

National New Home Customer Satisfaction Survey and HBF Star Ratings 2025

High levels of homeowner satisfaction upheld for
a fifth successive year



The results of this year's National Customer Satisfaction Survey and HBF Star Rating scheme show 94% of new build home buyers would recommend their builder to a friend.

The HBF Star Ratings are based on results from the National New Homes Customer Satisfaction Survey of home builders, sent to the buyers of new build homes eight weeks after completion.

The results cover the period from October 2023 to September 2024 and are informed by 39,000 responses. In total, just under 69,000 questionnaires were sent out, with a valid completion rate of 57.1%.

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About the scheme

The National New Homes Customer Satisfaction Survey and HBF Star Rating scheme is the established barometer of performance for UK home builders, with two decades worth of rich data.

The scheme launched in 2005 and is one of the UK's most comprehensive industry research initiatives.

Conducted annually, the survey gathers feedback from new build home buyers to assess home builder performance, drive improvements, and enhance customer service.

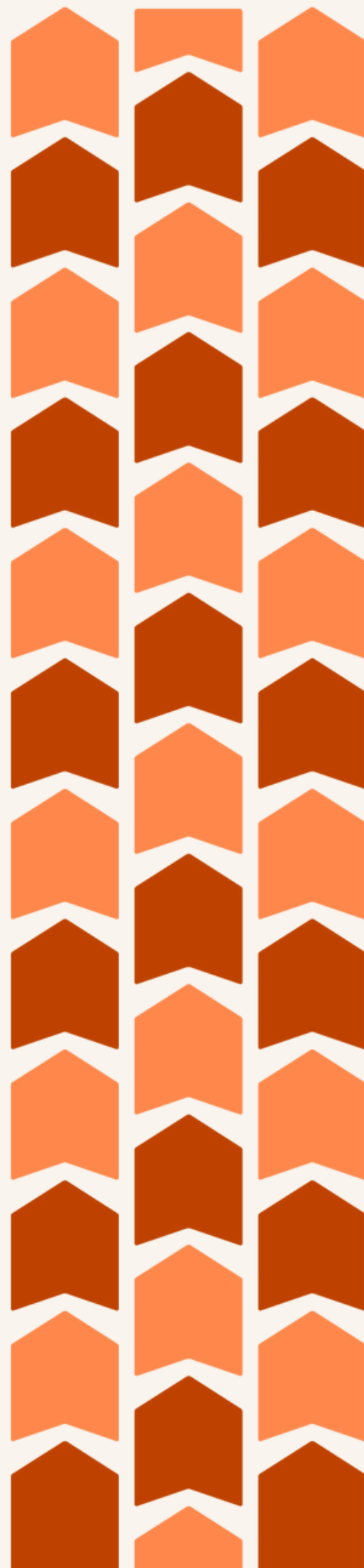
Participating home builders are subsequently awarded an HBF Star Rating based on the feedback received.

The results of the survey and star ratings are published each March. The survey helps buyers make informed decisions while driving industry-wide improvements.

The scoring bands for star rating results are based on responses to the 'Would you recommend your builder to a friend?' question.

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

Organisations that achieve over 90% 'Yes' responses are subsequently awarded 5-star status.



Star Rating results 2025

Star Ratings are based on results from the National New Homes Customer Satisfaction Survey of home builders, sent to buyers of new build homes eight weeks after completion.

Home builder	Sample size	Star Rating
A & J Stephen (Builders)	16	★★★★★
Allison Homes	117	★★★★★
Amethyst Homes	20	★★★★★
Avant Homes Limited	848	★★★★★
Bargate Homes	32	★★★★★
BDW Trading	5852	★★★★★
Beal Developments	72	★★★★★
Bellway Homes	4035	★★★★★
Bloor Homes	1740	★★★★★
CALA Group	1209	★★★★★
Cameron Homes	80	★★★★★
Campion Homes	26	★★★★★
Castle Green Homes	109	★★★★★
Cavanna Homes	55	★★★★★
Churchill Retirement Living	215	★★★★★
Crest Nicholson	560	★★★★★
Croudace Homes	113	★★★★★
Cruden Homes	28	★★★★★

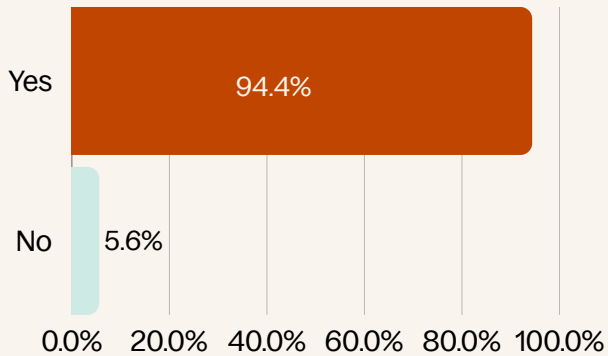
“We are delighted to have once again been awarded a five star rating. It remains a key benchmark in our drive to achieve industry-leading levels of customer satisfaction. Our customers are at the heart of our organisation and we’d like to thank everyone at McCarthy Stone who provides them with the support and assistance that they need.”

