

Homeowner satisfaction with new homes remains high

This year's industry survey demonstrates that delivering high levels of customer satisfaction is a priority for house builders, with 91% of new home buyers surveyed saying they would buy a new build home again.

The results show that 84% of respondents were satisfied with the overall quality of their new home and 84% say they would recommend their home builder to a friend. These are levels of satisfaction that compare favourably with any other industry or product, and help explain why demand for new homes continues to increase.

The survey covered a period that has seen a significant increase in the number of new homes being built – the number of new build homes has increased 36% in the past three years – yet satisfaction levels remain high. This year's survey is the 12th to be carried out and saw over 90,500 surveys sent out, an increase of 61% on three years ago, with 58% being returned.

The industry acknowledges the slight fall in the average satisfaction score – down 1% on last year – and is committed to addressing it. Individual companies are reviewing their customer journeys; whilst collectively the industry is focusing on developing processes that will ensure it can further increase satisfaction levels in the coming years, at the same time as providing even more, desperately needed homes.

The industry is recruiting and training tens of thousands of new staff, from apprentices and graduates through to experienced workers from other sectors, whilst working ever more closely with its supply chain to ensure it has the capacity to deliver more, high quality homes in the years ahead.



Key benefits of new homes

Why buy new?

A new home is fresh, bright, clean and untouched by previous owners' choice of décor. It is 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. Customers also benefit from the peace of mind given by Consumer Codes.



Customer Satisfaction: Background

The annual survey is one of the most comprehensive, large scale surveys of its type carried out in the UK. It 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 well over half a million survey returns have been received making it one of the largest continuous industry research exercises in the country.

This year's survey covers the 12 months from October 2015 to September 2016. Of the 90,501 questionnaires sent, 52,290 were returned, a response rate of 58% – an outstanding response to a hybrid email and postal survey, compared to other consumer surveys.

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.

During the year, Ipsos/MORI conducted a full review of the survey. They concluded that the survey approach and processes are consistent with best practice and that it is 'fit for purpose'. The full report will be published on the www.hbf.co.uk website.

Company star rating results for the 'Would you recommend your builder to a friend?' question are presented in bands as follows:

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

HBF results for the 2015/16 survey year		
Home builder	Sample size	HBF Star Rating
Avant Homes	492	★ ★ ★
Barratt Developments	8152	★ ★ ★ ★ ★
Bellway Homes	3491	★ ★ ★ ★ ★
Bloor Homes	920	★ ★ ★ ★
Bovis Homes	1381	★ ★
CALA Homes	622	★ ★ ★ ★
Cavanna Homes	56	★ ★ ★ ★ ★
Churchill Retirement Living	348	★ ★ ★ ★ ★
Countryside Properties	400	★ ★ ★ ★
Crest Nicholson	975	★ ★ ★ ★
Croudace Homes	138	★ ★ ★ ★ ★
Davidsons Developments	143	★ ★ ★ ★ ★
Linden Homes (Housebuilding)	1239	★ ★ ★ ★
Gentoo	81	★ ★ ★
Hill	102	★ ★ ★ ★
Jones Homes	188	★ ★ ★ ★
Keepmoat	727	★ ★ ★ ★
Kier Living	395	★ ★ ★ ★
Lagan Homes	44	★ ★ ★
Lioncourt Homes	57	★ ★ ★ ★ ★
Lovell	380	★ ★ ★
Mactaggart & Mickel Homes	94	★ ★ ★ ★ ★
McCarthy & Stone	1433	★ ★ ★ ★ ★
Miller Homes	994	★ ★ ★ ★
Morris Homes	455	★ ★ ★ ★
Persimmon Homes	7200	★ ★ ★
Redrow Homes	2239	★ ★ ★ ★
Russell Armer Homes	27	★ ★ ★ ★ ★
St Modwen Homes	185	★ ★ ★ ★ ★
Stewart Milne	339	★ ★ ★ ★ ★
Story Homes	272	★ ★ ★ ★ ★
Strata Homes	283	★ ★ ★ ★ ★
Taylor Wimpey	5075	★ ★ ★ ★
William Davis	87	★ ★ ★ ★ ★

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

"Housebuilders have an important role to play in building the homes the country needs, but it is also vital that as the quantity increases, the quality of new homes doesn't suffer. We are delighted to have been awarded 5* for the eighth year in a row reflecting our ongoing commitment to customer service and build quality."
David Thomas, Chief Executive, Barratt

"The survey is the benchmark by which Croudace Homes measures its prime corporate objective of being a 5 star builder. We are delighted to have achieved our fifth such award in the five years we have been eligible to participate. To achieve this standard demands continuing care and attention to detail by the whole team; management, staff and business partners alike. More importantly, it also means that we are giving our customers the quality of home and service they deserve when they choose to buy from us."
Russell Denness, Chief Executive, Croudace Homes Group

Martyn Nicholson, Managing Director, Russell Armer Homes, said;
"The HBF Customer Satisfaction Survey aids us greatly in improving our customer service across all areas of our business from design through the build process, to sales and customer care. The monthly reports we can access give us real time feedback which is essential for continual improvement in our service."

