

## Homeowner satisfaction with new homes remains high

For a number of years now, customer satisfaction levels have been extremely high. And this year is no exception. The 2015 survey has shown that over 86% of respondents were pleased with the overall quality of their new home, with the same number saying they would recommend their home builder to a friend.

Such an outstanding level of customer satisfaction is one of the many reasons why more and more people are buying new. **In fact, 92% 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 to buy a new home with just a 5% deposit. Tens of thousands of people have already taken advantage of the scheme to buy their dream home.**

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.

### KEY BENEFITS OF NEW HOMES

- Lots of ways to buy
- High build quality
- Designed for modern living
- Cheaper to run
- Environmentally friendly
- Peace of mind



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 the industry 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 around £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 CO<sub>2</sub> 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 are also covered by the Consumer Code.

# Customer satisfaction: Background

This is the tenth industry survey of homebuyers carried out by NHBC, and covers the 12 months from October 2013 to September 2014. It was launched in response to recommendations in the Barker Review of housing in 2004 and is a self-completion census of the new home purchasers.

Of the 67710 questionnaires sent, 38074 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
80% – 90%	4 star
70% – 80%	3 star
60% – 70%	2 star
50% – 60%	1 star

## HBF results for the 2013/14 survey year

Home builder	Sample size	HBF Star Rating
Avant Homes	471	★ ★ ★
Barratt Developments	6789	★ ★ ★ ★ ★
Bellway Homes	2094	★ ★ ★ ★
Bloor Homes	231	★ ★ ★ ★
Bovis Homes	1016	★ ★ ★
CALA Homes	442	★ ★ ★ ★ ★
Cavanna Homes	48	★ ★ ★ ★ ★
Churchill Retirement Living	263	★ ★ ★ ★
Crest Nicholson	713	★ ★ ★ ★
Croudace Homes	156	★ ★ ★ ★ ★
Davidsons Developments	111	★ ★ ★ ★ ★
Gentoo	84	★ ★ ★ ★
Hill	47	★ ★ ★ ★ ★
Jones Homes	168	★ ★ ★ ★
Keepmoat	571	★ ★ ★ ★
Kier Living	217	★ ★ ★ ★ ★
Linden Homes	1035	★ ★ ★ ★
Lioncourt Homes	11	★ ★ ★ ★ ★
Lovell	232	★ ★ ★ ★
Mactaggart & Mickel Homes	79	★ ★ ★ ★ ★
McCarthy & Stone	921	★ ★ ★ ★ ★
Miller Homes	937	★ ★ ★ ★ ★
Morris Homes	267	★ ★ ★ ★
Pegasus Retirement Homes	23	★ ★ ★ ★ ★
Persimmon Homes	5178	★ ★ ★
Redrow Homes	1553	★ ★ ★ ★ ★
Russell Armer Homes	20	★ ★ ★ ★ ★
Stewart Milne	308	★ ★ ★ ★ ★
Story Homes	96	★ ★ ★ ★ ★
Strata Homes	245	★ ★ ★ ★
Taylor Wimpey	4774	★ ★ ★ ★

"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.**

"A commitment to customer service excellence is part of our culture at CALA, from the design and finish of our homes to the house buying process and post-occupation experience. Consistently achieving the maximum 5 stars in the National New Homes Customer Satisfaction Survey is of paramount importance to us. It reflects the passion and collective hard work of our teams and provides reassurance to prospective customers." **Alan Brown, Chief Executive, CALA Homes**

"We are committed to putting customer satisfaction at the heart of our business. The customer satisfaction survey not only allows us to independently have past performance monitored but more importantly to learn from past experience and adapt. This in turn enables us to continuously improve and enhance our customer's experience and provide confidence to future house purchasers." **James Wilson, Chief Executive, Davidsons Developments**