John Tonkiss, CEO of McCarthy Stone

Home builder	Sample size	Star Rating
Dandara Homes	397	★★★★★
Davidsons Developments Limited	293	★★★★★
Denbury Homes	38	★★★★★
Durkan	43	★★★★★
Hayfield Homes	69	★★★★★
Hill	248	★★★★★
Hopkins Homes	199	★★★★★
Jones Homes	150	★★★★★
Keepmoat	1044	★★★★★
Kingswood Homes	33	★★★★★
Lagan Homes	95	★★★★★
Lioncourt Homes	66	★★★★★
Lovell Partnerships	366	★★★★★
M F Freeman	28	★★★★★
McCarthy Stone	377	★★★★★
Miller Homes	1589	★★★★★
Morris Homes	221	★★★★★
Norfolk Homes	34	★★★★★
Orbit Homes	63	★★★★★
Persimmon Homes	5016	★★★★★
Redrow Homes	1809	★★★★★
Robertson Homes	161	★★★★★
Rose Builders	27	★★★★★
Spitfire Homes	81	★★★★★
St Modwen	481	★★★★★
Stanccliffe Homes	22	★★★★★
Stonebond Properties	29	★★★★★
Story Homes	598	★★★★★
Strata Homes	181	★★★★★
Taylor Wimpey	3904	★★★★★
Thakeham Group	55	★★★★★
Tilia Homes	267	★★★★★
Vistry Homes	2459	★★★★★
Wainhomes	421	★★★★★
William Davis	79	★★★★★

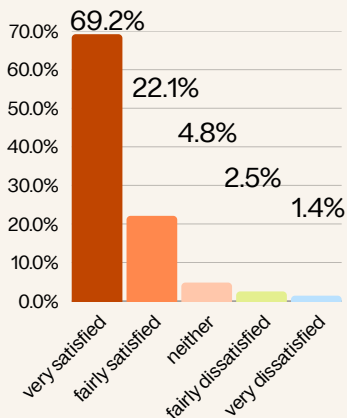
View the latest survey question responses

Would you recommend your builder to a friend?

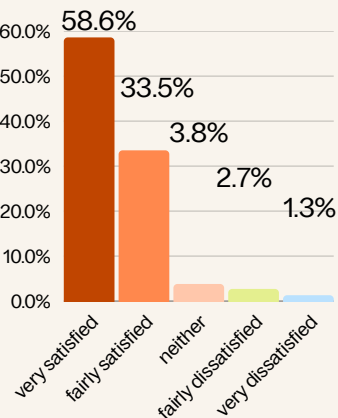


The National New Homes Customer Satisfaction Survey launched in 2005 and, with two decades worth of rich data, is the established barometer of performance for UK home builders. The survey is issued to new build homeowners eight weeks and nine months after completion. The results published annually are based on feedback to the eight week surveys. This year's results show that new builds homes have a Net Promoter Score (NPS) of 59, with high levels of promoters (68%).

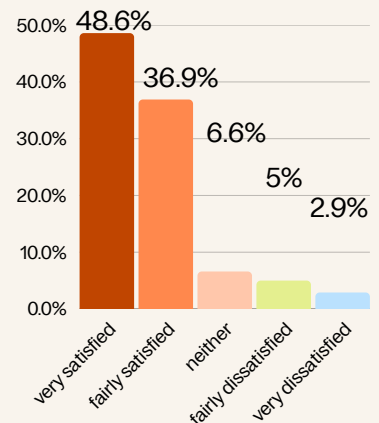
How satisfied are you with the service provided by your builder before and during the buying process?



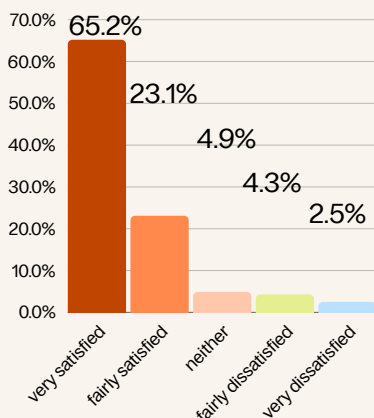
How satisfied are you with the quality of your home?



