

Homeowner satisfaction with new homes remains high

The results of this year's industry survey again show that housebuilders are delivering extremely high levels of customer satisfaction.

86% of respondents were satisfied with the overall quality of their new home and 85% say they would recommend their home builder to a friend.

Such levels of customer satisfaction, which compare favourably with any other industry or product, are one of the many reasons why more and more people are buying new, and the overwhelming majority of those that do report that they would do so again: over 90% of new build buyers said they would buy a newly built home again.

The survey period saw a significant increase in house building as the industry responded to the nation's need for more new, high quality, homes. The latest official figures show that housing delivery was up around 25% year on year in England with the number of respondents to the survey (45,342) up 19% on last year.

Throughout the year the industry recruited tens of thousands of new staff, from apprentices and graduates through to experienced workers from other sectors with transferable skills to boost its capacity. It also worked closely with its supply chain to ensure the materials were in place to deliver more high quality homes.

With a Government clearly committed to introducing further pro-development policies the industry is committed to delivering further increase in the supply of high quality homes.

To allow it to do so the industry will continue to invest in its people, suppliers, internal quality control systems and customer service processes to ensure that as further increases in volume are delivered, customer satisfaction and build quality remains an absolute priority.



Key benefits of new homes

Why buy new?

A new home is fresh, bright, clean and untouched by previous owners' choice of décor. It's 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 utilise 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 CO₂ 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 home buyers are protected by their builder's guarantee as well as an independent 10 year warranty, most likely NHBC Buildmark. Customers also benefit from the peace of mind given by Consumer Codes.



Customer Satisfaction: Background

The survey is carried out by NHBC and covers the 12 months from October 2014 to September 2015.

The annual survey 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 more than half a million survey returns have been received making it one of the most comprehensive continuous industry research exercises in the country.

Of the 80,582 questionnaires sent, 45,342 were returned, a response rate of 56% – an outstanding response to a hybrid email and postal survey.

The statistical methodology used in the analysis of this survey has been approved by the Statistical Services Centre, University of Reading. The methodology is principally 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 awarded by HBF are allocated according to the proportion responding 'Yes' to the question 'Would you recommend your builder to a friend?'

90%+	5 star	60% – 70%	2 star
80% – 90%	4 star	50% – 60%	1 star
70% – 80%	3 star		

HBF results for the 2014/15 survey year		
Home builder	Sample size	HBF Star Rating
Avant Homes	431	★★
Barratt Developments	7594	★★★★★
Bellway Homes	2674	★★★★
Bloor Homes	823	★★★★
Bovis Homes	1180	★★★
CALA Homes	470	★★★★★
Cavanna Homes	69	★★★★★
Churchill Retirement Living	290	★★★★★
Countryside Properties	453	★★★★
Crest Nicholson	748	★★★★
Croudace Homes	138	★★★★★
Davidsons Developments	130	★★★★★
Gentoo	111	★★★★
Hill	98	★★★★
Jones Homes	159	★★★★
Keepmoat	727	★★★★
Kier Living	353	★★★★
Lagan Homes	75	★★★
Linden Homes	899	★★★★
Lioncourt Homes	30	★★★★★
Lovell	218	★★★★
Mactaggart & Mickel Homes	87	★★★★★
McCarthy & Stone	1138	★★★★★
Miller Homes	824	★★★★★
Morris Homes	416	★★★★
Orbit Homes	25	★★★★★
Persimmon Homes	6034	★★★
Redrow Homes	1812	★★★★
Russell Armer Homes	22	★★★★
St Modwen Homes	132	★★★★
Stewart Milne	332	★★★★
Story Homes	184	★★★★★
Strata Homes	187	★★★★★
Taylor Wimpey	4887	★★★★
William Davis	93	★★★★★

"This is a barometer of industry performance and we are delighted to be awarded 5* status for the seventh successive year. 90% customer satisfaction is a stretching target so we are particularly pleased to have achieved this again at a time when industry volumes are expanding so quickly." **David Thomas, Chief Executive, Barratt Developments Plc**

"Quality of build, quality of design and quality of service are at the heart of everything we do at Lioncourt Homes. They are the fundamental ingredients behind our success and our substantial growth over the past 5 years. As with all key targets for business there has to be a way of measuring performance and the HBF New Homes Survey provides excellent independent feedback both on our own performance and how we are performing against our peers. There is no better way of monitoring the quality of everything we do than through the direct feedback we receive from our customers." **Colin Cole, Chief Executive, Lioncourt Homes Ltd**