Guy Higgins, Managing Director, William Davis Limited, said;
"The five star rating is something we have found really resonates with the home-buying public. It reinforces their decision to acquire a house from you. In addition, it helps to drive standards within the business and provides strong motivation to maintain those standards throughout the judging year."

Key Findings

The spread of results from this year's survey demonstrates the challenge companies face. 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.

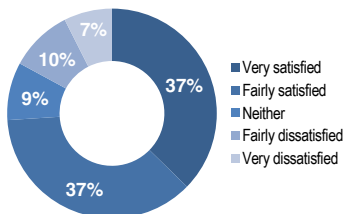
Since the survey was launched more than a decade ago scores in all question areas have improved significantly. The survey has provided a barometer for the industry and for individual builders to gauge performance. The past three years have seen a slight fall back in scores, as volumes have increased, something the industry is actively addressing.

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

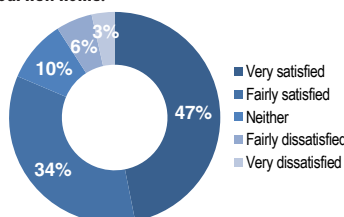
In terms of the design of their new home, 92% of buyers were happy with the internal design of their new home and 86% were happy with the external design.



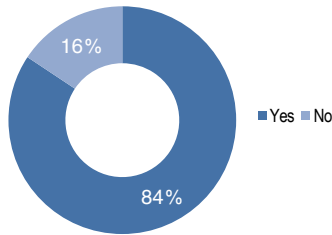
Taking everything into account, overall how satisfied or dissatisfied are you with the standard of finish of your new home?



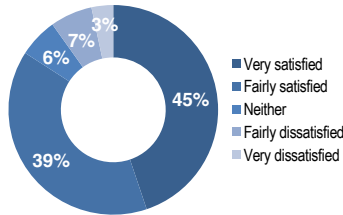
Taking everything into account, overall how satisfied or dissatisfied are you with the external layout of your new home?



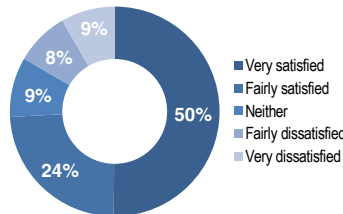
Would you recommend your builder to a friend?



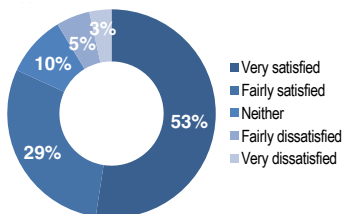
Taking everything into account, overall how satisfied or dissatisfied are you with the quality of your home?



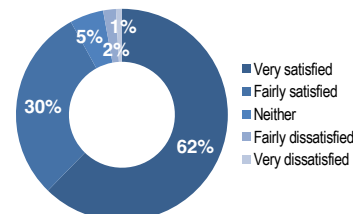
Taking everything into account, overall how satisfied or dissatisfied are you with your builder in relation to completing the construction of your home on time?



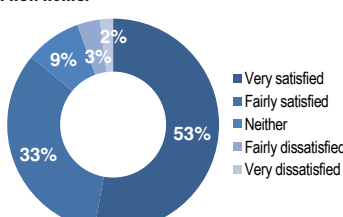
Taking everything into account, overall how satisfied or dissatisfied are you with the information provided on the day you moved in?



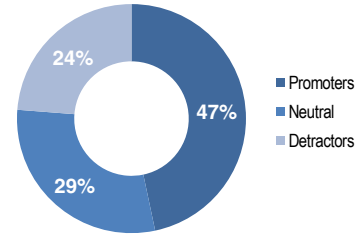
Taking everything into account, overall how satisfied or dissatisfied are you with the internal design and layout of your new home?



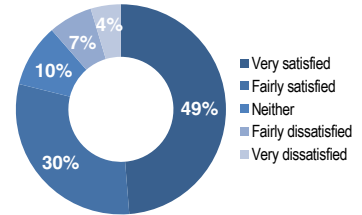
Taking everything into account, overall how satisfied or dissatisfied are you with the external design of your new home?



