

## High level of homeowner satisfaction with new homes

In recent years, customer satisfaction levels for new build homes have consistently been extremely high. This year is no exception, with the 2014 survey showing that 90% of new home owners are so delighted with the quality of their new home, they would recommend their builder to a friend.

Such an outstanding level of customer satisfaction is just one reason why more and more people are buying new. **94% of people surveyed said that they would buy a new build home again.**

**The Government's Help to Buy equity loan scheme is helping people buy a new home with just a 5% deposit with more and more people taking advantage.**

A new home is fresh, bright and clean. It provides 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. New homes are also better for the environment and can save buyers hundreds of pounds a year in energy bills.

### KEY BENEFITS OF NEW HOMES

- High build quality
- Cheaper to run
- Environmentally friendly
- Designed for modern living
- Peace of mind
- You can buy!



#### 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 and use significantly less energy than older homes. This could amount to annual energy bill savings of over £1400 on a 4 bed detached home; around £900 a year for a three bedroom semi or over £400 on a one bedroom flat.

#### Environmentally friendly

Today's new homes are built to very high environmental standards and produce significantly less carbon dioxide emissions compared to older homes.

#### 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.

#### Peace of mind

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

#### You can buy!

The Government's Help to Buy equity loan scheme means that you can now buy a new build home with a 5% deposit. The scheme is open to first time buyers and those looking to move. With a Help to Buy equity loan the Government lends home buyers up to 20% of the cost of their new-build home, so they will only need a 5% cash deposit and a 75% mortgage to make up the rest.

Buyers are not charged loan fees on the 20% loan for the first five years of owning their home.

Visit [www.newbuy.org.uk](http://www.newbuy.org.uk) to find out more.



# Customer satisfaction: Background

This is the ninth industry survey of homebuyers, carried out by NHBC and covers the 12 months from October 2012 to September 2013. The survey was launched in response to recommendations in the Barker Review of housing in 2004. It is a self-completion census of the new home purchasers of UK home builders.

Of the 57,919 questionnaires sent, 32,137 were returned, a response rate of 56% – an outstanding response to a hybrid email and postal survey. Company star ratings are shown on the table below, full industry results are shown on the following pages.

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.

Company star rating results awarded by HBF are presented in bands as follows:

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

**90%+ 5 star**

**80% – 90% 4 star**

**70% – 80% 3 star**

**60% – 70% 2 star**

**50% – 60% 1 star**

HBF results for the 2012/13 survey year		
Home builder	Sample size	HBF Star Rating
Avant Homes	632	★★★★
Barratt Developments	5484	★★★★★
Bellway Homes	2011	★★★★★
Bloor Homes	142	★★★★★
Bovis Homes	815	★★★★
CALA Homes	355	★★★★★
Cavanna Homes	74	★★★★★
Churchill Retirement Living	143	★★★★★
Crest Nicholson	597	★★★★★
Croudace Homes	172	★★★★★
Davidsons Developments	78	★★★★★
Jones Homes	162	★★★★★
Keepmoat	427	★★★★
Linden Homes	907	★★★★
Lovell	201	★★★★
Mactaggart & Mickel Homes	73	★★★★★
McCarthy & Stone	997	★★★★★
Miller Homes	736	★★★★★
Morris Homes	246	★★★★★
Persimmon Homes	4172	★★★★
Redrow Homes	1320	★★★★★
Stewart Milne	280	★★★★★
Story Homes	77	★★★★★
Strata Homes	138	★★★★
Taylor Wimpey	4530	★★★★★

"We have set out to improve every aspect of our operations and have put construction quality and customer service at the heart of everything we do. We can only drive continuous improvement if we can measure and monitor our progress and customer satisfaction reporting gives us the live insights and the tools we need to do just that" **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**

"Customer satisfaction is at the heart of everything we do at CALA, from the moment we design a property to the quality of our homes and the entire purchasing experience. The National New Homes Customer Satisfaction Survey provides a valuable, independent benchmark of our performance. Consistently achieving the maximum five star rating reflects the dedication of our teams and provides reassurance to prospective customers." **Alan Brown, Chief Executive, CALA Homes**

# Key Findings

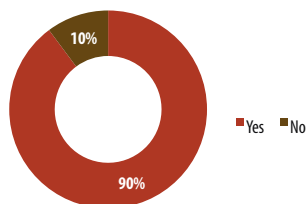
This year's National New Homes Survey, carried out by NHBC reveals that over 89% of respondents were satisfied with the overall quality of their new home, with around 90% saying they would recommend their home builder to a friend. This year's results are confirmation of the significant progress made in recent years by the industry to deliver exemplary levels of customer service. Since the survey began, there has been a clear increase in satisfaction and this year's fantastic results compare very favourably with any other industry or product.

