



## Homeowner satisfaction with new homes remains high

This year's industry survey demonstrates that delivering high levels of customer satisfaction is an absolute priority for house builders. Over 90% of new homebuyers surveyed say they would buy a new build home again; whilst over 86% say they would recommend their home builder to a friend - a 2% year-on-year increase.

Customer satisfaction levels for new homes compare favorably with any other industry or product, and help explain why demand for new homes continues to increase.

As output rose steeply in recent years there was a drop in the overall satisfaction levels recorded in the survey. The industry committed to addressing the falls and a huge amount of work has gone on, both

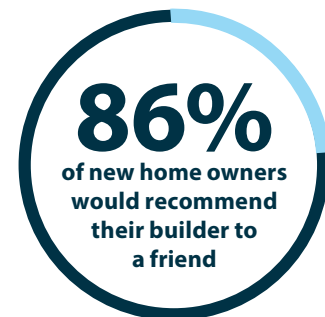
within individual companies and at an industry level, to drive customer service and build quality levels back up.

Raising customer satisfaction in a home building company, where each house or apartment is effectively a bespoke product built on location, requires commitment from everyone in the company, from senior management through to site sales and construction staff. The increases in satisfaction levels across all question areas, in a period where output has continued to rise, are, therefore, especially welcome.

The industry continues to recruit and train tens of thousands of new staff, from apprentices and graduates through to experienced workers from other sectors, whilst working ever more closely with its

supply chain to ensure it has the capacity to deliver more, high-quality homes in the years ahead.

Over the past four years housing supply has increased by 74%. As a result this year saw 93,000 surveys sent out, an increase of 60% on three years ago, with 62% being returned.



## 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.

### Lots of ways to buy!

Sometimes, buying a house can seem like an impossible dream. But people looking to buy new have a range of options, such as Help to Buy or part exchange schemes. These can help make the ultimate goal of homeownership more affordable and completely achievable.

### 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. That could mean an annual saving of £440 for a 1-bed ground floor flat, and £1,410 for a 4-bed detached house.

### Environmentally friendly

Energy efficiency standards and CO<sup>2</sup> emissions in new homes are some of the best in the world. On average, this equates to them being roughly 65% more energy efficient than an equivalent Victorian house.

### 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 homebuyers are protected by their builder's guarantee as well as an independent 10 year warranty. Customers also benefit from the peace of mind given by Consumer Codes.



# 2016/17 Customer Satisfaction Survey

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 largest continuous industry research exercises in the country.

This year's survey covers the 12 months from October 2016 to September 2017. Of the 93,444 questionnaires sent, 57,972 were returned, a response rate of 62%, an outstanding response to a hybrid email and postal survey, compared to other consumer surveys.

Since the survey was launched more than a decade ago scores in all question areas have improved significantly. The survey has provided a barometer for the industry and for individual builders to gauge performance and drive improvements.

The statistical methodology used in the analysis of this survey has been approved by the Statistical Services Centre, University

of 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.

Last year, Ipsos MORI conducted a full review of the survey. They concluded that the survey approach and processes are consistent with best practice and that it is 'fit for purpose'. Changes are being implemented for the new survey year.

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

## HBF results for the 2016/17 survey year

Home builder	Sample size	HBF Star Rating
Avant Homes	837	★★★★★
Barratt Developments	8783	★★★★★
Bellway Homes	4012	★★★★★
Bloor Homes	1315	★★★★★
Bovis Homes	1662	★★
CALA Homes	846	★★★★★
Cameron Homes	75	★★★★★
Cavanna Homes	72	★★★★★
Churchill Retirement Living	336	★★★★★
Countryside Properties	736	★★★★★
Crest Nicholson	1041	★★★★★
Croudace Homes	169	★★★★★
Davidsons Developments	248	★★★★★
Galliers Homes	36	★★★★★
Gentoo	107	★★★
Hill	93	★★★★★
Jones Homes	231	★★★★★
Keepmoat	947	★★★
Kier Living	353	★★★
Lagan Homes	102	★★★
Linden Homes (Housebuilding)	1442	★★★★★
Lioncourt Homes	76	★★★★★
Lovell	369	★★★
Mactaggart & Mickel Homes	109	★★★★★
McCarthy & Stone	1457	★★★★★
Miller Homes	1388	★★★★★
Morris Homes	503	★★★★★
Orbit Homes	52	★★★★★
Persimmon Homes	8202	★★★
Redrow Homes	2803	★★★★★
Riverdale Developments	30	★★★★★
Russell Armer Homes	35	★★★★★
St Modwen Homes	226	★★★★★
Stewart Milne	372	★★★★★
Story Homes	387	★★★★★
Strata Homes	305	★★★★★
Taylor Wimpey	6342	★★★★★
William Davis	122	★★★★★

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

"The HBF customer satisfaction survey began as a series of quality benchmarks for our business against the rest of the industry, with a bias towards the sales and production arenas. From this we learnt how all areas of the business impact on the entire customer journey, so that it has now become embedded into our culture and signifies something far deeper and enriching: It symbolises our whole attitude towards each and every relationship we prize; with our people, our supply chain and our customers."