"Excellence in design and build quality and customer service is at the heart of our operation. In order to satisfy this objective our policy and procedures demand a high level of attention to detail and, more than that, the right attitude of mind instilled throughout the organisation. The National New Homes Customer Satisfaction survey is vitally important to the business as a tool to help drive up customer service standards. We are delighted to have our efforts recognised by the award of another 5 star mark; but equally it is an ongoing challenge for us to maintain such high standards." **Russell Denness, Chief Executive, Croudace Homes Group**

"Measuring customer satisfaction is extremely important to us. The feedback we get, including responses to the National New Homes Survey, allows us to drive positive change within the business and make continual improvements to our homes and the service we provide to our customers." **John Tutte, Group Chief Executive for Redrow Homes**

# Key Findings

The tenth year of the National New Homes Survey, carried out by NHBC, reveals that house builders have achieved very high levels of customer satisfaction – over 86% of respondents were satisfied with the overall quality of their new home, with the same number saying they would recommend their home builder to a friend. 92% of people said they would buy a new build home again.

Since the survey was launched significant progress has been made by the industry to deliver exemplary levels of customer service and scores in all question areas have improved significantly

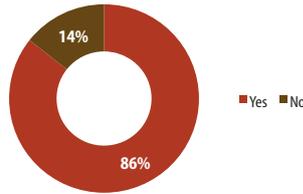
80% of people said that they were satisfied with the service provided during the buying process; 82% said they were happy with the handover process with 81% satisfied with the information provided by their builder on the day they moved in.

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

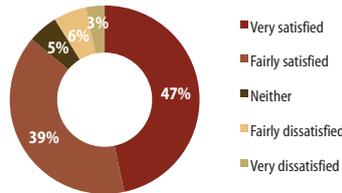
Raising customer satisfaction in a home building company, where each house or apartment is effectively a bespoke product built on location, requires commitment from everyone in the company, from senior management through to site sales and construction staff.

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.

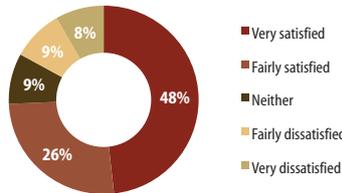
Would you recommend your builder to a friend?



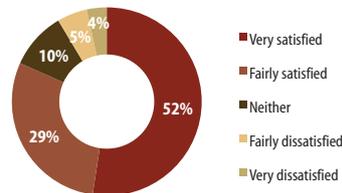
Taking everything into account, overall how satisfied or dissatisfied are you with the quality of your home?



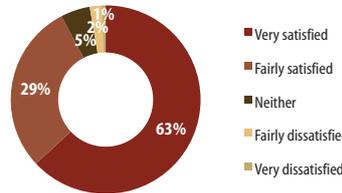
Taking everything into account, overall how satisfied or dissatisfied are you with your builder in relation to completing the construction of your home on time?



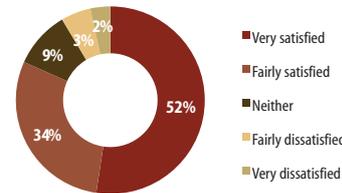
Taking everything into account, overall how satisfied or dissatisfied are you with the information provided on the day you moved in?



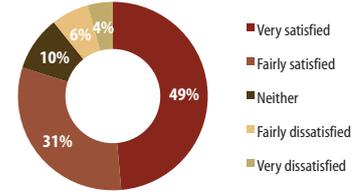
Taking everything into account, overall how satisfied or dissatisfied are you with the internal design and layout of your new home?



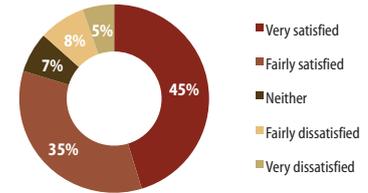
Taking everything into account, overall how satisfied or dissatisfied are you with the external design of your new home?



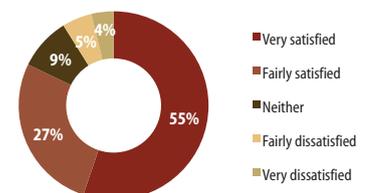
Taking everything into account, overall how satisfied or dissatisfied are you with the service provided by your builder during the buying process?



