhelm & Dirk



A quiet transformation is unfolding in British neighbourhoods. It's not just about the rise of artisan coffee shops or the revival of 90s wallpaper trends. This change is happening beneath our feet—often unnoticed, sometimes disruptive, but undeniably powerful. Fibre to the Home (FTTH) is being woven into the very foundations of our towns and cities, delivering lightning-fast connectivity and a remarkable increase in property value.

Let's be honest: most people don't walk into an estate agent's office with a broadband speed test, but they should. Like double glazing and a good energy efficiency rating, high-speed internet has quietly become an essential item on the modern buyer's checklist.

A friend was house-hunting not so long ago in the neighbouring village of Lutterworth. They fell in love with a charming cottage—lush garden, original fireplace, and, to their surprise, full-fibre broadband already installed. The estate agent beamed, saying, "You'd be amazed how many people ask about the internet first these days." And rightly so. That fibre connection sealed the deal. My friend moved in knowing they had not just found a beautiful home but one ready for remote work, smart living, and everything the digital future holds.

Today, homebuyers are more informed than ever. According to a report by Compare Fibre, 62% of UK homebuyers indicated they would reconsider buying a home if it didn't have full-fibre broadband. This shift represents not just a preference but a change in perception. Fiber-to-the-home (FTTH) is no longer a luxury; it has become a vital part of infrastructure. However, does faster internet increase property values, or is this a digital-age myth wrapped in gigabit speeds and smart home devices? Let's explore the connection.

Let's examine the numbers. A 2022 study by the UK's Office for National Statistics found that access to ultrafast broadband is linked to an increase of up to 3% in house prices. While 3% may not seem significant, considering the average UK house price is approximately £285,000, this could mean an increase of nearly £9,000 in value—just for having your home connected to a fibre-optic network. This value increase is even more pronounced for new-build properties, as developers are now integrating fibre into their designs, similar to how they include electricity or plumbing.

This isn't just about having faster Netflix or smoother Zoom calls, although those are beneficial during back-to-back meetings or Friday night movie sessions. It's about preparing for the future. A home equipped with Fiber to the Home (FTTH) signals that we're ready for what lies ahead. The essential infrastructure is already in place, whether it's innovative heating systems, home-based medical monitoring, or the shift towards hybrid working.

Here's where it gets exciting: fibre optics impact urban apartments and suburban homes and transform rural and semi-rural areas that have long struggled with slow connectivity. Take parts of Wales and Yorkshire, where Openreach and independent providers like Gigaclear have rolled out full-fibre connections. Anecdotally, real estate agents in those regions report quicker sales and more significant buyer interest in homes now advertised with "FTTH ready" labels.

Upgrading to fibre broadband can be challenging. Many homeowners have expressed their frustrations, saying, "I would love fibre, but the installation cost in my area is outrageous," or "It's available just two streets over, but not here." These concerns are valid, highlighting one of the main challenges: accessibility.

The UK government's Project Gigabit aims to address this issue by ensuring that gigabit-capable broadband reaches at least 85% of homes by 2025. However, logistical challenges remain, particularly for properties that are hard to get. The disparity between areas with and without fibre-to-the-home (FTTH) can skew perceptions of value, potentially reinforcing digital inequality across different socioeconomic groups. Nonetheless, initiatives like Fibre First and partnerships with local councils are progressing, indicating that it's not a question of whether fibre will be available but when.

So, what can homeowners and prospective buyers do right now? Here are a few practical tips for incorporating fibre into your property considerations:

1. **Ask early, not late**. Before viewing a property, check if Fiber to the Home (FTTH) is available using tools like the Openreach Fibre Checker or the ThinkBroadband maps. Before you fall in love with a home that might not meet your Wi-Fi needs, it's better to know.
2. **Negotiate the installation**. Some sellers may consider installing fibre when negotiating, especially if fibre is available in the area but not yet connected. It's worth asking about this.
3. **Talk to your neighbours**. Sometimes, a group application can speed up fibre deployment, particularly in rural areas. Shared interest can lead to shared investment.
4. **Don't assume speed = fibre.** Just because a speed test shows 100 Mbps doesn't mean you have Fiber. Fibre still services many homes to the Cabinet (FTTC), which has limitations compared to true FTTH.
5. **Plan for resale**. Even if you are satisfied with the current setup, consider the next buyer. Fibre isn't just a selling point; it's increasingly becoming a dealbreaker in real estate.



Let's take a moment to reassess the importance of fibre optics in real estate. Beyond just the numbers and installation manuals, fibre-to-the-home (FTTH) represents a significant shift in defining "livability" in the digital age.

A friend who recently moved to a coastal village in Cornwall put it perfectly: "I don't care if I'm two hours from London—if I have fiber, I can work, create, and connect." This sentiment is shared by countless others who choose their locations based on commuting options and connectivity.

Rightmove data indicates that "fibre broadband" and "high-speed internet" are becoming more prevalent in search filters and listing descriptions. This is no coincidence. Estate agents have recognized that a well-equipped home sells more quickly, literally and figuratively.

Like any trend, scepticism remains. Some argue that while fibre-to-the-home (FTTH) may be appealing, it isn't a significant factor in pricing; instead, it's more akin to a cherry on top than the main attraction. This perspective is valid. Location, schools, transportation, and home size still dominate. However, even minor details can create significant advantages in a competitive market. If you compare two nearly identical homes, the one equipped with future-ready fibre internet might attract buyers.

What does the road ahead look like?

The good news is that we are on the brink of a fibre-fuelled property revolution. Even better, you can be a part of it. Whether you are a homeowner, buyer, landlord, or someone dreaming of uninterrupted streaming, Fibre is an increasingly essential topic.

Let's be honest—property decisions have always been emotional and financial. Fiber-to-the-home (FTTH) addresses both aspects. It provides the practical comfort of reliability and the emotional reassurance of being prepared for whatever the digital future holds.

Ultimately, a house is not just bricks and mortar; it's where life uploads, downloads, and live streams. The walls hold our photos, the rooms echo our Zoom calls, and fibre quietly manages everything behind the scenes. It may be time we give it the recognition it deserves.

If you're still questioning whether FTTH increases property value, consider this: would you prefer to invest in yesterday's infrastructure or tomorrow's opportunities?

In the ever-evolving property landscape, faster internet is not just a luxury—it is becoming a baseline requirement. So, whether planting roots or listing your home, make fibre part of your plan. It's not just the future of connectivity; it's the future of value.



To all our fibre installers—thank you for your hard work and dedication. Your precision and relentless drive are helping people get online and laying the foundation for a more connected and valuable future. Every property you wire gains more than just speed; it also gains relevance in a world that demands digital readiness. You are the unseen force behind shifts in the property market, the work-from-home revolution, and innovations in smart home technology. Without your skill and persistence, full-fibre benefits—such as increased property values and future-proofed neighbourhoods—would remain out of reach for too many families across the UK.

Your role goes beyond technical work; it is transformative. Whether navigating a tight crawl space or calmly explaining installation details to a curious homeowner, you are ambassadors of progress. We see your effort, craftsmanship, and commitment. As more homes are connected with full fibre, it is due to the hard work you put in daily. For that, and so much more, we are deeply grateful. Let's continue to build the future, one fibre connection at a time.