**Andrew Weaver, Chief Executive, Strata**

"We are committed to providing our customers with the best possible experience when they buy a new home from us. Being awarded five stars in the HBF's customer satisfaction survey is a ringing endorsement that we are successfully delivering on our promise to our customers and the survey provides an important benchmark to ensure we continually strive to do so."

**Chris Endsor, Chief Executive, Miller Homes**

"At Hill, the quality of homes we deliver and the customer experience we provide is at the core of what we do. The HBF Customer Satisfaction Survey is a fantastic tool to measure and monitor outcomes and give customers the chance to provide feedback. Being a 5 star housebuilder is a great accolade, but we are only as good as the most recent home delivered so we will strive to continuously improve our service and the quality of our product."

**Greg Hill, Deputy Chief Executive, Hill Group**

"We are dedicated to focusing on what is important to our customers, and our five star recognition allows us to clearly reflect this commitment towards high standards of service and build quality."

**John Enright, Head of Customer Care, Bellway Group**

### Key:

Large	🏠🏠🏠	over 1000 surveys sent
Medium	🏠🏠	between 300 - 999 surveys sent
Small	🏠	less than 300 surveys sent

# Key Findings

After slight falls across all question areas in the previous four years, this year saw increases across all the questions in the survey.

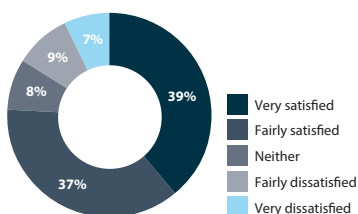
For the key question on which the company star ratings are based, 86% of respondents said that they would recommend their builder to a friend, up 2%.

85% of new homebuyers were happy with the quality of their new home, up 1%.

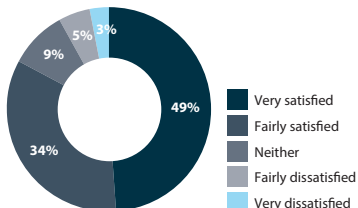
81% said that they were satisfied with the service provided during the buying process; 83% said they were happy with the handover process, with 83% satisfied with the information provide by their builder on the day they moved in.

In terms of the design of their new home, 92% of buyers were happy with the internal design of their new home and 87% were happy with the external design.

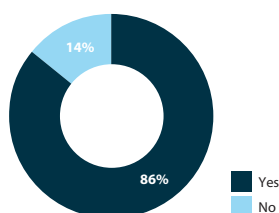
Taking everything into account, overall how satisfied or dissatisfied are you with the standard of finish of your new home?



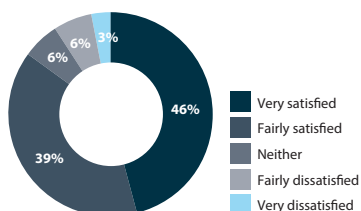
Taking everything into account, overall how satisfied or dissatisfied are you with the external layout of your new home?



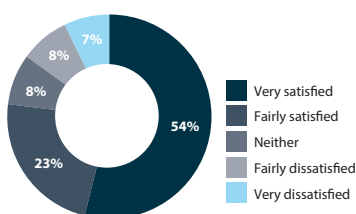
Would you recommend your builder to a friend?



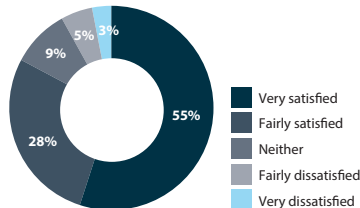
Taking everything into account, overall how satisfied or dissatisfied are you with the quality of your home?



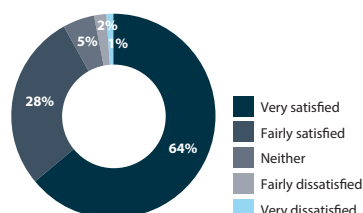
Taking everything into account, overall how satisfied or dissatisfied are you with your builder in relation to completing the construction of your home on time?



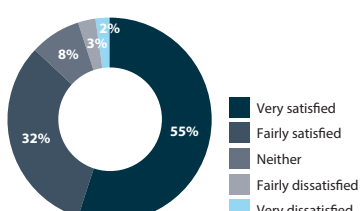
Taking everything into account, overall how satisfied or dissatisfied are you with the information provided on the day you moved in?



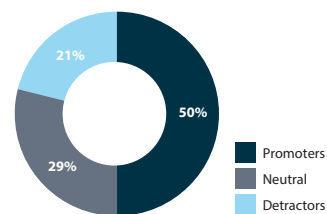
Taking everything into account, overall how satisfied or dissatisfied are you with the internal design and layout of your new home?



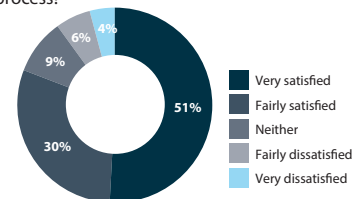
Taking everything into account, overall how satisfied or dissatisfied are you with the external design of your new home?



