

# National new home customer satisfaction survey



## High levels of homeowner satisfaction upheld for successive year

This year's Customer Satisfaction Survey results show that 90% of new build home buyers would 'recommend their builder to a friend', the third successive year that the industry has upheld a score of 90% or above. Additionally, 90% of those surveyed also said they would buy a new build home again, with 85% saying they would buy from their same builder again in the future. The industry achieved a Net Promoter Score of 42.

These are levels of customer satisfaction that compare favourably with any other product or sector and come at a time when the industry is under huge pressure, not least with regards to the supply of materials that can cause delays and so frustrations for customers.

This year's survey covers the 12 months from October 2021 to September 2022. In total 99,726 questionnaires were sent out during the survey year. Just over 60% (60,655) of the forms were returned, which is 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 homebuilders. This became a greater focus following an unacceptable drop in satisfaction levels around 2017. Since then, the industry has worked hard to improve satisfaction levels by focusing on the quality of homes built and the service they provide to customers.

Following the formation of the New Homes Quality Board (NHQB) in 2021, last autumn the New Homes Ombudsman Service (NHOS) and New Homes Quality Code were both launched, with parliamentary receptions in

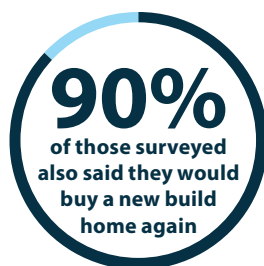
London, Cardiff and Edinburgh. There are now over 200 developers registered and working with the NHQB to ready themselves to follow the growing list of builders who are now live and operating to the new code and under the remit of the Ombudsman. The scheme will initially cover England, Wales and Scotland, and eventually the whole of the UK.

The new code places significantly more requirements on builders in terms of the product they deliver and the service they provide, especially with regards to how they deal with any complaints. The introduction of an ombudsman provides free independent redress for consumers who have issues with their builders.

These enhanced protections aim to drive up standards further and should result in even greater levels of customer satisfaction moving forward.

Whilst challenging for industry, the new arrangements will provide consumers with even more confidence in buying a new build home.

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?

Fresh and new with no hidden horrible histories, new builds provide a blank canvas on which homeowners and their families 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 and can save their owners thousands of pounds a year in energy bills.

HBF's 'Watt a Save' report published earlier this year found new build houses could save buyers £3,100 a year on annual energy costs vs existing homes. Meanwhile, the 'Get on with Living' report release as part of New Homes Week revealed it could cost homeowners upwards of £70k to upgrade old properties to basic new build standards.

### 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. HBF's Deposit Unlock Scheme also opens the market to those without access to large deposits or the Bank of Mum and Dad. 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 meet the needs of today's homeowner. To upgrade an older house to the standards of a new build home could cost over £70,000.

### Cheaper to run

New homes built in the UK are roughly 50% cheaper to run per year than the equivalent Victorian house. When the Energy Price Guarantee increases later this year, new build home owners could save an average of £2,500, rising to £3,100 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 2.2 tonnes less 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. A new industry code of practice and a New Homes Ombudsman service are also in the process of being introduced. These will place considerably more responsibilities on builders in terms of their customer service requirements and provide stronger, independent 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. It 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% – 89.9%	4 star
70% – 79.9%	3 star
60% – 69.9%	2 star
50% – 59.9%	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 2021/22 survey year