84% of purchasers were very or fairly satisfied with the service they received during the buying process, with 85% satisfied with the condition of their home when they moved in. 82% regarded their home builder as very or fairly satisfactory with regards to completing the home on time, whilst 82% were also satisfied with the standard of finish of their home. 93% of buyers were satisfied with the internal design of their new home whilst 88% were satisfied with the design externally.

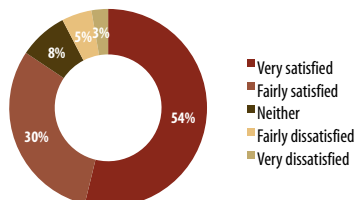
Raising customer satisfaction in a home building company, where each house or apartment is effectively a bespoke product built on location, requires commitment from everyone in the company, from senior management through to site sales and construction staff.

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

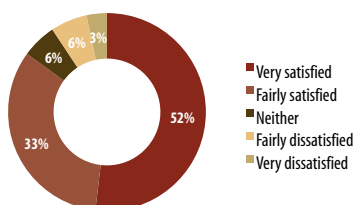
Would you recommend your builder to a friend?



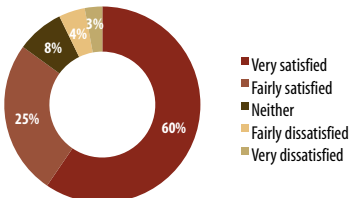
Taking everything into account, overall how satisfied or dissatisfied are you with the service provided by your builder during the buying process?



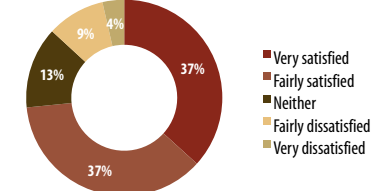
Taking everything into account, overall how satisfied or dissatisfied are you with the condition of your new home on the day you moved in?



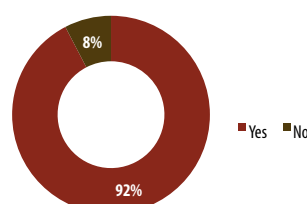
Taking everything into account, overall how satisfied or dissatisfied are you with the handover process on the day you moved in?



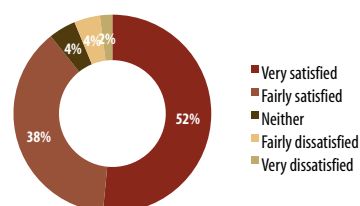
Taking everything into account, overall how satisfied or dissatisfied are you with the provision of storage in your new home?



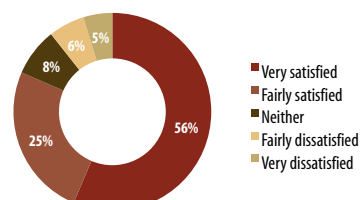
Have you reported any problems with your home (i.e. snags, defects) to your builder since you moved in?



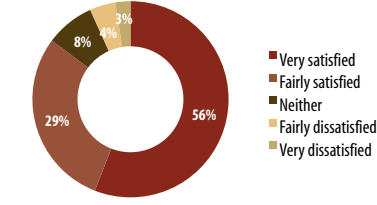
Taking everything into account, overall how satisfied or dissatisfied are you with the quality of your home?



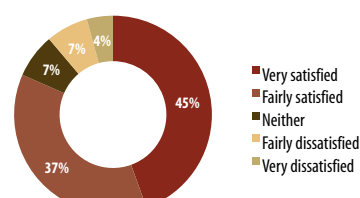
Taking everything into account, overall how satisfied or dissatisfied are you with your builder in relation to completing the construction of your home on time?



