

# National new home customer satisfaction survey



## Homeowner satisfaction with new build homes at all time high

This year's Customer Satisfaction Survey results show that 91% of new build home buyers would 'recommend their builder to a friend', the joint highest score since the survey began in 2006 and another successive year of improvement since 2016. 91% of those surveyed also said they would buy a new build home again, with 87% saying they would buy from their same builder again in the future.

This year's survey covers the 12 months from October 2020 to September 2021. In total 99,119 questionnaires were sent out during the survey year. This is a significant increase on last year, reflecting the return to a more normal conduct of business and a great increase in the number of homes completed and sold. 62.7% (62,168) of the forms were returned, an extremely strong response rate for a mixed methodology survey. The scale of the survey, believed to be one of the most comprehensive continuous industry research exercises in the country, ensures that its results provide a robust and accurate representation of industry and builder performance.

Build quality and customer service have always been a priority for home builders. This became a greater focus amid an unacceptable drop in satisfaction levels around 2017. Since then the industry has worked hard to improve satisfaction levels by focussing on the quality of homes built and also the service they provide to customers.

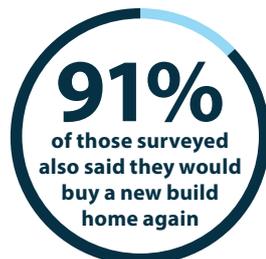
The industry has also been supporting the work of the New Homes Quality Board and its developing proposals to introduce a new, more stringent code of practice, The New Homes Quality Code, and a New Homes Ombudsman service to provide independent redress in the event a customer has issues with their new home. As these new arrangements are introduced over the coming year they will drive

further improvements in new build quality and significantly strengthen consumer redress.

Introducing the New Homes Quality Code, that places significantly more requirements on builders in terms of how they deal with their customers, will provide a huge challenge but it is one the industry is committed to successfully tackling.

The new Code, which was published at the end of 2021 following a full public consultation, will require a step change in builder behaviours, with customer service expectations clearly set out, from the point of reservation to two years from occupation. It requires builders to comply with certain terms of how they advertise and sell the property and ensure they provide the customer with all necessary information to enable them to make an informed choice. Most crucially, the Code will ensure all builders will have in place an effective after care and complaints process, with customers able to escalate their case to the independent NHOS if the appropriate steps aren't taken.

In line with the imminent changes with regards to customer service requirements, Ipsos MORI has been asked to carry out a review of the Customer Satisfaction Survey and Star rating scheme. Its review of 2017 concluded that the survey was 'fit for purpose' and we are keen to ensure that remains the case and it aligns with the changes and requirements being introduced by the NHQB.



## Key benefits of new homes

### Why buy new?

A new home is fresh, bright, clean and untouched by previous owners' choice of décor. It is a blank canvas on which the homeowner and their family can stamp their own style and personality. New homes are also much more energy efficient than older homes. This means they are better for the environment but can also save their owners hundreds of pounds a year in energy bills. And with a new home there is no need to factor in the costs of restoration or DIY. Research shows that the average spend on home improvements in a second hand property is almost £13.5k.

### Lots of ways to buy!

Sometimes, buying a house can seem like an impossible dream, but with new build there are different options. Many house builders now offer part exchange schemes whereby they purchase a buyer's existing home; whilst the Government's Help to Buy scheme has enabled around 300,000 people to buy a new build home with a 5% deposit, over 80% of whom have been first time buyers. Options like this help make homeownership more affordable and achievable. Plus, new build first time buyers aren't at the mercy of a long chain and the threat of it collapsing!

### High build quality

New homes are built to a higher standard than ever before and our customer satisfaction survey results reflect this. From state-of-the-art kitchens to modern double and triple glazing, the quality of a new home compared to old is evident in many ways.

### Designed for modern living

New homes are designed for modern living and incorporate a range of modern designs and technologies to provide for the needs of today's home owner. To upgrade an older house to the standards of a new build home could cost up to £45,000.

### Cheaper to run

New homes built in the UK are roughly 50% cheaper to run per year than the equivalent Victorian house. Owners of new build houses and flats will save homeowners an average of £435 a year, rising to £555 for new build houses alone.