"Customer satisfaction reporting is one of the most important business tools we use to monitor our performance. While we are pleased to be the only housebuilder, of any size or type, to win the Five Star award for 11 years in a row, we are aiming to improve further and put the customer at the heart of our business. The NHBC / HBF statistics give us unprecedented insight to help us achieve this." **Clive Fenton, Chief Executive Officer, McCarthy & Stone plc**

"Our commitment to our customers is a key element of our strategy and we greatly value the recognition we receive in the HBF's National New Home Customer Satisfaction Survey. It is an important measure within the housebuilding industry and for Miller Homes provides us with a valuable benchmark which helps ensure we continually strive to deliver on our promise to our customers." **Chris Endsor, Chief Executive, Miller Homes**

"For over 20 years Cavanna Homes has conducted a customer survey to ensure that we are continually meeting the expectations of our homebuyers. The HBF Customer Survey is hugely important in supplementing this work and showing that smaller family housebuilders, like ourselves, can achieve a maximum 5 star rating by offering a standard of product and service, to match, and indeed exceed, that of the largest housebuilders in the land." **Eugene Rapson, Managing Director, Cavanna Group**

Key Findings

Since the survey was launched more than a decade ago, significant progress has been made by the industry such that scores in all question areas have improved significantly since the early years.

As well as the top level findings listed above, 79% of buyers said that they were satisfied with the service provided during the buying process; 82% said they were satisfied with the handover process with 81% satisfied with the information provided by their builder on the day they moved in.

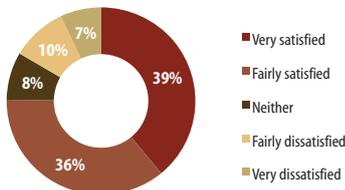
In terms of the design of their new home, 92% of buyers were satisfied with the internal design of their new home and 86% were satisfied with the design externally.

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.

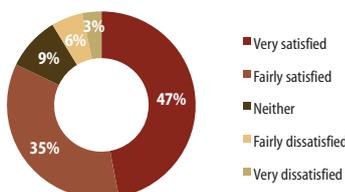
Every area of a business ultimately has an impact on the end product – and the results achieved – and the survey gives a clear demonstration of the industry's determination to continue to improve what it provides for its customers.



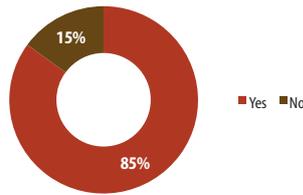
Taking everything into account, overall how satisfied or dissatisfied are you with the standard of finish of your new home?



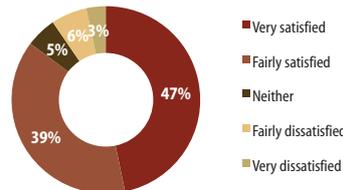
Taking everything into account, overall how satisfied or dissatisfied are you with the external layout of your new home?



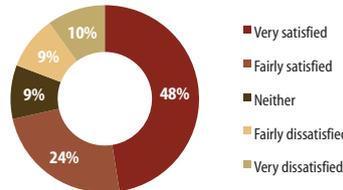
Would you recommend your builder to a friend?



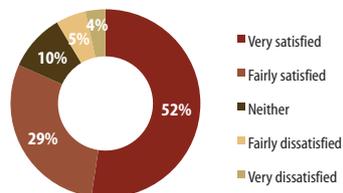
Taking everything into account, overall how satisfied or dissatisfied are you with the quality of your home?



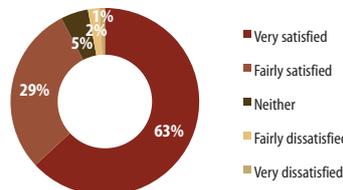
Taking everything into account, overall how satisfied or dissatisfied are you with your builder in relation to completing the construction of your home on time?



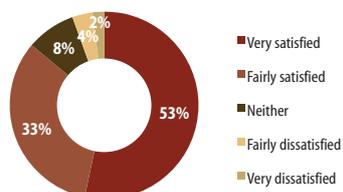
Taking everything into account, overall how satisfied or dissatisfied are you with the information provided on the day you moved in?



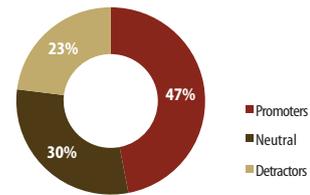
Taking everything into account, overall how satisfied or dissatisfied are you with the internal design and layout of your new home?



