

National new home customer satisfaction survey



Homeowner satisfaction with new build homes continues to increase

This year's industry Customer Satisfaction Survey results show that an overwhelming 89% of new home buyers would 'recommend their builder to a friend'. Satisfaction levels amongst new home buyers have now improved for a third successive year, up 2% on last year and 5% in the past three – a period over which housing supply has continued to increase significantly. Of those who responded, 91% said they would buy a new build home again.

The scores reflect the huge industry focus on build quality and customer service over recent years. Whilst volumes have continued to increase the industry has been through a massive recruitment and training drive to ensure it has the capacity to deliver high quality homes of the standard customers quite rightly expect.

Every new home is a bespoke product, in the main built on location by numerous trades. The use of new, modern methods of construction and technologies, including the increasing instances of parts of the home being constructed off-site is helping deliver higher and more consistent levels of quality and finish.

Delivering homes and levels of service that ensure consistent levels of customer satisfaction requires commitment from board room to site. Individually, companies have reviewed their internal processes to focus on providing a high-quality product and a seamless customer journey whilst at an industry level, we have worked with a broad range

of stakeholders to create an environment within which high levels of satisfaction can be delivered.

Whilst the survey shows levels of customer satisfaction that compare favorably with any other such survey or product, the industry is committed to going further. House builders have been working with Government and stakeholders on proposals for a New Homes Ombudsman, that will help provide even further protections for new home buyers and the delivery of consistently high-quality homes.

This year's survey covers the 12 months from October 2018 to September 2019. As a result of the big increases in housing supply, more than double the number of surveys were issued compared to five years ago with 99,919 questionnaires sent out, and 63,418 returned, a response rate of 63% – extremely high for such a survey. The scale of the survey, believed to be one of the most comprehensive continuous industry research exercises in the country, ensures that its results provide a robust and accurate representation of industry and builder performance.



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. And with a new home there is no need to factor in the costs of restoration or DIY. Research shows that the average spend on home improvements in a second hand property is almost £13.5k.

Lots of ways to buy!

Sometimes, buying a house can seem like an impossible dream, but with new build there are different options. Many house builders now offer part exchange schemes whereby they purchase a buyer's existing home; whilst the Government's Help to Buy scheme has enabled over 250,000 people to buy a new build home with a 5% deposit, over 80% of whom have been first time buyers. Options like this help make homeownership more affordable and achievable. Plus, new build first time buyers aren't at the mercy of a long chain and the threat of it collapsing!

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 incorporate 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 in new homes are some of the best in the world and are continuing to improve further with challenging Government targets in place for new homes moving forward. On average, new build homes are already 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 for the first two years as well as an independent 10-year structural warranty. The Consumer Codes set clear requirements for builders as to how they must treat customers and the imminent establishment of a New Homes Ombudsman will increase protections still further.



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 most comprehensive continuous industry research exercises in the country.

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 and drive improvements.

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.

In 2017, 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'.

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

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

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

"We engage with customers throughout their home purchase and beyond to ensure their experience with Crest Nicholson is excellent. The HBF customer satisfaction survey rating gives us valuable feedback on how successfully we are delivering the great quality, support and after-care our customers expect and deserve. In the past year, we put in place a number of changes to our build and customer service processes with the goal of achieving a 5-star rating and it is rewarding and motivating to see our CSS scores climbing as a result. We are delighted to have achieved a 5-star rating and will continue to work hard to further improve our customers' experience."
Peter Truscott, CEO, Crest Nicholson

"The feedback provided by the survey along with our internal systems has helped to steer Davidsons with the aim of continuous improvement in both standards and service that our customers can and do expect. The recognition of 5 stars once again is just reward for all of the initiatives that we have introduced and the hard work and dedication of all of our team. They can be very proud of this achievement."
Jason Glover, Davidsons

