

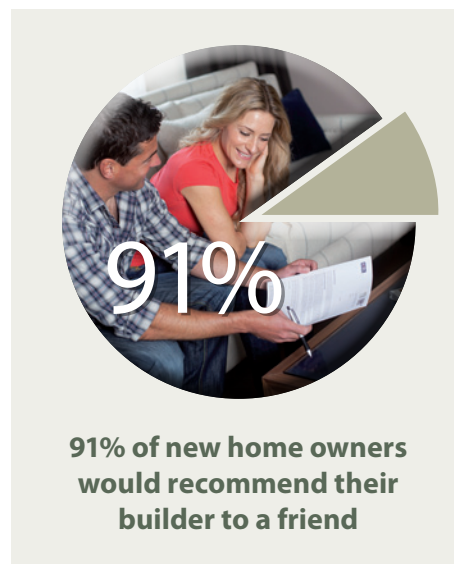
## Homeowner satisfaction with new homes is at an all time high...

There are a lot of reasons to buy a new home and, as this year's customer satisfaction survey shows over 90% of new home owners are so delighted with the quality of their new home, they would recommend their builder to a friend.

For the second year running, the results have been over 90% and this, together with many other benefits, make new homes an attractive option for homebuyers more than ever before.

### ...and there are many other benefits

There are many benefits to buying a new home, not least that it is fresh, bright and clean, providing a blank canvas to work on so that the home truly reflects the personality and lifestyle of the new home owner and their family from day one. And there is a growing swathe of evidence that other key benefits of new homes are making a real difference for homeowners.



### KEY BENEFITS OF NEW HOMES

- **High build quality**
- **Cheaper to run**
- **Designed for modern living**
- **Environmentally friendly**
- **Peace of mind**
- **Finance options available**



#### **High build quality**

The industry customer satisfaction survey shows continued high levels of homeowner satisfaction with the quality of new homes and the service they receive before, during and after moving in.

#### **Cheaper to run**

New homes are built to a much higher specification, such as double or triple glazing, and come fully insulated. The average new home uses significantly less energy than older homes – which could amount to savings of more than £500 a year for a three bedroom terrace.

#### **Designed for modern living**

New homes today are designed for modern living, with plenty of electrical points: they are internet-ready and often offered with a range of choices for kitchen and bathroom fit-out and other finishes.

#### **Environmentally friendly**

Today's new homes are built to very high environmental standards and, on average, reduce carbon dioxide emissions by 60% compared with older homes.

#### **Peace of mind**

It's the largest purchase that most people make, so it's only right that homeowners want reassurance that, in the unlikely circumstance that a significant defect occurs, they have adequate insurance to put it right. Most new homes come with a 10-year NHBC warranty.

#### **Finance options available**

There are a number of Government-backed schemes to help buyers of new homes. These include NewBuy and the FirstBuy shared equity scheme, both of which allow homeowners to buy with a 5% deposit.

# Customer satisfaction – Industry results

This National New Homes Survey, NHBC's industry survey of homeowners, now in its eighth year, shows that home builders have continued to improve their customer satisfaction, to the highest ever level.

91% of respondents said they would recommend their builder to a friend and 91% said that they were satisfied or very satisfied with the overall quality of their new home. Both these results have increased by one percentage point on last year and show that the industry continues to achieve very high levels of customer satisfaction despite the tough market and trading conditions.

The results compare extremely favourably when benchmarked against customer satisfaction survey results for other products and services from other industries.

## Other survey results

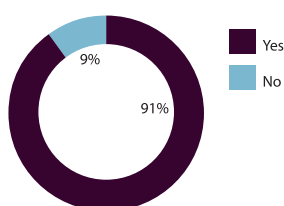
Satisfaction scores for all other questions in the survey equalled or bettered the high scores seen last year. In summary:

- 87% of purchasers were satisfied or fairly satisfied with the service they received during the buying process.
- 88% said they were satisfied with the condition of their home when they moved in.
- 88% regarded their home builder as very or fairly good with regards to completing their home on time (this result was a marked increase on last year's result).
- 87% were satisfied with the standard of finish of their new home.

Raising customer satisfaction, when each house or apartment is effectively a bespoke product built on site, requires commitment from everyone in the building company, from senior management through to sales and construction staff.

