

**NEW
HOMES
WEEK**

2026
**MARKETING
TOOLKIT**

Welcome to **NEW HOMES WEEK 2026**

New Homes Week 2026 represents a pivotal moment for our industry, and this year we're adopting a bold approach.

We're not just celebrating new homes – we're empowering potential buyers.

When:

Monday 2 to Sunday 8 February 2026

This year's theme: **P** **THE** **POWER**
TO **MOVE**

Consumer confidence remains fragile, with many potential buyers frozen by indecision.

The *Power to Move* campaign directly tackles purchase paralysis by providing trusted information that cuts through market uncertainty. It positions new homes as the smart, secure choice while showcasing our expertise.

Key activity and resources this year:

- 7-day structured content framework making participation easier with more options to choose from
- Lead influencer and local collaboration partnerships to amplify reach beyond traditional audiences
- Evergreen content that will extend the impact beyond the week itself
- Ready-to-use assets saving you time and ensuring consistent messaging

This year's game-changer:

We're partnering with leading lifestyle influencers – Olivia Bowen and Tayo Oguntonade – to amplify New Homes Week messaging.

This isn't just about reach – it's about credibility and authentic storytelling.

Olivia Bowen

We're proud to collaborate once again with lifestyle authority Olivia Bowen. With over 3.7m followers across her personal and business accounts, including The Bowen Home, Olivia brings proven credibility to New Homes Week messaging.

Her authentic home and lifestyle content resonates with families at every stage, making her the perfect advocate to showcase how new homes deliver on the 'Power to Enjoy' promise of stress-free living, making space for more quality family time.



Tayo Oguntonade

Award-winning TV presenter and qualified mortgage advisor Tayo Oguntonade brings essential financial expertise to New Homes Week.

Recognised for translating complex property and finance topics into practical advice, Tayo will address the 'Power to Buy' theme head-on, demonstrating how new homes represent smart investment decisions and helping buyers to understand the financial advantages of choosing new over old.



New Homes Week 2026

We've designed a structured approach that takes the guesswork out of your New Homes Week participation. Each day has a specific focus that addresses real buyer concerns while highlighting the advantages of choosing a new home. Our lead call to action will be to 'search new build homes', nudging audiences to begin their homebuying journey.

Our influencer activity will see macro and micro ambassadors exemplify daily topic themes that focus on universal new build benefits, making it perfect for you to share. We encourage you to replicate this approach with local ambassadors and customer advocates.

Your complete day-by-day guide to making the most impact is later within this document.

Be sure to add the campaign hashtag #NEWHOMESWEEK and @NEWHOMESWEEK in your social content so we can measure and amplify the campaign.

NEW
HOMES
WEEK

Campaign Assets

There will be ready-to-use campaign assets made available to you so you can get the most out of the week.

Digital Marketing Assets

- Social media post templates for all major platforms
- Instagram Stories templates for interactive elements
- Email marketing templates for customer communications

Press Pack Components

- 7 adaptable press releases (one for each day)
- Statistical fact sheets with national and regional data
- An influencer/advocate brief for each day
- Customer permission template for testimonials

How to Access and Customise

1. Download assets from the member portal at hbf.co.uk/NHW26
2. Add your branding and site-specific information
3. Adapt messaging for your local market or relevant theme
4. Schedule content according to the daily framework
5. Include #newhomesweek and @NewHomesWeek to your social posts so we can share and amplify your posts.

Assets will be available to download by the end of December, see 'HBF MEMBER RESOURCES' section later within in the document for more details.

Press Pack

This year we have developed a press pack to give you the choice and flexibility to select and adapt the themed press release/s according to priorities for your regions, developments, and even individual plots.

They're designed to give you the weight of the New Homes Week campaign and comment for subjects from our influencers but allow you to adapt them depending on your focus – be it plot specific or region-wide. This also means less duplication for journalists as the majority of the content can be unique to you.

For longevity, press releases can be added to your website, linked back to in sales emails and tailored for social media posts too.

The press pack will be available in December 2025, along with assets, at hbf.co.uk/NHW26

Other ways to get involved

Call for content: Showcase your new build homes

We want to feature the new build homes across the country in the lead up to, during and after New Homes Week. Share walkthrough footage, property tours, and showcase content that highlights the benefits and features of your developments. From show home tours to behind-the-scenes construction footage - we want to see what makes your homes special.

Upload your content via our website by logging in or using access code NHWCOM26: hbf.co.uk/NHW26

Host an event

Planning an event during New Homes Week? We'd love to hear about it. Whatever the theme, a neighbourly get together or a muddy boot visit, share the event details with us as we can support and feature your content across our social channels too.