### Environmentally friendly

Energy efficiency standards in new homes are some of the best in the world and are continuing to improve further with challenging Government targets in place for new homes moving forward. On average, a new build home emits 2.38 tonnes less of carbon each year.

### Peace of mind

Peace of mind is more than just knowing you're buying quality and getting great value for money. It's also about being confident in the product you're buying and knowing that you're protected should anything happen. New home buyers are protected by their builder's guarantee for the first two years as well as an independent 10-year structural warranty. The coming year will see a new industry code of practice and a New Homes Ombudsman service introduced. These will place considerably more responsibilities on builders in terms of their customer service requirements and stronger redress for any buyers that do have an issue with their new home.



## Customer Satisfaction: Background

The annual survey is one of the most comprehensive, large-scale surveys of its type carried out in the UK. It began in response to recommendations in the Barker Review of Housing Supply in 2004 and is a self-completion census of new home purchasers. Since its launch, well over half a million survey returns have been received making it one of the most comprehensive continuous industry research exercises in the country.

Scores in all question areas are now significantly higher than when the survey launched. The period between 2013 and 2017, where housing supply levels increased rapidly saw falls in satisfaction levels, but in the years since, scores have improved consistently. The survey has provided a barometer for the industry and for individual builders to gauge performance and drive improvements and is seen more widely as a measure of company performance generally.

The statistical methodology used in the analysis of this survey has been approved by the Statistical Services Centre, Reading. The methodology is the same as in the first survey, published in 2006, for which Ipsos MORI acted as a consultant. Industry results are weighted by builder to take account of the number of eligible homes they have built in the year. Individual company results are not weighted.

Company star rating results for the 'Would you recommend your builder to a friend?' question are presented in bands as follows:

90%+	5 star
80% – 90%	4 star
70% – 80%	3 star
60% – 70%	2 star
50% – 60%	1 star

Stars were allocated according to the proportion responding 'Yes' (i.e. they would recommend their builder to a friend).

## HBF Results for the 2020/21 survey year

Home builder	Sample size	HBF star rating	Home builder	Sample size	HBF star rating
A & J Stephen	38	★★★★★	Kebbell Development	38	★★★★★
Avant Homes	1,005	★★★★★	Keepmoat	1,390	★★★★★
Barratt Developments	8,625	★★★★★	Kingswood Homes	40	★★★★★
Beal Developments	81	★★★★★	Lagan Homes	128	★★★★★
Bellway Homes	5,259	★★★★★	Lioncourt Homes	105	★★★★★
Bloor Homes	2,006	★★★★★	Lovell	761	★★★★★
Burrington Estates	43	★★★★★	Mactaggart & Mickel Homes	63	★★★★★
CALA Homes	1,304	★★★★★	Malcolm Allan Housebuilders	18	★★★★★
Cameron Homes	161	★★★★★	McCarthy & Stone	413	★★★★★
Campion Homes	19	★★★★★	Miller Homes	1,960	★★★★★
Castle Green Homes	168	★★★★★	Morris Homes	476	★★★★★
Cavanna Homes	100	★★★★★	Norfolk Homes	67	★★★★★
Churchill Retirement Living	260	★★★★★	Orbit Homes	57	★★★
Countryside Partnerships	1,421	★★★★★	Persimmon Homes	7,729	★★★★★
Crest Nicholson	1,013	★★★★★	Redrow Homes	2,811	★★★★★
Croudace Homes	186	★★★★★	Riverdale Developments	42	★★★★★
Cruden Homes	86	★★★★★	Rose Builders	33	★★★★★
Dandara Homes	358	★★★★★	St Modwen	490	★★★★★
Davidsons Developments	456	★★★★★	Stewart Milne	384	★★★★★
Duchy Homes	98	★★★★★	Stonebond Properties	29	★★★★★
Eccleston Homes	41	★★★	Story Homes	507	★★★★★
Galliers Homes	44	★★★★★	Strata Homes	247	★★★★★
Gentoo	142	★★★★★	Taylor Wimpey	6,612	★★★★★
Greensquare Homes	25	★★★★★	Thakeham Group	82	★★★★★
Hayfield Homes	83	★★★★★	Tilia Homes	573	★★★★★
Hill	251	★★★★★	Vistry Homes	3,740	★★★★★
Hopkins Homes	287	★★★★★	William Davis	131	★★★★★
Jones Homes	298	★★★★★			