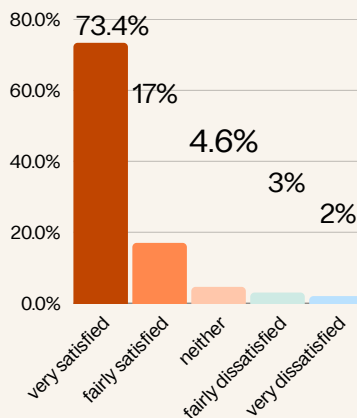
How satisfied are you with the standard of finish of your new home?



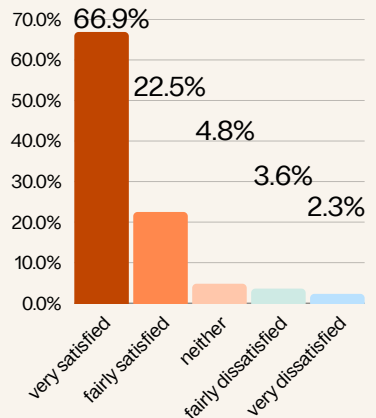
How satisfied are you with the cleanliness of your new home on the day you moved in?



How satisfied are you with your builder in relation to completing the construction of your home on time?

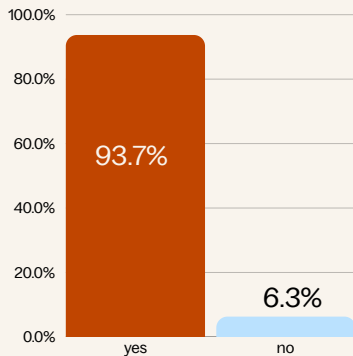


How satisfied are you with the service provided by your builder after you moved in?

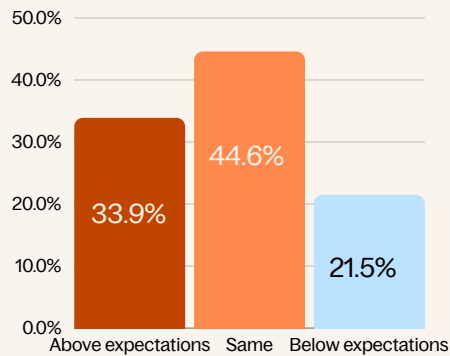


Survey question responses continued

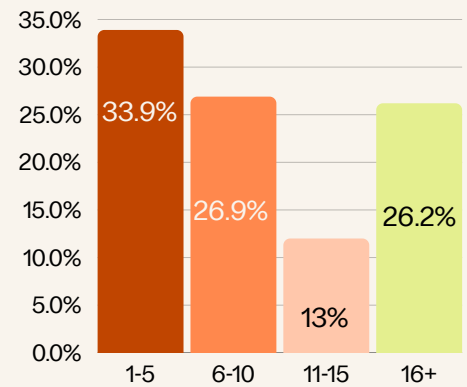
Have you reported any problems with your home to your builder since you moved in?



Was the number of problems in line with your expectations?



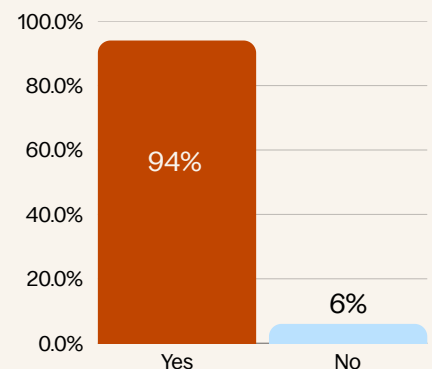
How many problems have you reported to your builder?



“We are incredibly proud at Spitfire Homes to be recognised as a 5-star housebuilder for the first time in 2025. The achievement is something that our entire business has worked hard to achieve. As an SME with a determination to deliver high-quality homes, it is incredibly rewarding to know that everyone involved in the creation of a Spitfire home has contributed towards this accreditation.”

Matt Vincent, Sales Director at Spitfire Homes

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



Committed to improved customer service

To further support the industry's desire to improve the customer experience and improve outcomes, we are making improvements to the customer satisfaction survey and star rating scheme.

From 2026, the star ratings will be based on responses to two questions asked in both the eight-week and nine-month surveys sent to new build home buyers, and based on the responses to an additional question.

We're also working with the New Homes Quality Board to make more survey results publicly available. This will provide a broader view of performance, enabling organisations to better benchmark themselves and drive improvements, while also providing consumers with greater insight to support them with their buying journey.

Find out more at hbf.co.uk/CSS

