

National new home customer satisfaction survey



Homeowner satisfaction with new build homes increasing

This year's customer satisfaction survey results show that house builders have further improved buyer satisfaction levels, underlining the industry's commitment to delivering extremely high levels of customer service. 87% of the new home owners surveyed said they would recommend their builder to a friend, up 1% on last year, with over 90% saying they would buy a new build home again. The survey aligns with others in demonstrating quite clearly that the vast majority of people who actually buy and live in a new build home are happy with them.

After seeing satisfaction levels fall for four years in succession, something the industry was heavily criticised for, last year saw a reversal of the trend across all question areas including a 2% improvement in the key 'recommend' questions.

This year's further improvement is a clear demonstration that the intense focus within the industry on build quality and customer service is continuing to deliver. The improvements in satisfaction levels have been achieved as output has continued to increase. The past five years have seen an unprecedented 78% increase in housing supply, and the industry recognises that high levels of build quality and service must be maintained as volumes rise.

Raising customer satisfaction in a home building company, where each house or apartment is effectively a bespoke product built on location, using a broad range of skills and trades, requires commitment from everyone in the company, from senior management through to site sales and construction staff.

House builders continue 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.

The industry is also engaging closely with a range of stakeholders to facilitate the introduction of a new homes ombudsman, that will further enhance build quality and consumer protections for new home buyers.

This year's survey covers the 12 months from October 2017 to September 2018. As a result of the big increases in housing supply more than double the number of surveys were issued compared to five years ago with 98,876 questionnaires sent out, and 60,955 returned, a response rate of 60% – extremely high for such a 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 performance.



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.

Lots of ways to buy!

Sometimes, buying a house can seem like an impossible dream, but with new build there are some different options. Many housebuilders now offer part exchange schemes whereby they purchase a buyer's existing home; whilst the Government's Help to Buy scheme has enabled over 200,000 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 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. 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 in new homes are some of the best in the world, and CO₂ emissions some of the lowest. 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 home buyers are protected by their builder's guarantee as well an independent 10-year warranty. Customers also benefit from the peace of mind given by Consumer Codes.



2017/18 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 most comprehensive continuous industry research exercises in the country.

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.

In 2017, 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'. Recommended changes have been 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

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

"We're delighted Redrow has been awarded five stars in the HBF Customer Satisfaction Survey. Four years ago we created a new customer journey, which was informed by homeowners and inspired by the best retailers outside the industry. Since that time our customer and quality satisfaction scores have improved year-on-year. We review every survey in detail and it's been great to see increasing customer comments highlighting the teamwork, flexibility and dedication of our people to deliver a Five Star customer experience."

John Tutte, Executive Chairman, Redrow

"Our vision is to lead the future of housebuilding by putting the customer at the heart of everything we do. So for us the release of the HBF customer satisfaction survey is one of the most important dates in the calendar and the scores are a real marker for us as a business. We are enormously proud to be the only major national housebuilder to be rated as 5 star for the past 10 years and will continue to work as hard as we can to keep our customers satisfied."

David Thomas, CEO, Barratt Developments

"As a company, we have been focusing very hard over the last four years on driving significant improvements in our quality and delivery and it is pleasing to see these efforts resulting in improved customer satisfaction scores and a five star rating, as recognised by the HBF. We launched our customer driven strategy last year, which is focused on identifying and responding even better to our customers' needs, to become the homebuilder of choice."

Pete Redfern, Chief Executive, Taylor Wimpey

HBF results for the 2017/18 survey year

Home builder	Sample size	HBF Star Rating
A & J Stephen	39	★★★★★
Avant Homes	919	★★★★
Barratt Developments	8487	★★★★★
Bellway Homes	4610	★★★★★
Bloor Homes	1688	★★★★★
Bovis Homes	1430	★★★★
CALA Homes	1006	★★★★★
Cameron Homes	125	★★★★★
Cavanna Homes	102	★★★★
Churchill Retirement Living	364	★★★★★
Countryside Properties	870	★★★★
Crest Nicholson	1132	★★★★
Croudace Homes	180	★★★★★
Davidsons Developments	299	★★★★★
Duchy Homes	35	★★★★★
Galliers Homes	60	★★★★★
Galliford Try Partnerships & Regeneration	153	★★★
Gentoo	91	★★★★
Hill	145	★★★★★
Jones Homes	210	★★★★
Keepmoat	1388	★★★
Kier Living	417	★★★
Lagan Homes	95	★★★★
Linden Homes (Housebuilding)	1514	★★★★
Lioncourt Homes	100	★★★★★
Lovell	348	★★★
Mactaggart & Mickel Homes	96	★★★★★
McCarthy & Stone	1330	★★★★★
Miller Homes	1540	★★★★★
Morris Homes	461	★★★★
Orbit Homes	43	★★★★
Persimmon Homes	8234	★★★
Redrow Homes	2923	★★★★★
Russell Armer Homes	20	★★★★★
St Modwen Homes	281	★★★★
Stewart Milne	359	★★★★
Story Homes	470	★★★★
Strata Group Ltd	319	★★★★
Taylor Wimpey	6017	★★★★★
W Westerman	25	★★★★★
William Davis	76	★★★★★

Key:

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

"Our team at Russell Armer Homes are focused on outstanding customer care. This award is really special to us as it reflects what our customers think of their homes and our service."