"Since the company's inception in 2003, the Thakeham team has been consistently dedicated to producing outstanding quality alongside positive customer service experience. We pride ourselves on the relationships we build within our team; without teamwork, collaboration and hard work – we wouldn't be able to achieve the exceptional standards we demand for our customers. Recognition of this hard work is a really proud moment for all of us at Thakeham and also serves as fantastic motivation to maintain the great results we've achieved."
Rob Boughton, CEO, Thakeham

HBF results for the 2018/19 survey year

Home builder	Sample size	HBF Star Rating
Avant Homes	1040	★★★★
Barratt Developments	9321	★★★★★
Bellway Homes	5357	★★★★★
Bloor Homes	1822	★★★★★
Bovis Homes	1608	★★★★★
Burrington Estates	38	★★★★★
CALA Homes	1095	★★★★★
Cameron Homes	110	★★★★★
Campion Homes	21	★★★★★
Cavanna Homes	100	★★★★★
Churchill Retirement Living	391	★★★★★
Countryside Properties	1126	★★★★★
Crest Nicholson	1035	★★★★★
Croudace Homes	172	★★★★★
Cruden Homes	107	★★★★
Davidsons Developments	418	★★★★★
Duchy Homes	27	★★★★★
Galliers Homes	51	★★★★★
Galliford Try Partnerships & Regeneration	236	★★★★★
Gentoo	105	★★★★★
Hayfield Homes	48	★★★★★
Hill	230	★★★★★
Jones Homes	227	★★★★★
Kebbell Development	23	★★★★
Keepmoat	1583	★★★★
Kier Living	420	★★★
Lagan Homes	90	★★★
Linden Homes (Housebuilding)	1391	★★★★
Lioncourt Homes	143	★★★★★
Lovell	551	★★★★
Macbryde Homes	111	★★★★★
Mactaggart & Mickel Homes	79	★★★★★
Malcolm Allan Housebuilders	15	★★★★★
McCarthy & Stone	1180	★★★★★
Miller Homes	1714	★★★★★
Morris Homes	469	★★★★★
Orbit Homes	38	★★★★
Persimmon Homes	8323	★★★★
Redrow Homes	2863	★★★★★
Riverdale Developments	28	★★★★★
Rose Builders	24	★★★★★
St Modwen Homes	452	★★★★★
Stewart Milne	380	★★★★
Story Homes	563	★★★★
Strata Group Ltd	215	★★★★★
Taylor Wimpey	6619	★★★★
Thakeham Group	24	★★★★★
W Westerman	23	★★★★★
William Davis	141	★★★★★

Key:

Large	🏠🏠🏠	over 1000 surveys sent
Medium	🏠🏠	between 300 - 999 surveys sent
Small	🏠	less than 300 surveys sent

"We are a business that has transformed itself over the last three years and the HBF survey has been important in charting that transformation to the outside world. Delivering that change is down to putting the customer at the centre of everything we do and having great people in place to make the dream a reality. We have ripped up the record books in regaining our five star status and the survey has proven that we are walking the talk and that we are a housebuilder who will make sure that, no matter what, striving to do the right thing is a core ethos to everything we do."
Greg Fitzgerald, Chief Executive Vistry Group

Key Findings

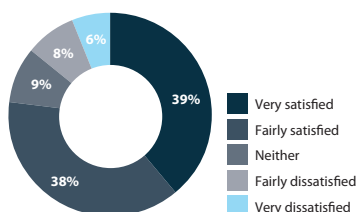
For the key question on which the company star ratings are based, 89% of respondents said that they would recommend their builder to a friend, up 2% on the previous year; whilst 91% of buyers said they would buy a new build home again. The industry achieved a Net Promoter Score of 29 from the survey.

84% of respondents were very satisfied or satisfied with the builder's service during the sales process; 86% with the handover process and 86% satisfied with the information provided by the builder about the sale and their new home.

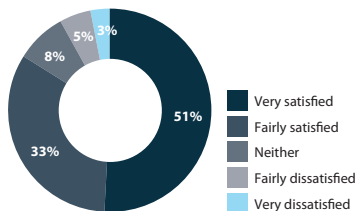
The design of new builds scores highly with 93% satisfied with the internal design of their new home and 88% with the external design.