[Submit your event details via our online form.](#)



Be sure to add the campaign hashtag #NEWHOMESWEEK and @NEWHOMESWEEK in your social content so we can measure and amplify the campaign.

NEW
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WEEK



Other ways to get involved

Homeowner case studies

We love to showcase stories about real homeowners and their stories. You may have existing case studies you've created throughout the year that tap into the daily themes. Ideally, we're looking for unbranded 9x16 video content for use across our social channels. That said, please do send through written content with supporting photography – we will need a minimum of 3 photos for each case study, please.

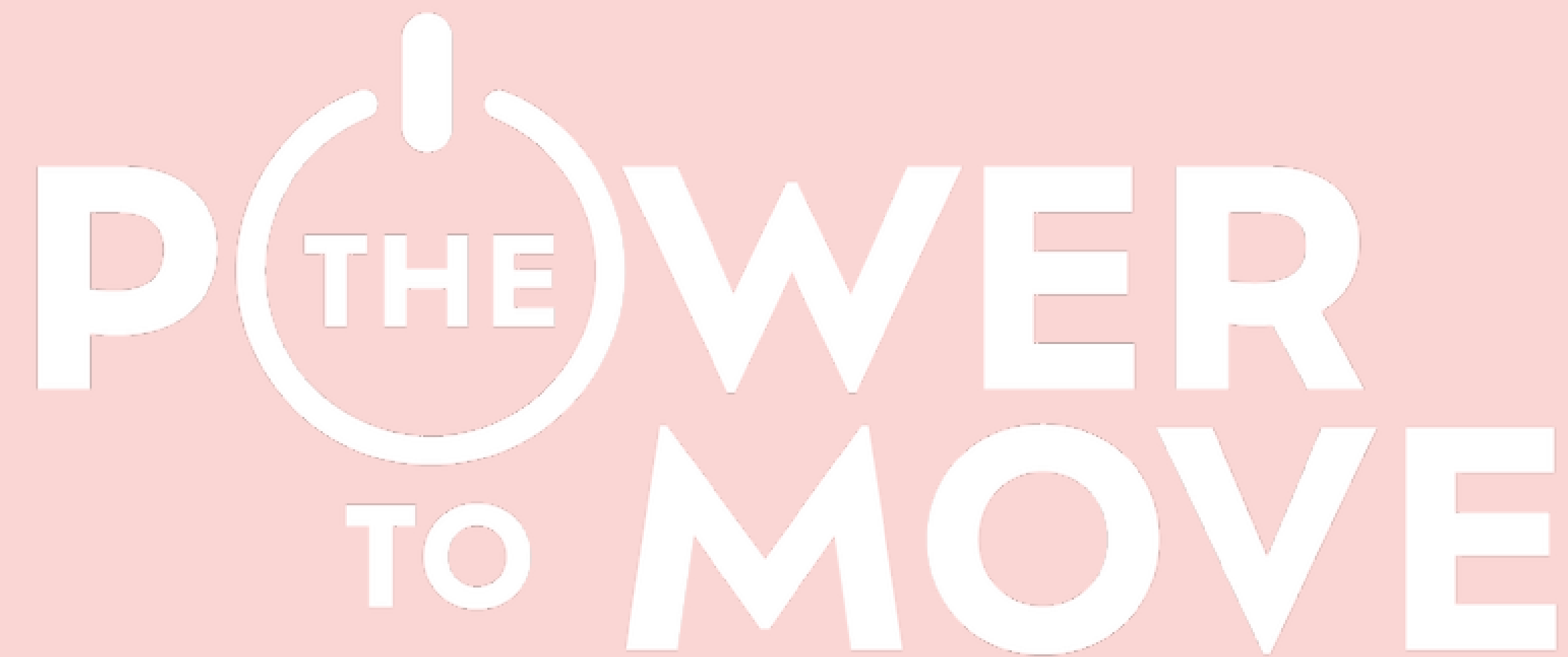
Including as much detail as possible from the homeowners' interviews is super helpful in supporting us to tell inspiring stories about the buying process and their home that will engage audiences. Please feel free to share full interviews. Share these with us (or ask your PR teams to collate and share) by emailing comms@hbf.co.uk.

Remember, be sure to add the campaign hashtag #NEWHOMESWEEK and tag us @NEWHOMESWEEK in your social content.

NEW
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WEEK



Monday



The Message

Dedicated support. Easy moving schemes. No onward chain – making it easier to take those first steps to make that move.

