

Scroll Stoppers — UK home extensions & hiring a builder

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Two emotions run this niche: fear of being scammed by a builder, and shock at what it really costs. The single most-repeated question across UK housing subs is a variant of 'why is every builder trying to scam us?' — and from the trade side, 'why I hate working for builders'. Cost-reveal and start-to-finish build videos pull the biggest YouTube numbers (100k+ views), while Reddit carries the raw voice-of-customer: people mid-project asking 'is this normal?', too scared to challenge their builder, and discovering regs/insulation/drainage problems too late. Our guide sits exactly on the fault line — it is the homeowner's defence against exactly what they are posting about, and the apprentice's manual for doing it the right way.

MAKE THIS NEXT

LEAD-MAGNET PDF, EXTRACTED FROM THE GUIDE'S 50-QUESTIONS APPENDIX

The 5 Questions That Stop You Getting Scammed (free 1-page PDF)

“Why is every builder trying to scam us? Here are the 5 questions that make it far harder.”

Answer the niche's #1 emotion directly. The fridge-list of 5 questions is the free giveaway that earns the email and sells the full guide. Position the book as the homeowner's defence, not a textbook.

Evidence: 'Why is every builder trying to scam us?' (HousingUK 1488), 'This is why I don't trust builders' (DIYUK 2664), 'Why I HATE Working For Builders' (YT 6678) — trust is the validated dominant theme across 2+ subs and YouTube.

SHORT BLOG/VIDEO TEASER FOR THE GUIDE'S COSTING (EDITION 2) CONTENT

3 Decisions That Double Your Extension Cost — and how to see them coming

“The bill that doubles isn't bad luck — it's three decisions, and they're all made before the digger arrives.”

Ride the proven cost-shock format, but where the YouTube versions only shock, ours explains and prevents. Teases the costing-x3 method. Ties straight to our foundations edition (ground, trees, sulfates = the classic doublers).

Evidence: '3 Decisions That Double Your House Extension Cost' (YT 7161), 'We Reveal the Horrifying Cost' (YT 113k), 'Over Budget & Living on a Building Site' (YT 6130).

BLOG POST / CAROUSEL FUNNELLING TO THE GUIDE, BUILT ON THE 'IS THIS NORMAL?' FORMAT

'My builder says it's impossible' — how to know when that's true

“Your builder just said it can't be done. Sometimes that's honest. Here's how to tell.”

Meet people at the exact moment of doubt they post about — mid-job, no way to check their own builder. Separates the three failure modes (dishonest / ignorant / out-of-depth) that the guide is built around. Removes the confrontation fear behind 'I turned down a quote and it didn't go well'.

Evidence: 'I am being told by my builder that it is impossible' (DIYUK 2516), 'Turned down a quote and it didn't go well' (HomelImprovement 2758), 'likely no building regs compliance' (LegalAdviceUK 633).

HOOKS THAT STOPPED THE SCROLL

r/HousingUK

Why is every builder trying to scam us?

engagement 1488 age 31d

The purest statement of the #1 emotion in the niche. This is the sentence our whole product answers. Use it — or its echo — as the sales-page headline.

https://www.reddit.com/r/HousingUK/comments/1uhpoej/why_is_every_builder_trying_to_scam_us/

r/DIYUK

This is why I don't trust builders

engagement 2664 age 320d

Trust framed as a settled conclusion, not a question. High engagement, long shelf-life. The distrust is the market.

https://www.reddit.com/r/DIYUK/comments/1prcfvx/update_on_death_s_tairs/

We Reveal the Horrifying Cost of Our House Renovation

engagement 113458 age 10d

Cost + fear word ('horrifying') = the biggest non-timelapse number in the set. The money shock is a proven scroll-stopper.

<https://www.youtube.com/watch?v=5NnYsIDdcJk>

3 Decisions That Double Your House Extension Cost (UK 2026)

engagement **7161** age **11d**

Numbered, specific, loss-framed, dated to 2026. This is the exact format our cost chapter should be teased as.

<https://www.youtube.com/watch?v=5oz0GVnVWrA>

Why I HATE Working For Builders! 'You Start NOW!'

engagement **6678** age **27d**

The trade side of the same coin — subcontractors distrust builders too. Confirms the 'out of his depth / disorganised boss' failure mode is real and talked about.

<https://www.youtube.com/watch?v=EKSH4EUyQuU>

Over Budget & Living on a Building Site | Danny's Renovation Story

engagement **6130** age **20d**

Overrun + living-in-the-chaos is the universal lived experience. (And the protagonist is literally called Danny — the name we gave our apprentice reader.)