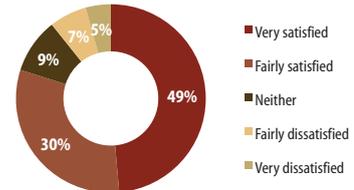
Taking everything into account, overall how satisfied or dissatisfied are you with the external design of your new home?



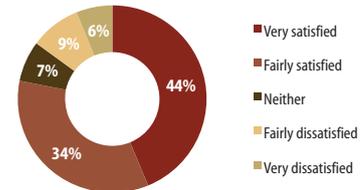
On a scale of 0-10 how likely would you be to recommend your builder to a friend? (Net Promoter Score)



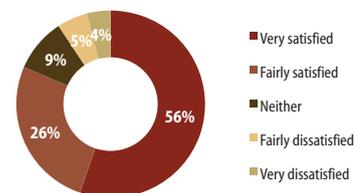
Taking everything into account, overall how satisfied or dissatisfied are you with the service provided by your builder during the buying process?



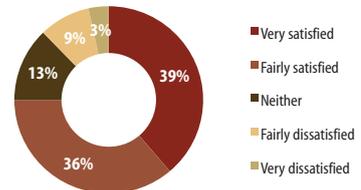
Taking everything into account, overall how satisfied or dissatisfied are you with the condition of your new home on the day you moved in?



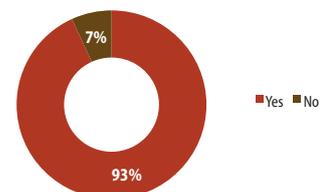
Taking everything into account, overall how satisfied or dissatisfied are you with the handover process on the day you moved in?



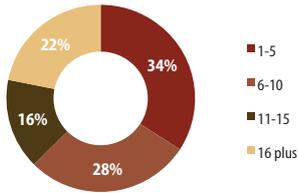
Taking everything into account, overall how satisfied or dissatisfied are you with the provision of storage in your new home?



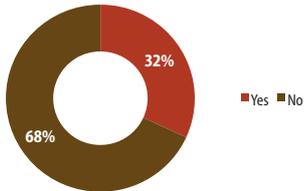
Have you reported any problems with your home (i.e. snags, defects) to your builder since you moved in?



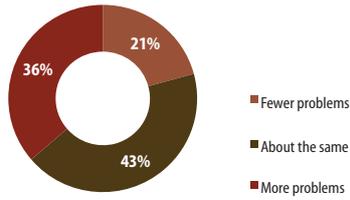
Approximately, how many problems have you reported to your builder?



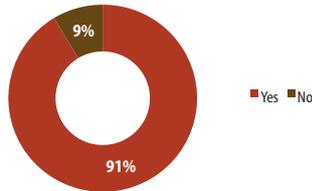
Have you ever bought a newly-built or newly-converted home before?



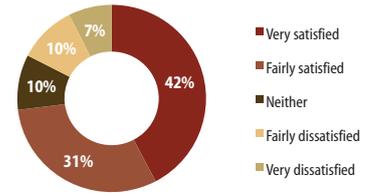
Was the number of problems in line with your expectations?



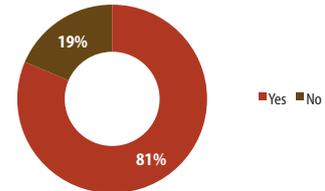
If you were to buy another property, would you buy a newly-built or newly-converted home again?



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...

"The experience I had moving in and settling in was far better than I expected or hoped for. I cannot speak more highly of the team who facilitated this process."
Ms H, Chesham

"The builders have always been very customer focused, only too willing to address any issues or clarifications required."
Mr S, Perth

"The service and care provided was above and beyond, the whole process was a dream."
Mr, Cheshire

"I have found the quality of the build of my home, and the after sales service to be first class. I have already recommended builder to a number of friends."
Mr & Mrs M, Glasgow

"I have recommended already and I would gladly recommend again the housebuilder to anybody. The house was made on time, with quality finishing and we were guided all the way through. Overall it was a good experience and we think our new home is better than we expected."
Mr B, Northampton

"The response time of the aftercare customer support have been amazing. The sale and site office staff have been very helpful. We are also very satisfied with the development/neighbourhood, building design and landscape."
Mrs B, Taunton

"Excellent quality and value for money."
Mr H, Scotland

"Always polite and have looked after us, thank you."
Mr & Mrs M, Loughborough