Why This Day Matters

Monday launches the Power to Move campaign, showing how new homes make taking the first step simple and achievable. By demonstrating what that first step looks like and highlighting how new build teams are ready to help, the campaign breaks down reservations and eases any nervousness - giving buyers the confidence to move forward.

The campaign inspires buyers at every stage of life - from first-time buyers to home movers, to downsizers - and motivates them to act now.

What You Can Do

- Showcase your team to humanise the process
- Share the first steps buyers can take to get the ball rolling
- Create content addressing common buyer hesitations with expert advice
- Set expectations for the valuable content and insights coming throughout the week





Monday

Content Ideas for Your Channels

- Meet the team ready and waiting to give you the power to move – spotlighting sales advisors and independent financial advisors in key areas
- Welcome video introducing New Homes Week and daily themes
- Week preview carousel showing what's coming each day
- Interactive polls asking what buyers most want to learn about
- Emphasise how being top of the chain and easy move schemes can help you make that move sooner



What You'll Need

- Week overview content and daily theme summaries
- Team introduction materials and key spokesperson availability
- Brand positioning content and value propositions
- Social media assets for week launch and daily previews
- Interactive content tools for engagement and anticipation building – like polls
- Clear messaging about the week's educational journey and outcomes
- Customer success stories and testimonials from recent buyers





Tuesday

The Message

Everything brand new, zero hidden histories, no jobs list – just room to enjoy.

Why This Day Matters

Empower consumers to prioritise happiness, time, and quality of life – while making the smart financial investment so they can get on with living. Show potential savings and lower maintenance costs vs. a doer-upper as powerful supporting evidence for choosing enjoyment over endless fixing.

What You Can Do

- Contrast time spent on home upgrades vs. enjoying life
- Showcase move-in ready benefits and immediate lifestyle gains
- Highlight lower maintenance costs and hassle-free living
- Feature customer stories about newfound free time and reduced stress of your home not being a project
- Position new homes as the smart choice to enable you to get on with living

POWER
TO ENJOY





Tuesday

Content Ideas for Your Channels

- Behind-the-scenes build process showing professional teams handling major construction
- Publish a time-lapse transformation of the professional build process, showing major work completed before handover vs. endless homeowner renovation projects
- Weekend Plans – enjoy personalising your completed home not the mess of re-modelling an older one!
- Customer testimonials about stress-free living and gained leisure time to explore local area
- Day in the life content showing relaxed homeowner routines
- Virtual tours highlighting low-maintenance features and finishes



What You'll Need

- Lifestyle photography and walk-through video content of show homes
- Cost/time comparison data (renovation/maintenance vs. enjoyment activities)
- Customer testimonials/case studies that reinforce the bliss of moving into an all-new home
- Customer stories about pursuing hobbies, travel, or family time





Wednesday



The Message

Improved standards, recommended by 94% of new build buyers and backed by independent protection you can trust.

Why This Day Matters

Trust is fundamental to major purchase decisions. This is your opportunity to build buyer confidence by educating audiences that new homes today are built to higher industry standards, with most backed by independent protection through the New Homes Ombudsman service. Showcase the industry's improved record of customer satisfaction and stronger consumer safeguards, to reinforce industry's commitment to quality that enables consumers to buy with confidence.

What You Can Do

- Feature the [National Customer Satisfaction Survey statistic](#) – 94% of new build buyers would recommend their builder to friends or family
- Provide an explainer of the benefits of the New Homes Ombudsman and consumer code, connecting this to a commitment to improved quality and customer care
- Share real homeowner stories
- Highlight quality processes and standards, and aftercare
- Showcase your construction team's expertise with behind-the-scenes footage of homes being built





Wednesday

Content Ideas for Your Channels

- Time-lapse construction videos showing quality processes
- Day in the life content with site managers or quality inspectors, as an opportunity to reinforce the handmade nature of new builds and snagging process
- Case study video or testimonial that emphasises the quality of the buyer's home
- Explainer carousel on the New Homes Ombudsman service and what that means to buyers
- Celebrating award-winning members of your team



What You'll Need

- Customer satisfaction statistics (94% recommendation rate)
- Real homeowner testimonials and video interviews
- Information about ombudsman schemes and industry protections
- Details of quality standards and inspection processes
- Professional body memberships and standards
- Quality certificates and accreditations
- Comparison data between new and older properties





Thursday

The Message

Deposit boosts. Developer incentives. Support to sell – giving you the power to buy sooner than you might think.