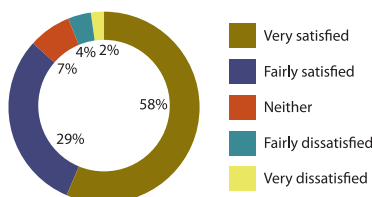
Every area of a business ultimately has an impact on the end product, and the survey results clearly demonstrate the industry's determination to continue to improve what it provides for its customers.

Q1. Would you recommend your builder to a friend?



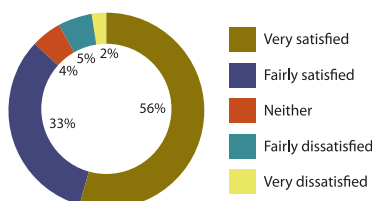
Sample size (not weighted) - 25,355

Q3. How satisfied or dissatisfied were you with the service provided by your builder during the buying process?



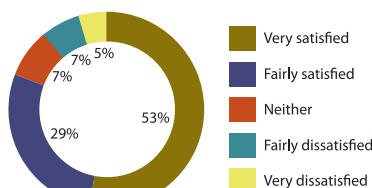
Sample size (not weighted) - 25,366  
Total satisfied - 88% Total dissatisfied - 6%

Q5. How satisfied or dissatisfied were you with the condition of your home on the day you moved in?



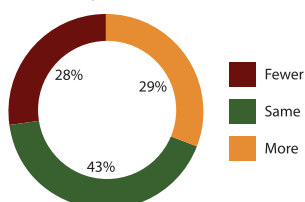
Sample size (not weighted) - 25,552  
Total satisfied - 88% Total dissatisfied - 7%

Q7. How satisfied or dissatisfied were you with the service provided by your builder after you moved in?



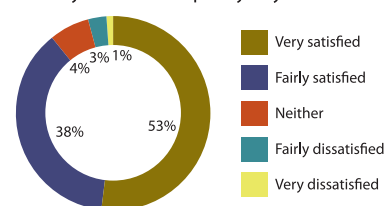
Sample size (not weighted) - 25,112  
Total satisfied - 81%\* Total dissatisfied - 12%

Q8b.\* Was the number of problems in line with your expectations?



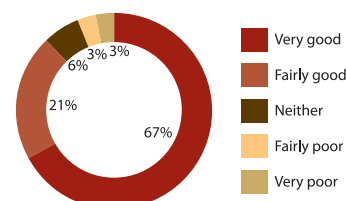
Sample size (not weighted) - 23,278

Q2. Taking everything into account, overall how satisfied or dissatisfied are you with the quality of your home?



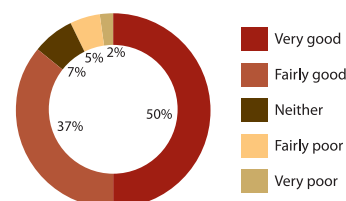
Sample size (not weighted) - 25,552  
Total satisfied - 91% Total dissatisfied - 4%

Q4. How would you rate your builder in relation to completing your home on time?



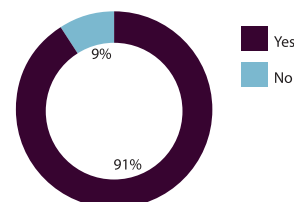
Sample size (not weighted) - 20,822  
Total good - 88% Total poor - 6%

Q6. How would you rate the standard of finish of your new home?



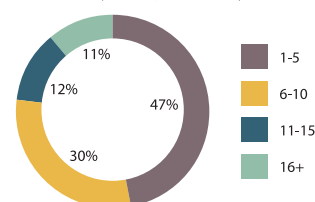
Sample size (not weighted) - 25,541  
Total good - 87% Total poor - 7%

Q8a.\* Have you reported any problems with your home (i.e. snags, defects) to your builder since you moved in?



Sample size (not weighted) - 25,449

Q8c.\* Approximately how many problems have you reported to your builder?



Sample size (not weighted) - 23,388

\* based on those who have experienced service after moving in

# Customer satisfaction – HBF Star Ratings



This is the eighth survey of new home buyers and covers the 12 months from October 2011 to September 2012. The survey was launched in response to recommendations in the Barker Review of housing in 2004. It is a self-completion online and postal survey of new home owners who bought from sixteen large home builders (building over 300 private new homes per annum) and five medium and small builders (building less than 300 private new homes per annum).