<https://www.youtube.com/watch?v=hZXiCMu6usM>

r/DIYUK

I am being told by my builder that it is “impossible”...

engagement **2516** age **29d**

The 'my builder says X, is that true?' post — the reader has no way to check their own builder. That gap is precisely what the guide closes.

https://www.reddit.com/r/DIYUK/comments/1uj37r5/i_am_being_told_by_my_builder_that_it_is/

r/HomeImprovement

Turned down a quote for the first time and it didn’t go well. Any advice?

engagement **2758** age **69d**

Confrontation anxiety — homeowners are frightened to say no to a tradesperson. Our 50-questions appendix is the direct antidote and should be marketed on this fear.

https://www.reddit.com/r/HomeImprovement/comments/1tiunyb/turned_down_a_quote_for_the_first_time_and_it/

PAIN POINTS — THEIR EXACT WORDS

“Why is every builder trying to scam us?” ✓ VALIDATED — r/HousingUK
https://www.reddit.com/r/HousingUK/comments/1uhpoej/why_is_every_builder_trying_to_scam_us/
“This is why I don't trust builders” ✓ VALIDATED — r/DIYUK
https://www.reddit.com/r/DIYUK/comments/1prcfvx/update_on_death_stairs/
“my builder says it's 'impossible' — is that true?” ✓ VALIDATED — r/DIYUK
https://www.reddit.com/r/DIYUK/comments/1uj37r5/i_am_being_told_by_my_builder_that_it_is/
“I turned down a quote and it didn't go well” — r/HomeImprovement
https://www.reddit.com/r/HomeImprovement/comments/1tiunyb/turned_down_a_quote_for_the_first_time_and_it/
“likely no building regs compliance” ✓ VALIDATED — r/LegalAdviceUK
https://www.reddit.com/r/LegalAdviceUK/comments/1v0mrgz/neighbour_extension_issues_likely_no_building/
“Extension Work — No Insulation?” ✓ VALIDATED — r/DIYUK
https://www.reddit.com/r/DIYUK/comments/1sb7qa5/extension_work_no_insulation/
“Builder going bankrupt. Limited company” — r/LegalAdviceUK
https://www.reddit.com/r/LegalAdviceUK/comments/1v6xssn/builder_going_bankrupt_limited_company/

“Builders found a previously unknown pipe” — r/DIYUK

https://www.reddit.com/r/DIYUK/comments/1u1iqi9/builders_found_a_previously_unknown_pipe/

“Neighbour's extension and damage to my garage” ✓ **VALIDATED** — r/DIYUK

https://www.reddit.com/r/DIYUK/comments/1p4iuah/neighbours_extension_and_damage_to_my_garage/

“Living in the UK feels like a constant fight against damp” — r/HousingUK

https://www.reddit.com/r/HousingUK/comments/1pgedi8/living_in_the_uk_feels_like_a_constant_fight/

DESIRES

To know whether their own builder is telling the truth — a way to check, without needing to become an expert

https://www.reddit.com/r/DIYUK/comments/1uj37r5/i_am_being_told_by_my_builder_that_it_is/

To not get the 'horrifying' end-of-job bill — to know the real cost and what doubles it, up front

<https://www.youtube.com/watch?v=5oz0GVnVWrA>

To see the whole job start-to-finish so they know what should be happening and when

<https://www.youtube.com/watch?v=YJu2ENjymjo>

To be able to say no to a bad quote or a dodgy builder without it 'going badly'

https://www.reddit.com/r/HomeImprovement/comments/1tiunyb/turned_down_a_quote_for_the_first_time_and_it/

OBJECTIONS

'Do I even need an architect / professional, or is that just cost?' — people question paid help

<https://www.youtube.com/watch?v=LAat-TLruf0c>

'Builders are pricing themselves out' — sticker-shock makes people cut corners on the people who do it right

https://www.reddit.com/r/DIYUK/comments/1uhpoej/why_is_every_builder_trying_to_scam_us/

'It's only a small job, do I really need contracts / building control / an engineer?'

https://www.reddit.com/r/LegalAdviceUK/comments/1v0mrgz/neighbour_extension_issues_likely_no_building/

WINNING FORMATS

The cost-reveal / cost-breakdown — 'Horrifying Cost of Our Renovation' (113k) and 'BUILDING COSTS BREAKDOWN UK GARAGE EXTENSION' (23k) — real numbers, honestly shown, is the highest-pull informational format.