Why This Day Matters

Changes to the Stamp Duty threshold, combined with limited affordable lending, have caused many buyers to pause their moving plans. This creates an opportunity to highlight how choosing a new build can unlock access to buying incentives, helping buyers to move sooner. Yet, this isn't always factored in when people begin their search.

For those deterred by the time and hassle of shifting their current property, schemes such as part exchange and assisted buying can simplify the process, making moving quicker, more achievable, and attainable.



What You Can Do

- Promote available incentives and their benefits
- Explain buying schemes available and how they work
- Showcase case studies of first-time buyers who have been surprised by what they were able to buy with the benefit of incentives
- Share testimonials from families that used easy move schemes to quickly buy their next home, without the hassle of a chain
- Demonstrate how schemes can boost purchasing power





Thursday

Content Ideas for Your Channels

- Buying scheme explainer videos – ‘Meet the team’ content featuring sales consultants and independent financial advisors
- FAQ posts addressing affordability and scheme eligibility
- Customer success stories from scheme users
- Step-by-step buying process guides
- Budget consideration example when choosing a new build vs. older property



What You'll Need

- Information on all available buying schemes and eligibility criteria
- Affordability calculators and financial planning tools
- Clear process documentation and timeline guides
- Contact details for IFA's and support services
- Customer success stories and testimonials from scheme users





Friday



The Message

Less upkeep. Lower energy costs. Higher efficiency standards – giving you the power to save on utility bills and upgrades.

Why This Day Matters

Consumer awareness around energy efficiency is higher than ever, and new builds are delivering levels of efficiency that retrofits struggle to match, without the hassle or cost of upgrading. Use this opportunity to highlight the stats that show just how much new homeowners could save compared to older properties. Showcase the energy-efficient features built in from the start – especially those that can't be seen. As new standards are introduced, emphasise how new standards guarantee improved efficiency, while smart technologies in the home add warmth and comfort.

What You Can Do

- Compare running costs and energy rating comparisons between new and older properties
- Highlight energy efficiency ratings
- Showcase smart home technology a
- Demonstrate measurable financial and environmental advantages
- Showcase sustainable building materials and methods
- Explain the Future Homes Standard to demonstrate how your homes are future-proofed against upcoming regulations





Friday

Content Ideas for Your Channels

- 'Your monthly energy bill New home vs. older house' comparison graphic (which will be made available as part of campaign assets provided by HBF)
- Video tours highlighting energy-efficient features
- Customer testimonials about reduced utility bills
- Behind-the-scenes content showing sustainable construction practices and technology consumers may not be aware of
- Air source heat pump explainer content, busting common misconceptions



What You'll Need

- Energy efficiency ratings and certificates for developments
- Cost comparison data (new vs. older properties)
- Smart home technology demonstrations and benefits
- Environmental impact data and sustainability credentials
- Annual running cost calculations and examples
- Future-proofing technology details
- Your customer permission template for testimonials





Saturday

The Message

Everything brand new, backed by a 10-year warranty and 2-year builder guarantee – giving you the confidence to relax.

Why This Day Matters

Position new builds as a reliable choice, free from dreaded hidden horrible histories, and the risk of boilers breaking down – everything is all new with consumer protections to boot. Emphasise how these benefits give buyers peace of mind and certainty. Demonstrate professional snagging resolution and comprehensive coverage as guaranteed protection against the hassle, unknown issues and unforeseen costs that come with renovations.



What You Can Do

- Explain professional snagging resolution processes, emphasising new utilities and the handcrafted nature of new builds
- Highlight 10-year build warranties as guaranteed protection
- Compare new home certainty vs. older property unknowns
- Share examples of homeowners who have enjoyed the benefit of being able to move it and make it home as everything is move-in ready





Saturday

Content Ideas for Your Channels

- Talking head / POV videos from homeowners focusing on why everything being all new was a bonus for them
- Video with sales consultants explaining the warranties and additional protections for extra peace of mind
- A calm POV walk-through of an empty new home, highlighting how it's ready for you to make your mark
- A gallery of show home content reinforcing the key messaging that you have the space to make the place home, with the peace of mind of added protection
- Buyer testimonials championing the aftercare they received



What You'll Need

- 10-year warranty documentation and coverage details
- Professional maintenance and support service information
- Comparison content highlighting older property risks/unknowns
- Customer testimonials about stress-free experiences
- Quality control and inspection process details
- After-sales support service information





Sunday

The Message:

New homes, new friends, and thoughtfully designed spaces - new build developments help communities connect, giving you a place to belong.