“ At Redrow we’re dedicated to giving people a better way to live and so we’re delighted to have once again been named as a 5 star builder by the HBF. ”

“ As a business we continue to invest in making our customers’ lives better; whether that’s through finding new ways of communicating throughout their customer journey, such as personalised videos from our colleagues, or by implementing new technological solutions, such as our innovative Homeowner Support portal. The feedback from our customers is incredibly important to us and I’m grateful to all of our colleagues for their continued work and focus on delivering great customer service, as shown by this award and our customer satisfaction scores increasing year-on-year. ”

Matthew Pratt,  
Group Chief Executive of Redrow

“ Achieving five star status is a moment of great pride for every single member of the Lovell team. There is no greater barometer of our success as a housebuilder than the honest feedback of the buying public. The HBF customer satisfaction survey really holds a mirror up to our business and reflects the reality of our performance and the positive impact we make on people buying a Lovell home. This is a great moment once again for Team Lovell. ”

Steve Coleby,  
Managing Director of Lovell

“ To have been awarded five stars in the first year we’ve taken part in the HBF customer satisfaction survey is a fantastic achievement. We’re extremely proud that so many of our customers across Lancashire and in Devon are happy to recommend Kingswood Homes. The five-star rating reflects the hard work and dedication from everyone at Kingswood in ensuring each and every home we build is finished to the highest of standards. ”

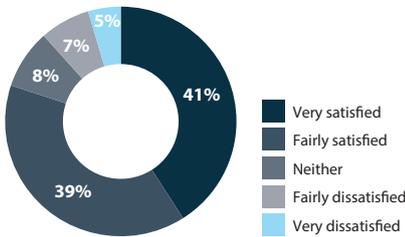
Paul Jones,  
Managing Director of Kingswood Homes

# Key Findings

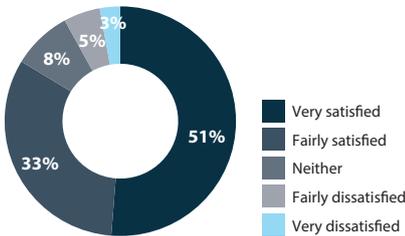
For the key question on which the company star ratings are based, 91% of respondents said that they would recommend their builder to a friend, consistent with last year's score and up by 7% in the last five years. The industry achieved a Net Promoter Score of 45 from the survey, up 3 points on last year. Other notable scores include;

- 83% of respondents were satisfied that their home was completed on time, and 89% said they were satisfied with the quality of their home. This is despite the fact that, for much of the time period for this survey, the construction of homes will have been impacted site closures, social distancing and isolation due to the pandemic.
- 85% said they were satisfied with the service provided by the builder during the buying process and 83% said that they were satisfied with the service provided by the builder since they have moved in. Both services would also have been impacted by the pandemic.
- On the design of new build homes, 94% of respondents were satisfied by the internal design of their home, and 88% with the external design.
- 95% of respondents said they had reported snags to their builder since move in, and 72% said the number of snags was in line with or less than what they had expected. The majority of snags will have been minor problems and new build buyers are encouraged to report these to their builder.
- 91% of those surveyed also said they would buy a new build home again, with 87% saying they would buy from their same builder again in the future.

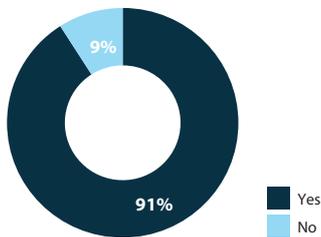
Taking everything into account, overall how satisfied or dissatisfied are you with the standard of finish of your new home?



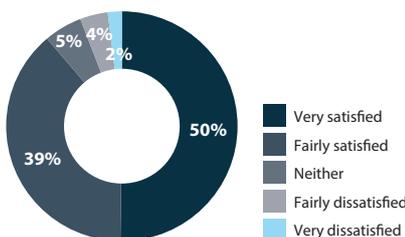
Taking everything into account, overall how satisfied or dissatisfied are you with the external layout of your new home?