The numbered loss-frame listicle — '3 Decisions That Double Your House Extension Cost (UK 2026)' — specific count + what-it-costs-you-if-you-get-it-wrong.

Start-to-finish build timelapse, milestone-titled — 'Building a £55k Kitchen Extension: Making it Watertight' (98k) — the 'watertight' milestone framing matches our Day-4 structure exactly.

The 'is this normal?' / 'is my builder lying?' question post — The dominant high-engagement Reddit shape across DIYUK and LegalAdviceUK — a photo or a claim, and 'is this right?'

The trust confessional — 'Why is every builder trying to scam us?' / 'This is why I don't trust builders' — emotional, sharable, and exactly our positioning.

VOICE-OF-CUSTOMER PHRASE BANK

Why is every builder trying to scam us?

This is why I don't trust builders

My builder says it's 'impossible' — is that true?

The horrifying cost of our renovation

3 decisions that double your extension cost

Over budget and living on a building site

I turned down a quote and it didn't go well

Likely no building regs compliance

Builder going bankrupt — limited company

Builders found a previously unknown pipe

TOP RANKED ITEMS (RAW, TOP 40)

Title	Community	Ups/Views	Comments	Age	URL
Derelict Bungalow Time Lapse Extreme DIY Transformation	Nicky and Harri	220036	277	17d	https://www.youtube.com/watch?v=f8t6tGCgfAo
THE ULTIMATE £1,000,000 DREAM HOME RENOVATION	DBBuilders Sussex	224631	155	31d	https://www.youtube.com/watch?v=mLGEU-nS0tA
We Reveal the Horrifying Cost of Our House Renovation	Nicky and Harri	83458	309	10d	https://www.youtube.com/watch?v=5NnYsIDdcJk
Building a £55k Kitchen Extension: Making it Watertight	Film The Build	90552	162	9d	https://www.youtube.com/watch?v=YJu2ENjymjo
My RACE AGAINST TIME: £10K Living Room Build	Charlie DIYte (CharlieDIYte)	40557	196	8d	https://www.youtube.com/watch?v=exKey0ltbGY
Full House Extension Build. Start to Finish Timelapse Open-Plan Kitchen (UK)	AGMM	38816	21	27d	https://www.youtube.com/watch?v=IcZqmUh00VM
BUILDING COSTS BREAKDOWN UK GARAGE EXTENSION Part 5	Mrleethatsme	18511	128	14d	https://www.youtube.com/watch?v=Fny986MR0iQ
Inside This Beautifully Modernised & Extended London Family Home Designed by Architect Youno Kim	HomeInspire	16021	39	9d	https://www.youtube.com/watch?v=lsRPWi0RSpc
Watch how we made this house look FANTASTIC!	MR A BUILDERS	10082	114	10d	https://www.youtube.com/watch?v=8qNKPfjZ54s
SMASHING Weather! But Is It TOO HOT to Work?	MR A BUILDERS	8756	84	31d	https://www.youtube.com/watch?v=uowy9nXuUhI
3 Decisions That Double Your House Extension Cost (UK 2026)	Real Life Architecture	6266	35	11d	https://www.youtube.com/watch?v=5oz0GVnVwRA
Why I HATE Working For Builders! 'You Start NOW!	CP Utility Solutions	5673	25	27d	https://www.youtube.com/watch?v=EKSH4EUyQuU
Over Budget & Living on a Building Site Danny's Renovation Story	HomeInspire	5505	12	20d	https://www.youtube.com/watch?v=hZXiCMu6usM
I own a field. I want to build a house there. Neighbours are objecting because their kids play football there and they l	r/LegalAdviceUK	6452	341	120d	https://www.reddit.com/r/LegalAdviceUK/comments/1s8o7gt/i_own_a_field_i_want_to_build_a_house_there/
You Don't Hire an Architect to Do Drawings	Real Life Architecture	2725	37	24d	https://www.youtube.com/watch?v=LaT-TLruf0c
Smart Extension Ideas That Won't Waste Your Money (Interior Designer Explains)	Fifi McGee Interior Design & Renovations	2176	4	2d	https://www.youtube.com/watch?v=wTaQEWM9eac
How Much Glass Can You Have in a UK House Extension?	Real Life Architecture	2121	14	4d	https://www.youtube.com/watch?v=PBm_-wMsvv0
I am being told by my builder that it is "impossible" to have the worktop cut flush to the wall as the wall is at an ang	r/DIYUK	1018	749	29d	https://www.reddit.com/r/DIYUK/comments/1uj37r5/i_am_being_told_by_my_builder_that_it_is/
Liquid cement dripped into light and fuse is tripping	r/DIYUK	1205	205	6d	https://www.reddit.com/r/DIYUK/comments/1v3wqto/liquid_cement_dripped_into_light_and_fuse_is/
Turned down a quote for the first time and it didn't go well. Any advice?	r/HomeImprovement	1824	467	69d	https://www.reddit.com/r/HomeImprovement/comments/1tiunyb/turned_down_a_quote_for_the_first_time_and_it/