Why This Day Matters

Community connection taps into universal human desires, but new developments offer something unique - the chance to build relationships with neighbours who are also starting fresh, creating welcoming communities where everyone belongs from day one. Research shows that buyers are prepared to move further out, yet that can bring nervousness about fitting into a new area. Demonstrate how, whether moving locally or relocating, the shared fresh-start experience helps build genuine belonging, and reinforce the community infrastructure delivered by developers to support new and existing communities.

POWER
THE
TO BELONG

What You Can Do

- Showcase community amenities, social spaces, and recreational facilities
- Highlight local partnerships and neighbourhood connections
- Demonstrate how developments foster natural neighbourly relationships
- Share case studies of homeowners who have established a strong sense of community at different life stages - young family coffee group, community gardening initiative, local football team
- Preview upcoming community developments and future amenities





Sunday

Content Ideas for Your Channels

- 'Meet your neighbours' resident interview series
- Community amenity tours and facility demonstrations
- 'A day in our community' lifestyle content
- Local business partnership spotlights and collaboration stories
- Community events highlights and social gatherings
- Weekend area exploration guides for prospective buyers

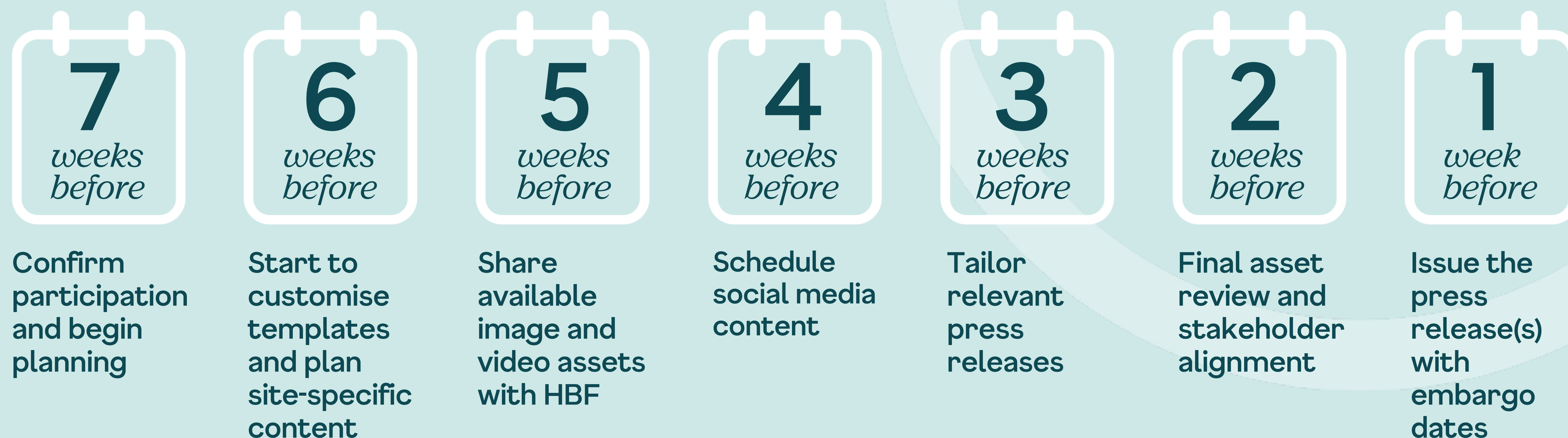
POWER
THE
TO BELONG

What You'll Need

- Diverse resident testimonials from various buyer types and distances moved
- Photo/video content of community amenities and social spaces
- Local business partnership information and collaboration examples
- Community events calendar and regular activity schedules
- Case studies showing successful community integration
- Access to community facilities for filming/photography
- Future development plans



Planning your participation – timeline



WEEK OF: *Daily content deployment and engagement monitoring*

POST-CAMPAIGN: *Review performance and plan follow-up activities*

Questions or Need Help?

Contact the New Homes Week team at
comms@hbf.co.uk

Remember:

This isn't just a week-long campaign – it's an opportunity to showcase your expertise, build trust with potential buyers, and position your developments as the smart choice in an uncertain market. The *Power to Move* theme puts you at the centre of empowering informed homebuying decisions.

Let's make
NEW HOMES WEEK 2026
your most successful yet.

HBF Member Resources

Member resources and downloadable assets will be available by the end of December and will be hosted on our member resources page at hbc.co.uk/NHW26. You will need to sign in to access this content.

These resources will be available exclusively to HBF members. Be sure to join our mailing list by selecting 'Communications, PR and marketing' as an area of interest in your online account hbf.co.uk/account/myhbf/aoes



Join our
mailing list
*so we can update
you when the
resources are
available.*



THANK YOU