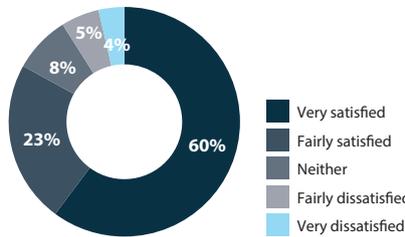
Would you recommend your builder to a friend?



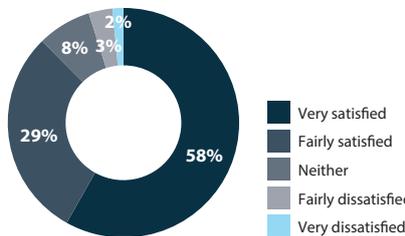
Taking everything into account, overall how satisfied or dissatisfied are you with the quality of your home?



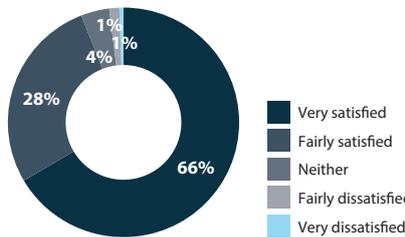
Taking everything into account, overall how satisfied or dissatisfied are you with your builder in relation to completing the construction of your home on time?



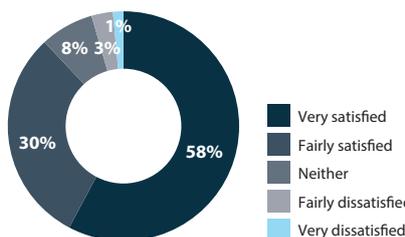
Taking everything into account, overall how satisfied or dissatisfied are you with the information provided on the day you moved in?



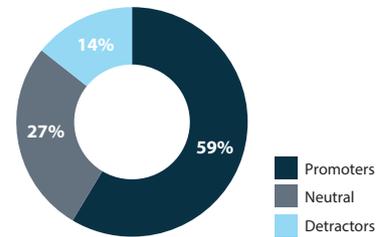
Taking everything into account, overall how satisfied or dissatisfied are you with the internal design and layout of your new home?



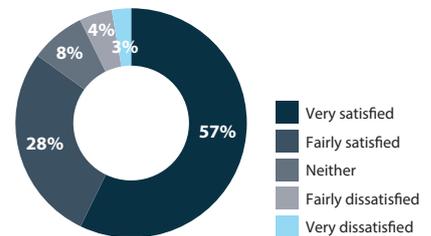
Taking everything into account, overall how satisfied or dissatisfied are you with the external design of your new home?



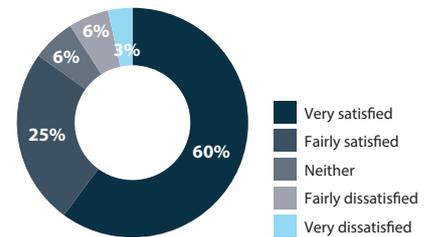
On a scale of 0-10 how likely would you be to recommend your builder to a friend? (Net Promoter Score)



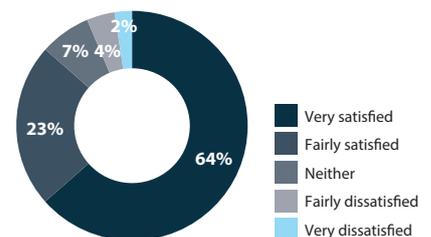
Taking everything into account, overall how satisfied or dissatisfied are you with the service provided by your builder during the buying process?



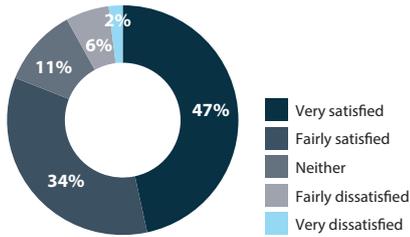
Taking everything into account, overall how satisfied or dissatisfied are you with the cleanliness of your new home on the day you moved in?



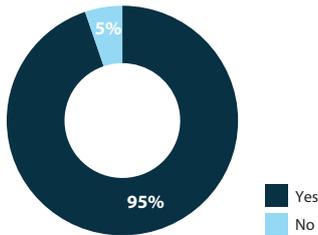
Taking everything into account, overall how satisfied or dissatisfied are you with the handover process on the day you moved in?