Home builder	Sample Size	HBF star rating	Home builder	Sample Size	HBF star rating
A & J Stephen	27	★★★★★	Keepmoat	1,652	★★★★★
Avant Homes	978	★★★★★	Kingswood Homes	61	★★★★★
Barratt Developments	8,467	★★★★★	Lagan Homes	95	★★★★★
Beal Developments	121	★★★★★	Lioncourt Homes	74	★★★★★
Bellway Homes	5,057	★★★★★	Lovell	479	★★★★
Bloor Homes	1,901	★★★★★	Malcolm Allan Housebuilders	23	★★★★★
Burrington Estates	36	★★★★★	McCarthy & Stone	513	★★★★★
CALA Homes	1,425	★★★★★	Miller Homes	2,041	★★★★★
Cameron Homes	104	★★★★★	Morris Homes	492	★★★★★
Campion Homes	15	★★★★★	Norfolk Homes	30	★★★★★
Castle Green Homes	104	★★★★★	Orbit Homes	81	★★★★
Cavanna Homes	81	★★★★	Persimmon Homes	6,746	★★★★★
Churchill Retirement Living	307	★★★★★	Redrow Homes	2,611	★★★★★
Countryside Partnerships	1,518	★★★★★	Riverdale Developments	33	★★★★★
Crest Nicholson	1,095	★★★★	Rose Builders	36	★★★★★
Croudace Homes	143	★★★★★	St Modwen	541	★★★★★
Cruden Homes	76	★★★★	Stewart Milne	327	★★★★★
Dandara Homes	429	★★★★★	Stonebond Properties	47	★★★★★
Davidsons Developments	438	★★★★★	Story Homes	520	★★★★★
Denbury Homes	49	★★★★★	Strata Homes	242	★★★★
Durkan	21	★★★★★	Taylor Wimpey	5,436	★★★★★
Eccleston Homes	33	★★★	Thakeham Homes	63	★★★★
Galliers Homes	25	★★★★★	Tilia Homes	427	★★★
Gentoo	156	★★★★	Vistry Homes	4,103	★★★★★
Hayfield Homes	90	★★★★★	William Davis	107	★★★★★
Hill	238	★★★★★			
Hopkins Homes	312	★★★★★	Key:		
Jones Homes	207	★★★★★	Large	over 1000 surveys sent	
Kebbell Development	29	★★★★	Medium	between 300-999 surveys sent	
			Small	less than 300 surveys sent	

" At Norfolk Homes we have a core value of providing not only a quality product but also a quality service to our purchasers, both during their purchasing journey and once they have moved into their new Norfolk Homes house.

" As a house builder I don't think there is any higher accolade obtainable than being awarded 5-star status based on actual feedback from our purchasers via the HBF Customer Satisfaction Survey. As such, to have achieved 5-star status once again is a matter of huge pride to us all within the company.

" At Norfolk Homes we are blessed to have a hugely loyal team of employees and achieving the 5-star status would simply not have been possible without their dedication and hard work. As a result, I have a huge debt of gratitude to each and every one of them for their continued commitment and pride in the work they do."

James Nicholls,  
Director at Norfolk Homes

" At St. Modwen Homes, we're incredibly proud to have maintained our 5-star status by HBF this year, and are pleased to have been recognised in the industry for our outstanding customer service.

" Our customers are at the heart of everything that we do as a business, and our dedicated teams work exceptionally hard to ensure each customer has an enjoyable, stress-free, and personalised experience when purchasing a new home.

" Feedback from our customers is invaluable to us, so to hear that so many of them would recommend us to a friend is a fantastic achievement, and one that we're keen to continue."

Dave Smith,  
Managing Director at St. Modwen Homes

" To have achieved 5-star status for a fifth consecutive year is a testament to all our teams. They consistently put our vision into practice daily; a vision 'to create better life experiences, one home at a time' for all our homeowners.

" Quality homes, matched by high standards in build, sales and aftercare support is core to delivering the exceptional experience we want for our customers.

" Congratulations to everyone who works so hard to make our customer journey the Five Star standard it is."

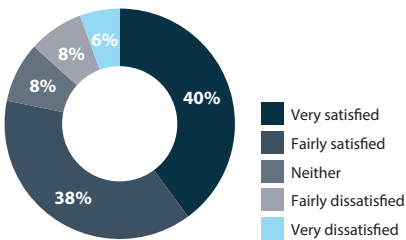
Mark Powell,  
Group Sales and Marketing Director for Bloor Homes

# Key Findings

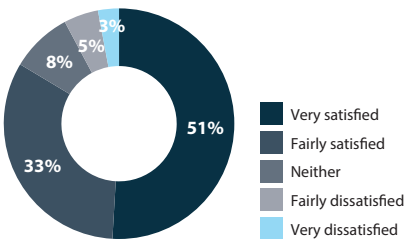
For the key question on which the company star ratings are based, 90% of respondents said that they would recommend their builder to a friend, the third year in a row that this score has been 90% or above. The industry achieved a Net Promoter Score of 42 from the survey, up 13 points in the last three years. Other notable scores include:

- 88% of respondents said they were satisfied with the quality of their home. 78% also said they were satisfied with the standard of finish in their home.
- 77% said they were satisfied that their home was completed on time. This is despite the severe supply chain issues that the industry has faced, due to the hangover from the pandemic coupled with the war in Ukraine.
- On the design of new build homes, 92% of respondents were satisfied by the internal design of their home, and 84% with the external design.
- 81% said they were satisfied with the service provided by the builder after move in.
- 95% of respondents said they had reported snags to their builder since move in, and 71% said the number of snags was in line with or less than what they had expected. Most snags will have been minor problems and new build buyers are encouraged to report these to their builder.
- 90% of those surveyed also said they would buy a new build home again, with 85% saying they would buy from their same builder again in the future.