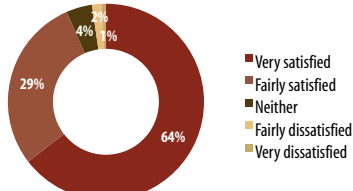
Taking everything into account, overall how satisfied or dissatisfied are you with the information provided on the day you moved in?



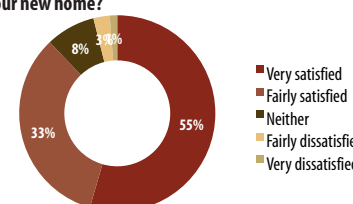
Taking everything into account, overall how satisfied or dissatisfied are you with the standard of finish of your new home?



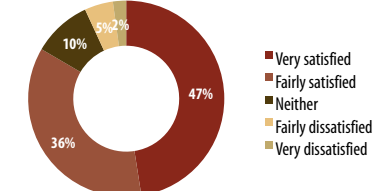
Taking everything into account, overall how satisfied or dissatisfied are you with the internal design and layout of your new home?



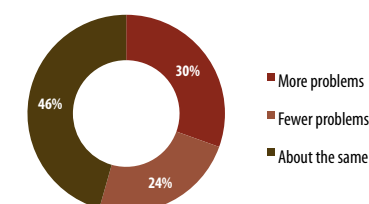
Taking everything into account, overall how satisfied or dissatisfied are you with the external design of your new home?



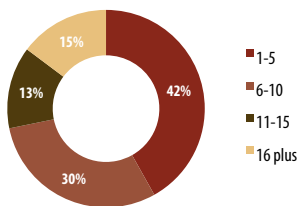
Taking everything into account, overall how satisfied or dissatisfied are you with the external layout of your new home?



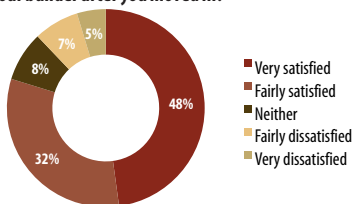
Was the number of problems in line with your expectations?



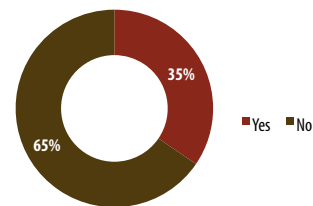
Approximately, how many problems have you reported to your builder?



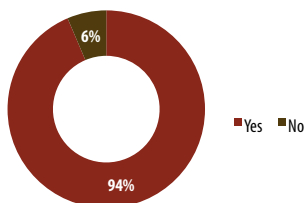
Taking everything into account, overall how satisfied or dissatisfied are you with the service provided by your builder after you moved in?



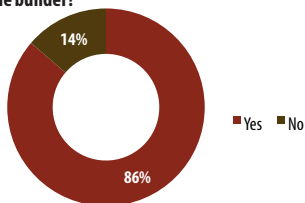
Have you ever bought a newly-built or newly-converted home before?



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



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...

"Fantastic customer service, great sales and site team who work effortlessly together to the need of customer. Work to rest of development has been safe, tidy and professional. A pleasure from start to finish and then beyond."  
**Mr W, Bathgate**

"We could not be happier with our lovely new home or the excellent, friendly and super helpful service we have received, both prior to and since moving in! You guys are awesome!"  
**Mr & Mrs J, Ripley, North Yorkshire**

"The level of service I have received right from my first visit to site has been excellent..." **Miss S, Hucknall, Nottinghamshire**

"Couldn't of been better for our first time buying a house. Extremely pleased, thanks to all involved - however big or small your job was!" **Miss R, Corby, Northamptonshire**

"The builder really has been exceptionally good to deal with."  
**Mr & Mrs G, Hereford**

"On site helpfulness and courtesy has been exemplary - particularly in regard to the sales team and site managers."  
**Mrs R, Caldicot, Monmouthshire**

"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**

"Completely satisfied. Excellent service from builder from start to finish."  
**Miss R, Wolverhampton**

"Very friendly, very helpful and a pleasure to know all work men & women and office staff on site. Make the effort to make sure everything is ok and to chat at every opportunity." **Mr & Mrs S, Nottinghamshire**