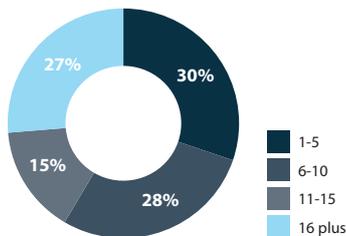
Taking everything into account, overall how satisfied or dissatisfied are you with the provision of storage in your new home?



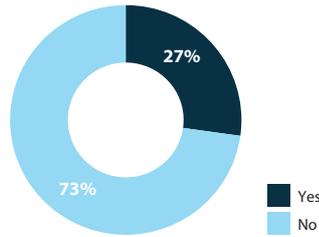
Have you reported any problems with your home (i.e. snags, defects) to your builder since you moved in?



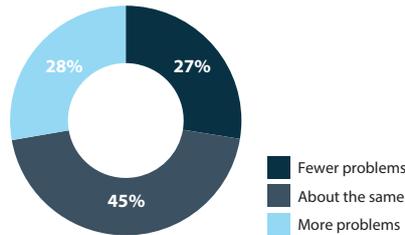
Approximately, how many problems have you reported to your builder?



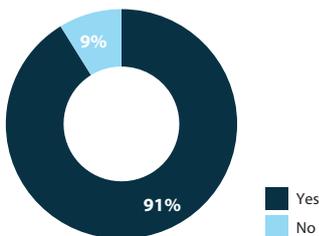
Have you ever bought a newly-built or newly-converted home before?



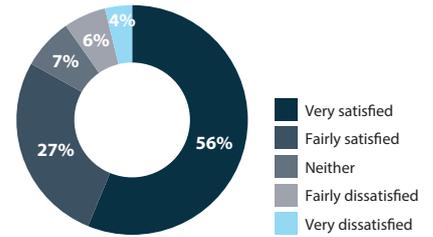
Was the number of problems in line with your expectations?



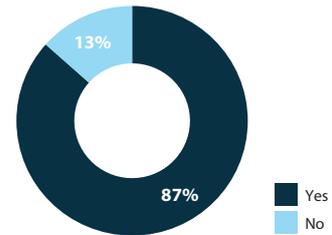
If you were to buy another property, would you buy a newly-built or newly-converted home again?



Taking everything into account, overall how satisfied or dissatisfied are you with the service provided by your builder after you moved in?



If you were to buy another property, would you buy a newly-built or newly-converted home again from the same builder?



## The benefits of new homes – homeowners have their say

"Absolutely fantastic experience. It's teams like this (from the sales to the builders) that every new build should have. Excellent work!"

**Mrs A, Washington**

"Would definitely recommend the builder to family and friends, extremely helpful and sorted any problems we had immediately without any hassle."

**Miss M, Chertsey**

"Amazing. So happy with my house, everything about it is perfect and when I've needed joiners/painters they have been very professional and nothing is a bother to them."

**Miss D, Glasgow**

"Easy to work with and good communication especially during the buying process."

**Mr H, Oldham**

"The whole experience was great. The sales and site team were very helpful and resolved any issues we had. We were provided all the information we needed on time. The new flat itself is great, the quality is very good overall. We would definitely recommend the builder to others."

**Mr A, Walton-on-Thames**

"The team has been really easy to contact and communicate with through the buying process. We've never had to wait for a response and we've always been met with a friendly and information response from all employees."

**Mr M, Leeds**

"The process from buying the property to completing was exceptional. Whilst we have snagging they seem to be taking these issues seriously and are in constant contact with us. The customer service we are receiving is outstanding and we would recommend this builder to our friends."

**Mr W, Sunderland**

"The fast and efficient response to our snagging concerns. The way that the site manager communicated and handled the concerns was extremely professional and courteous."

**Mr & Mrs M, Basildon**

"I have been impressed by the design and standard of this property. Also by the initial help with my move and continuing support of the site manager."

**Mrs D, Gloucester**

"Handled very professionally – great on-site support and a really wonderful environment – highly recommended."

**Mr & Mrs B, Filey**

"The sales team are very helpful and friendly. Nothing too much trouble. The site managers have been very helpful and sorted any issues promptly."

**Ms T, Cardiff**