Why is every builder trying to scam us?	r/HousingUK	560	464	31d	https://www.reddit.com/r/HousingUK/comments/1uhpoej/why_is_every_builder_trying_to_scam_us/
This is why I don't trust builders	r/DIYUK	1912	376	321d	https://www.reddit.com/r/DIYUK/comments/1necad5/this_is_why_i_dont_trust_builders/
(England) Landlord wants to stay at the flat I started renting last week, and is coming over. Can I refuse him entry.	r/LegalAdviceUK	1881	274	300d	https://www.reddit.com/r/LegalAdviceUK/comments/1nw29i8/england_landlord_wants_to_stay_at_the_flat_i/
Outhouse self build (mostly)	r/DIYUK	993	148	57d	https://www.reddit.com/r/DIYUK/comments/1tuurm7/outhouse_self_build_mostly/
the roof is complete...	R Watson builders	548	4	23d	https://www.youtube.com/watch?v=MD2guXu1UMU
How to fill gap between houses?	r/DIYUK	628	532	151d	https://www.reddit.com/r/DIYUK/comments/1rgxonl/how_to_fill_gap_between_houses/
Made a pergola	r/DIYUK	1013	51	54d	https://www.reddit.com/r/DIYUK/comments/1txicdd/made_a_pergola/
My 20x10 shed is finally finished!	r/DIYUK	689	184	60d	https://www.reddit.com/r/DIYUK/comments/1tra2bw/my_20x10_shed_is_finally_finished/
Builders found a previously unknown pipe	r/DIYUK	597	183	49d	https://www.reddit.com/r/DIYUK/comments/1u1iqi9/builders_found_a_previously_unknown_pipe/
Pricing Jobs, Heatwaves & One Unexpected Text...	Greenwood Design & Build	591	6	17d	https://www.youtube.com/watch?v=oBJrcKjLrg4
Neighbour extension issues, likely no building regs compliance (England)	r/LegalAdviceUK	479	77	10d	https://www.reddit.com/r/LegalAdviceUK/comments/1v0mrgz/neighbour_extension_issues_likely_no_building/
Self-Build House Extension Using SIP Panels	r/DIYUK	1308	169	254d	https://www.reddit.com/r/DIYUK/comments/1oytxw3/selfbuild_house_extension_using_sip_panels/
Living in the UK feels like a constant fight against damp.	r/HousingUK	731	422	234d	https://www.reddit.com/r/HousingUK/comments/1pgedi8/living_in_the_uk_feels_like_a_constant_fight/
Builder going bankrupt. Limited company	r/LegalAdviceUK	246	147	3d	https://www.reddit.com/r/LegalAdviceUK/comments/1v6xssn/builder_going_bankrupt_limited_company/
Exactly one bag of self levelling compound	r/DIYUK	451	57	7d	https://www.reddit.com/r/DIYUK/comments/1v2t1bh/exactly_one_bag_of_self_levelling_compound/
A property developer removed my hedge without asking. He replaced it with a fence but I'm unhappy with it (Surrey, Engla	r/LegalAdviceUK	1069	218	283d	https://www.reddit.com/r/LegalAdviceUK/comments/1oakofk/a_property_developer_removed_my_hedge_without/
Neighbour's extension and damage to my garage	r/DIYUK	943	247	248d	https://www.reddit.com/r/DIYUK/comments/1p4iuah/neighbours_extension_and_damage_to_my_garage/
Update on death stairs	r/DIYUK	775	305	221d	https://www.reddit.com/r/DIYUK/comments/1prcfvx/update_on_death_stairs/
Extension Work - No Insulation?	r/DIYUK	640	211	117d	https://www.reddit.com/r/DIYUK/comments/1sb7qa5/extension_work_no_insulation/
Price for Kohler prefab shower. Wow.	r/HomeImprovement	403	348	131d	https://www.reddit.com/r/HomeImprovement/comments/1rylpz3/price_for_kohler_prefab_shower_wow/