Of the 53,270 questionnaires sent, 29,330 were returned, a response rate of 55.1% – an outstanding response for this type of survey. The statistical methodology used in the analysis of these survey results has been audited and approved by the Statistical Services Centre, University of Reading. The methodology is the same as in the very first survey, published in 2006, for which Ipsos MORI acted as a consultant. The industry results presented on the previous page 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.

HBF Star Ratings have been calculated for each participating builder, based upon the audited percentage score for a 'Yes' response to the survey question 'Would you recommend your builder to a friend?' The Star Ratings are calculated as follows:

<b>5 Star Rating</b>	<b>90%+</b>	<b>3 Star Rating</b>	<b>70% – 79.9%</b>	<b>1 Star Rating</b>	<b>50% – 59.9%</b>
<b>4 Star Rating</b>	<b>80% – 89.9%</b>	<b>2 Star Rating</b>	<b>60% – 69.9%</b>		

<b>HBF results for the 2011/12 survey year</b>		
<b>Home builder</b>	<b>Sample size</b>	<b>HBF Star Rating</b>
Barratt Developments	4643	★★★★★
Bellway	1676	★★★★★
Bovis Homes	767	★★★★★
CALA	315	★★★★★
Cavanna	80	★★★★★
Crest Nicholson	554	★★★★★
Croudace	147	★★★★★
Davidsons Developments	82	★★★★★
Gladedale	611	★★★★★
Jones Homes	117	★★★★★
Keepmoat	431	★★★★★
Linden	924	★★★★★
Lovell	167	★★★★★
Mactaggart & Mickel	59	★★★★★
McCarthy & Stone	951	★★★★★
Miller	717	★★★★★
Morris	282	★★★★★
Persimmon	3809	★★★★★
Redrow	1094	★★★★★
Stewart Milne	270	★★★★★
Taylor Wimpey	4749	★★★★★

"In the last few years we have set out to improve every aspect of our operations. We have put construction quality and customer service at the heart of everything we do - the ethos of continuous improvement is embedded in our culture. Customer satisfaction reporting is helping us achieve this because it gives us a live insight and the tools we need to measure and drive forward our performance." **Mark Clare, Chief Executive, Barratt Developments Plc.**

"Getting a consistent benchmark across all of our businesses from the survey enables us to benchmark and drive improvements as we understand our strengths and weaknesses through our customers' eyes." **Pete Redfern, Chief Executive, Taylor Wimpey plc**

"The National New Homes Customer Satisfaction Survey is an extremely useful benchmark for giving customers confidence in making the biggest purchase of their lives. We are proud to achieve a five star rating as it reflects the care and attention to detail necessary to achieve the highest level of quality and customer service." **Andy Yallop, Chief Executive, Croudace Homes Group**



# 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...

"I had a great experience moving into my new home – the sales staff and site manager couldn't have been more helpful. Their service was of the highest standard including the workmen, who were at hand if I needed them. Thank you."

**Mrs S, Hamilton, South Lanarkshire**

"I have been very impressed with the quality of the house and its energy efficiency. During the winter months I have not had to have the heating on all day as the house stays warm."

**Mr & Mrs W, Carlisle, Cumbria**

"The builder provided me with great detail of the build process and helped me with my first mortgage."

**Mr G, Exeter, Devon**

"The development is very attractive and blends in perfectly with its village environment. The quality of finish and workmanship is excellent."

**Mr & Mrs A, Rotherham, South Yorkshire**

"The combination of a quality developer backed up by the NHBC, gives confidence to the whole process – choosing, buying and enjoying living in the new property."

**Mr B, Fintry, Stirling**

"Our buying experience this time has been exceptionally good – nothing seems too much trouble for the builders, who have provided us with a quality home, and have been polite and helpful."

**Mr & Mrs C, Basingstoke, Hampshire**

"Very well finished. Good quality kitchen..."

**Mr & Mrs B, London**

"The site manager and sales team went above and beyond to help us and make us feel valued. Couldn't be happier."

**Mr & Mrs M, Renfrew, Renfreshire**