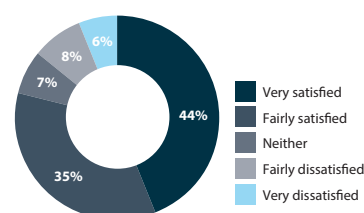
On a scale of 0-10 how likely would you be to recommend your builder to a friend? (Net Promoter Score)



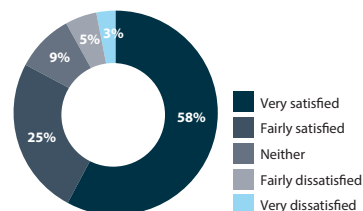
Taking everything into account, overall how satisfied or dissatisfied are you with the service provided by your builder during the buying process?



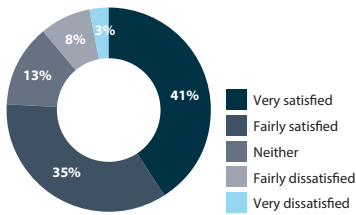
Taking everything into account, overall how satisfied or dissatisfied are you with the condition of your new home on the day you moved in?



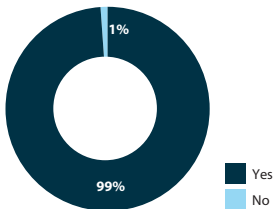
Taking everything into account, overall how satisfied or dissatisfied are you with the handover process on the day you moved in?



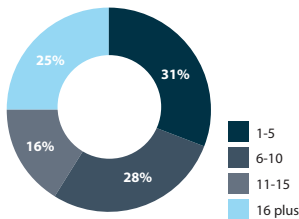
Taking everything into account, overall how satisfied or dissatisfied are you with the provision of storage in your new home?



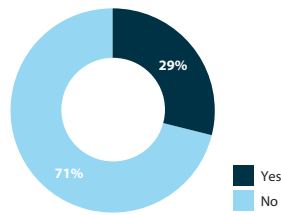
Have you reported any problems with your home (i.e. snags, defects) to your builder since you moved in?



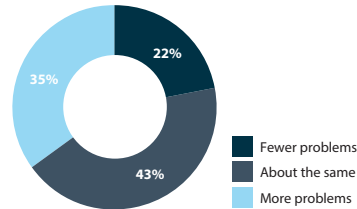
Approximately, how many problems have you reported to your builder?



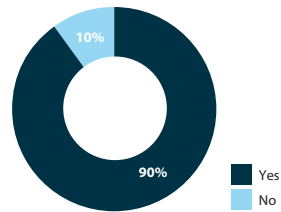
Have you ever bought a newly-built or newly-converted home before?



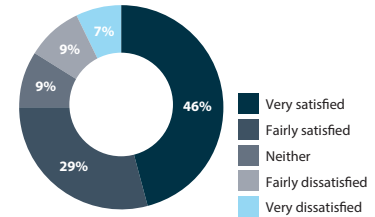
Was the number of problems in line with your expectations?



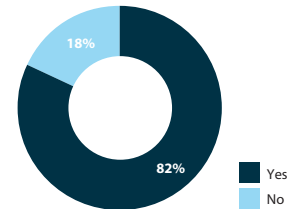
If you were to buy another property, would you buy a newly-built or newly-converted home again?



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

NHBC runs two customer satisfaction surveys to support the industry. The National New Homes Survey is first sent to homeowners eight weeks following the date of legal completion. A second NHBC survey is sent at nine months, after homeowners have settled into their new home. This is what homeowners told us at nine months...

"We have had a fabulous experience with our new home we love everything about it. Everything from the sales advisor and the site manager has been a very good experience and even after we moved in they afforded us their time and help when we needed it. I would definitely buy from them again. We thought the design was super and quality of fixtures and fitting were very good and suited our needs. Ten out of ten." **Mr B, Preston**

"All good, from Sales through to Site Team" **Mr M, Glasgow**

"Excellent customer service after completion. Staff are friendly and helpful and keen to rectify any issues" **Mr & Mrs M, Telford**

"The builders are very attentive with any problems that I have encountered and have rectified the majority of the problems. They have also performed some tasks as gestures of goodwill. I am very impressed by their customer service by the site managers and his assistants." **Mr & Mrs B, Exeter**

"Great quality build - this is repeatedly mentioned whenever we have friends and family to visit!" **Mr C & Miss O, Shrewsbury**

"Very quick response to any questions or reports of snags by the lady in the sales office. Was also impressed with the follow up telephone calls to ensure work had been completed and that I was happy. Excellent service." **Mr B, Sunderland**

"We love our new home and the surrounding area. The staff are always professional and friendly. We have had no issues and would highly recommend the staff, each and every one of them. Many thanks." **Mr & Mrs H, Nottingham**

"Very impressed all round through the process of buying and after. Always seem happy to help and friendly around the site." **Mr R & Miss F, Southampton**

"Builder always willing to help with any issues or concerns we have had. This has really given us the confidence and happiness that we made the right decision to buy our property!" **Mr & Mrs P, West Midlands**