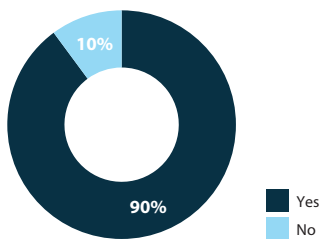
Taking everything into account, overall how satisfied or dissatisfied are you with the standard of finish of your new home?



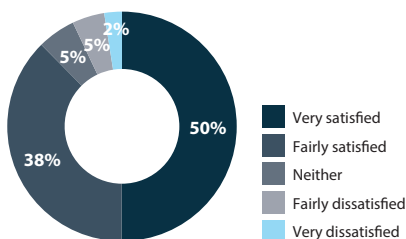
Taking everything into account, overall how satisfied or dissatisfied are you with the external layout of your new home?



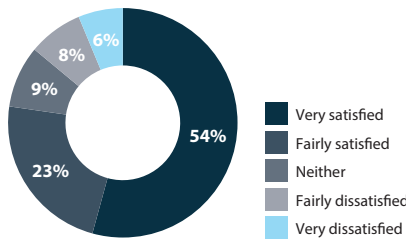
Would you recommend your builder to a friend?



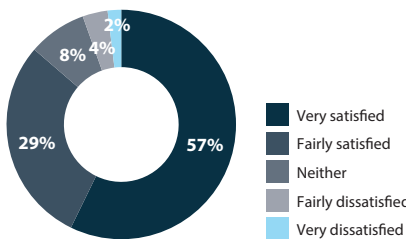
Taking everything into account, overall how satisfied or dissatisfied are you with the quality of your home?



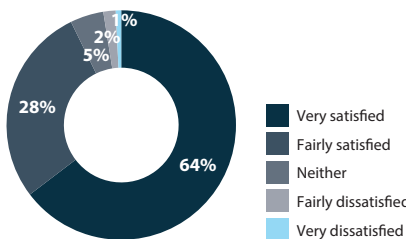
Taking everything into account, overall how satisfied or dissatisfied are you with your builder in relation to completing the construction of your home on time?



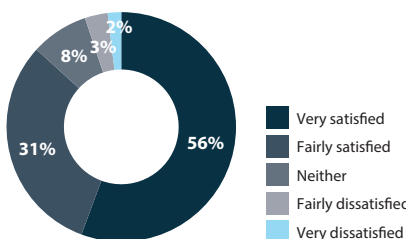
Taking everything into account, overall how satisfied or dissatisfied are you with the information provided on the day you moved in?



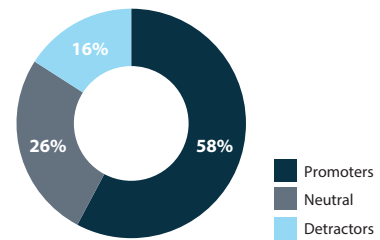
Taking everything into account, overall how satisfied or dissatisfied are you with the internal design and layout of your new home?



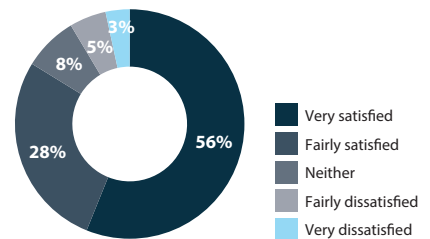
Taking everything into account, overall how satisfied or dissatisfied are you with the external design of your new home?



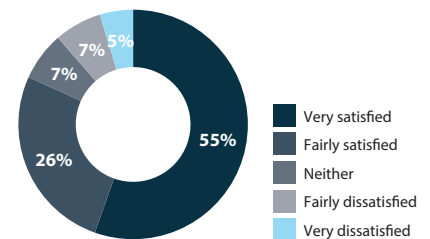
On a scale of 0-10 how likely would you be to recommend your builder to a friend? (Net Promoter Score)



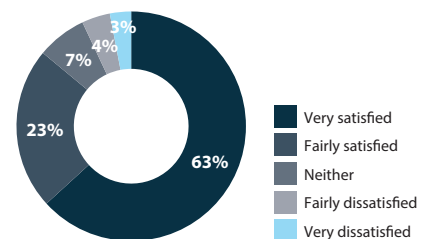
Taking everything into account, overall how satisfied or dissatisfied are you with the service provided by your builder during the buying process?