Martyn Nicholson, Managing Director, Russell Armer

"At Galliers we pride ourselves on building high quality homes with our customers being our main focus. The team are very proud that we've achieved five star status and we believe this recognition is evidence of our commitment to our customers. We have developed a culture within our business that focuses on supporting each other to ensure we achieve the very best for the customer. The team are passionate about building to a five star standard and we are always looking for ways to be even better and continually improve the customers experience."

Andy Gough, Regional Director, Galliers

Key Findings

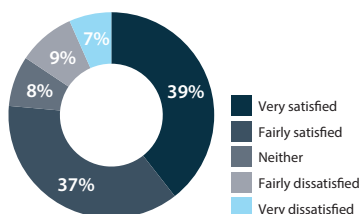
For the key question on which the company star ratings are based, 87% of respondents said that they would recommend their builder to a friend, up 1% on the previous year; whilst over 90% of buyers said they would buy a new build again.

The intense focus on quality and service, allied with the increased industry capacity has seen improvements across all key areas. 82% of buyers were happy with the sales process and 85% with the information provided by the builder about their home, up 1%, whilst 86% were happy with the quality of their new home, again up 1%.

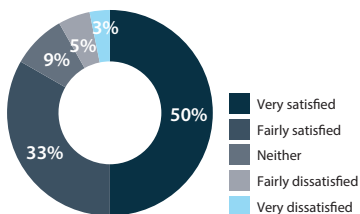
New homes are complex, bespoke products and two thirds of those polled said the number of problems (snags, usually minor such as paint drips, cupboard doors out of line etc) was in line with their expectations. 58% had less than 11 issues with their new home. 77% of people were happy with the builder's after sales service including how they dealt with any snags or issues, up 2%.

In terms of the design of their new home, 93% of buyers were happy with the internal design of their new home and 87% were happy with the external design.

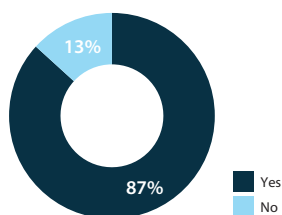
Taking everything into account, overall how satisfied or dissatisfied are you with the standard of finish of your new home?



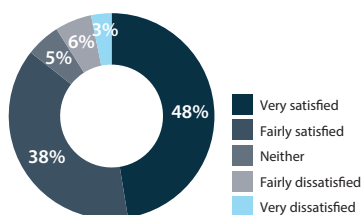
Taking everything into account, overall how satisfied or dissatisfied are you with the external layout of your new home?



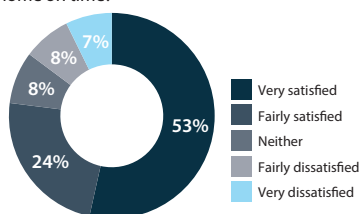
Would you recommend your builder to a friend?



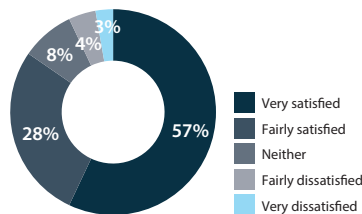
Taking everything into account, overall how satisfied or dissatisfied are you with the quality of your home?



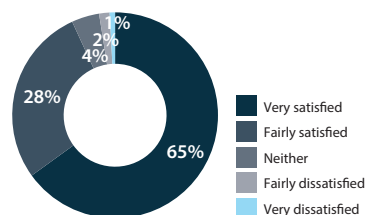
Taking everything into account, overall how satisfied or dissatisfied are you with your builder in relation to completing the construction of your home on time?



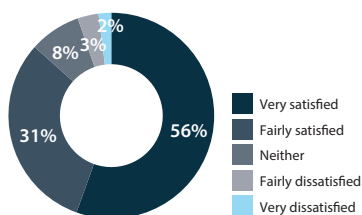
Taking everything into account, overall how satisfied or dissatisfied are you with the information provided on the day you moved in?



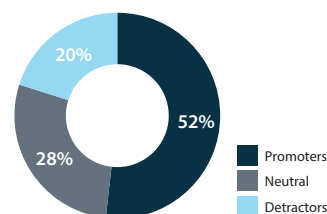
Taking everything into account, overall how satisfied or dissatisfied are you with the internal design and layout of your new home?



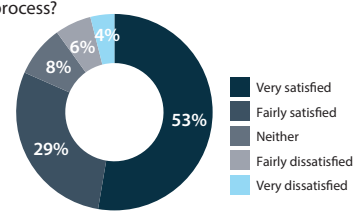
Taking everything into account, overall how satisfied or dissatisfied are you with the external design of your new home?