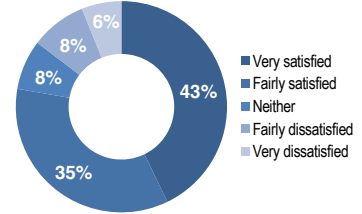
On a scale of 0-10 how likely would you be to recommend your builder to a friend? (Net Promoter Score)



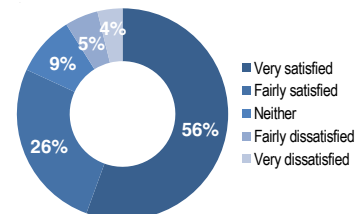
Taking everything into account, overall how satisfied or dissatisfied are you with the service provided by your builder during the buying process?



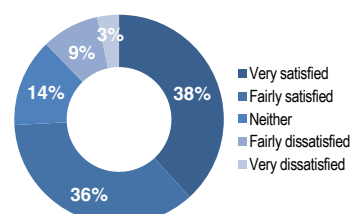
Taking everything into account, overall how satisfied or dissatisfied are you with the condition of your new home on the day you moved in?



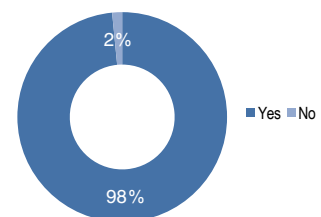
Taking everything into account, overall how satisfied or dissatisfied are you with the handover process on the day you moved in?



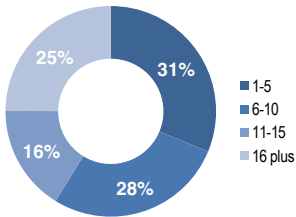
Taking everything into account, overall how satisfied or dissatisfied are you with the provision of storage in your new home?



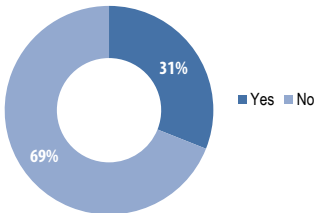
Have you reported any problems with your home (i.e. snags, defects) to your builder since you moved in?



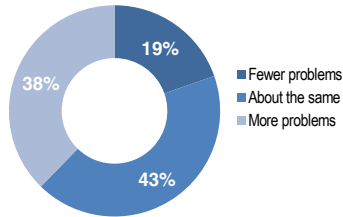
Approximately, how many problems have you reported to your builder?



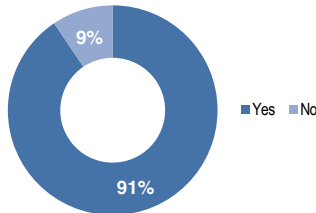
Have you ever bought a newly-built or newly-converted home before?



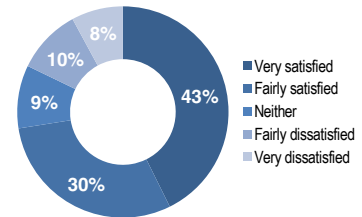
Was the number of problems in line with your expectations?



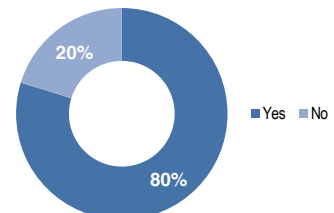
If you were to buy another property, would you buy a newly-built or newly-converted home again?



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 sales office staff were ever so friendly and helpful so pleased with our overall experience of buying a new home. I also found the Site manager so helpful and professional very happy with the Customer Care he provided us with."

Miss T, Milton Keynes

"I'm very happy living here as it's a fresh start for me and my daughter. I absolutely love my garden. My garden really is the best."

Mrs F, Walsall

"I would like to say the Site Manager and his team have been very helpful, polite & professional at all times. 10/10."

Mr W, Guisborough

"Cannot fault the builder we are thrilled with our new home. The build quality and after care service has been exemplary, we would recommend our builder to anyone."

Miss C, Bolton

The whole process has been extremely pleasant with great support from all, including removal of moving in debris before the arrival of council rubbish bins. The team are pleasant, helpful and very effective. A great experience throughout."

Mrs C, Pontefract

"The sales office was fantastic. Always quick to respond to emails or answer questions in person even after purchase complete. The site manager again was quick to respond to issues and get them resolved when it suited me. Altogether a fantastic experience in purchasing my first new build house."

Miss W, Bathgate

"Excellent service from our Builder from start to finish."

Mr M, Bishopton

"Site team have been excellent from start to finish with a great customer-centric service."

Mr & Mrs Q, Wakefield

"To date we are very happy with our new home. The customer service we have received has been excellent. Thank You."

Mr & Mrs R, Portsmouth