

COMMITMENT ON MARKETING



HOUSE BUILDING INDUSTRY COMMITMENT ON MARKETING

Dec 2013

Whilst opposing further intervention in the market that could reduce housing supply, the Home Builders Federation recognises the need to ensure UK buyers have adequate opportunity to buy the homes the industry is building. To ensure this is the case the HBF members listed below are signing up to the following commitment:

“We (the undersigned) commit to offer homes for sale in the UK before, or at the same time as they are available for sale overseas. The industry is committed to delivering the homes the country needs and will ensure that equal opportunity is given to UK buyers to purchase the homes we build.

“New homes on every development by the undersigned companies will be available for sale domestically before, or at the same time as they are available elsewhere.”

**Aquinna Homes
Barratt Developments plc
Crest Nicholson plc
Fairview New Homes
Galliard Homes
Hadley Property Group
Lend Lease
Lovell Partnerships
Redrow plc
Taylor Wimpey plc
Telford Homes plc**

This commitment is designed to allow developers flexibility whilst ensuring that no customers who have the right to reside in the UK are disadvantaged. Clearly developers will adopt different approaches. Some may decide to offer homes first in the UK only for a period of time; others may offer the homes overseas either after they have been offered in the UK or at the same time.

The commitment to market all new developments sold by the companies above in the UK before, or at the same time as they are for sale abroad will take effect as of 1st January 2014.