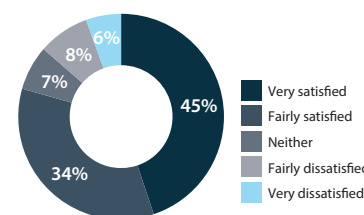
On a scale of 0-10 how likely would you be to recommend your builder to a friend? (Net Promoter Score)



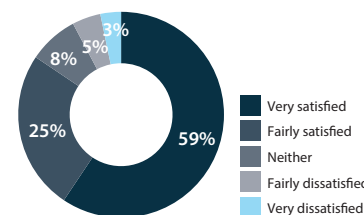
Taking everything into account, overall how satisfied or dissatisfied are you with the service provided by your builder during the buying process?



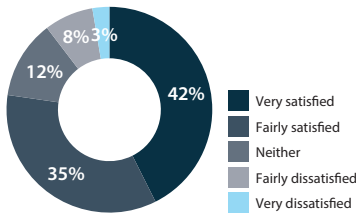
Taking everything into account, overall how satisfied or dissatisfied are you with the condition of your new home on the day you moved in?



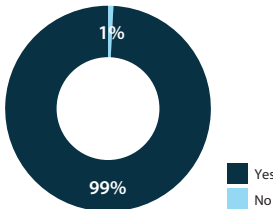
Taking everything into account, overall how satisfied or dissatisfied are you with the handover process on the day you moved in?



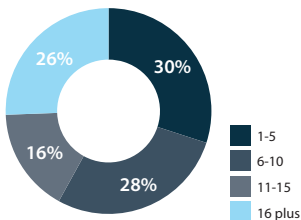
Taking everything into account, overall how satisfied or dissatisfied are you with the provision of storage in your new home?



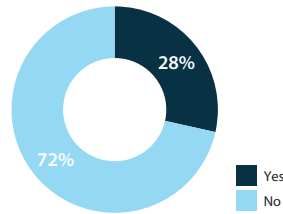
Have you reported any problems with your home (i.e. snags, defects) to your builder since you moved in?



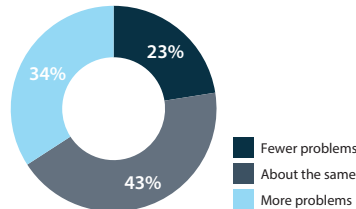
Approximately, how many problems have you reported to your builder?



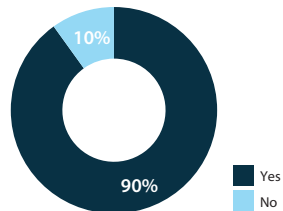
Have you ever bought a newly-built or newly-converted home before?



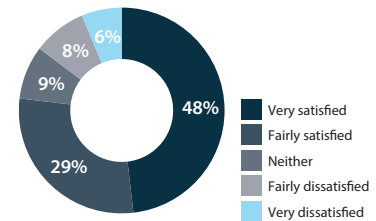
Was the number of problems in line with your expectations?



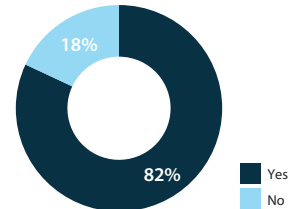
If you were to buy another property, would you buy a newly-built or newly-converted home again?



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

"After care was excellent, a great team who were very organised and proactive. The contractors who fixed the snags were all professional and friendly."
Mr D, Exeter

"The builder has maintained my dream of owning my own home in all interactions. They were absolutely fantastic!"
Miss E, Leicester

"The whole purchasing process was very simple and quick. Our main contact on site was exceptional – so helpful and quick to respond. There were no hidden horrors. The overall quality of the build is excellent."
Mr H, Coventry

"The house itself and the service received, has been an easy transaction and the staff we dealt with have all been outstanding."
Miss B & Mr P, Cardiff

"Everything was explained thoroughly, all our questions were answered."
Mr M & Miss M, Coventry

"Amazing service throughout. Over the moon with the whole process and our beautiful new home. Couldn't have gone any better. Incredibly happy. Well done."
Mr & Mr R, Eastleigh

"Overall the team were very professional and helpful. I would highly recommend the builder to friends and family. We are very pleased with our property."
Mr & Mrs L, Basingstoke

"Standard of finish is excellent – a couple of snagging issue as to be expected in any new home but even the only serious fault was fixed within the same day. The site team are remarkable and efficient and so friendly and understanding."
Miss A, Norwich

"A new home will always have a snagging list but it's the way the builder deals with them which counts and I can't fault the speed and willingness to respond."
Miss P, Stafford

"The build quality is very good, they have made sure that snagging before occupation has reduced the issues a new homeowner might expect to find. Quality of finish is very good, delighted with our new home."
Mr J, Ashford