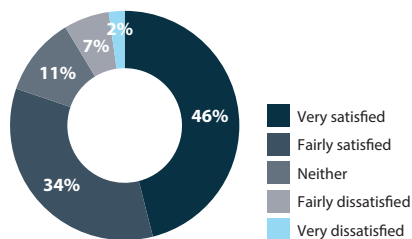
Taking everything into account, overall how satisfied or dissatisfied are you with the cleanliness of your new home on the day you moved in?



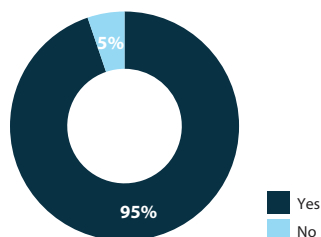
Taking everything into account, overall how satisfied or dissatisfied are you with the handover process on the day you moved in?



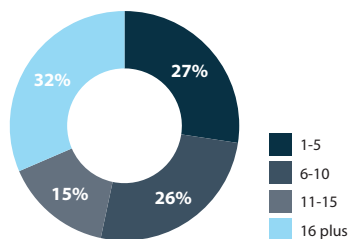
Taking everything into account, overall how satisfied or dissatisfied are you with the provision of storage in your new home?



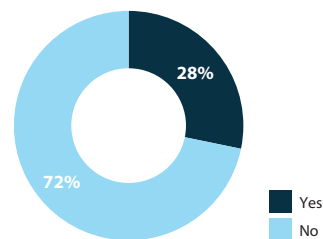
Have you reported any problems with your home (i.e. snags, defects) to your builder since you moved in?



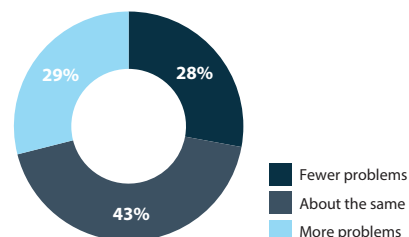
Approximately, how many problems have you reported to your builder?



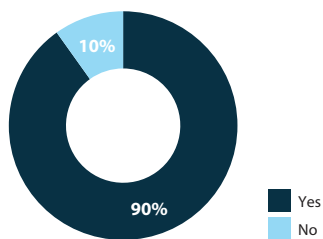
Have you ever bought a newly-built or newly-converted home before?



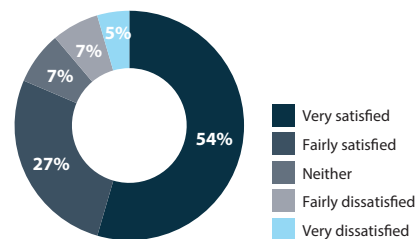
Was the number of problems in line with your expectations?



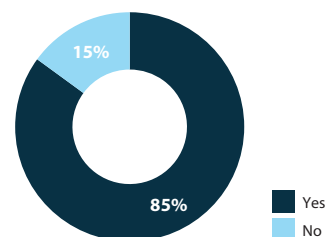
If you were to buy another property, would you buy a newly-built or newly-converted home again?



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

"Very satisfied with all of the sales and site staff. Very approachable and friendly. Just waiting for a couple of snags to be done which site are aware of but I have advised there is no rush."

**Mrs J, Kidderminster**

"The home is beautiful, I feel more special living in a home like this. Everybody is so helpful."

**Mrs N, Preston**

"The Site Manager was incredible. His service, delivery and effort was very impressive."

**Mr S, Reading**

"Outstanding customer service, the level of excellence is still provided months after we have moved in. I've never experienced customer service of this high standard for anything."

**Mr B, Chepstow**

"Very happy with our new home and the service we have received."

**Mrs M, Tavistock**

"I found the attention to detail very high from those individuals involved in the process. The quality of the product is also to a high standard in my experience."

**Mr S, Isleham**

"Excellent service and care, they paid us several visits after we moved in and have always made themselves available when needed."

**Mr C, Kettering**

"The house is more than we expected and we are so happy with the outcome!"

**Miss H, Gloucester**

"The follow up support after moving in has really impressed me. The Site Manager in particular has made himself very contactable and got to action quickly on the snagging list. We trust that he will fully support us."

**Mr & Mrs W, Glasgow**

"Customer Services have been very responsive and good at getting things resolved."

**Miss C, Durham**