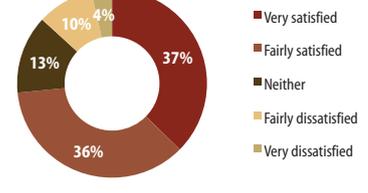
Taking everything into account, overall how satisfied or dissatisfied are you with the condition of your new home on the day you moved in?



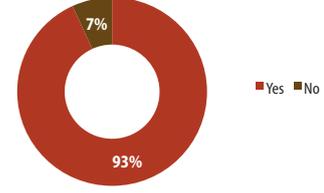
Taking everything into account, overall how satisfied or dissatisfied are you with the handover process on the day you moved in?



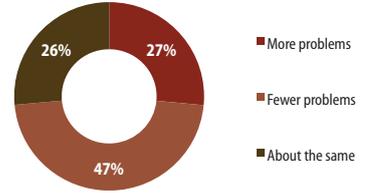
Taking everything into account, overall how satisfied or dissatisfied are you with the provision of storage in your new home?



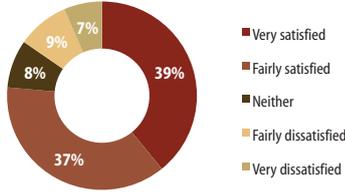
Have you reported any problems with your home (i.e. snags, defects) to your builder since you moved in?



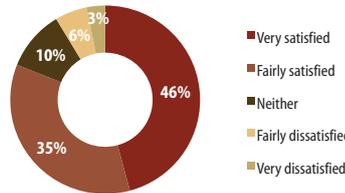
Was the number of problems in line with your expectations?



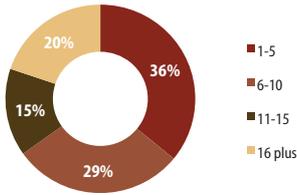
Taking everything into account, overall how satisfied or dissatisfied are you with the standard of finish of your new home?



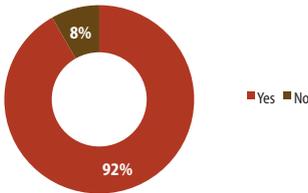
Taking everything into account, overall how satisfied or dissatisfied are you with the external layout of your new home?



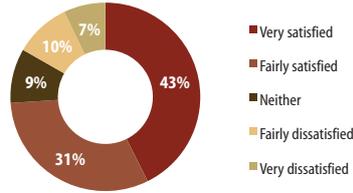
Approximately, how many problems have you reported to your builder?



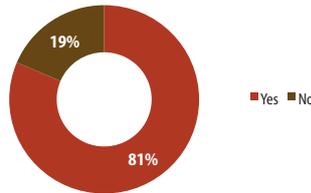
If you were to buy another property, would you buy a newly-built or newly-converted home again?



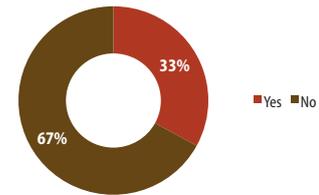
Taking everything into account, overall how satisfied or dissatisfied are you with the service provided by your builder after you moved in?



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



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



## 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...

"We are very satisfied with our home, it's everything we wanted and more."  
Mr & Mrs C, Northampton

"Extremely pleased with the quality of our new home and the service from the builder"  
Mr & Mrs M, Thame

"Delighted with our home and the overall experience, everything has been first class." Mr B, Edingburgh

"House is fantastic, we love living here!"  
Miss B, Stockport

"Best thing we did - moving to this development, we are very happy here."  
Mr & Mrs M, Worcestershire

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

"Our on-site customer care manager has been absolutely fantastic! Cannot fault the service we have received."  
Miss R, Stone

"Everyone, from sales and site team, have been extremely helpful and accommodating."  
Mr D, Derbyshire

"The site manager was outstanding."  
Mr M, West Midlands

"It's a lovely home, well designed and nicely positioned - very happy."  
Mr B, Cheshire