New homes are complex, bespoke products and 97% of people reported a 'snag' to their builder. This is in line with expectations as builders encourage buyers to do so upon moving in and are then required to fix them. Most are very minor such as paint drips, cupboard doors out of line etc. Over two thirds of people said the number of snags they reported was less than or about what they expected.

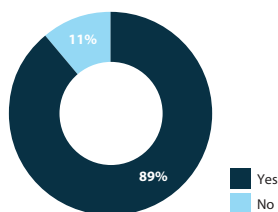
Taking everything into account, overall how satisfied or dissatisfied are you with the standard of finish of your new home?



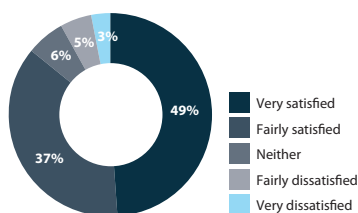
Taking everything into account, overall how satisfied or dissatisfied are you with the external layout of your new home?



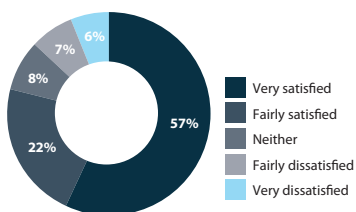
Would you recommend your builder to a friend?



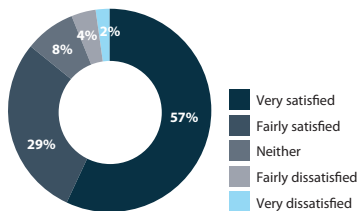
Taking everything into account, overall how satisfied or dissatisfied are you with the quality of your home?



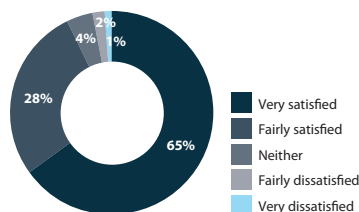
Taking everything into account, overall how satisfied or dissatisfied are you with your builder in relation to completing the construction of your home on time?



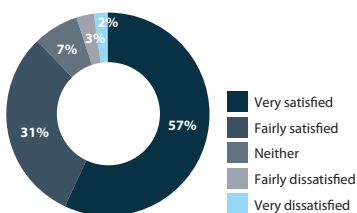
Taking everything into account, overall how satisfied or dissatisfied are you with the information provided on the day you moved in?



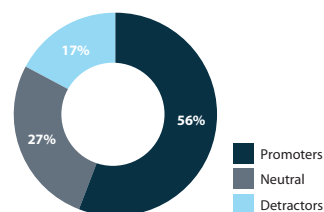
Taking everything into account, overall how satisfied or dissatisfied are you with the internal design and layout of your new home?



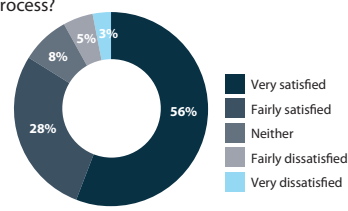
Taking everything into account, overall how satisfied or dissatisfied are you with the external design of your new home?



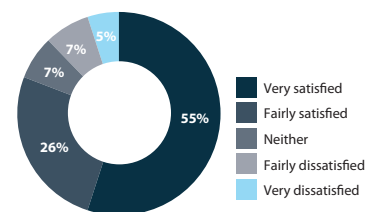
On a scale of 0-10 how likely would you be to recommend your builder to a friend? (Net Promoter Score)



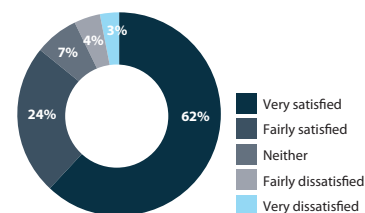
Taking everything into account, overall how satisfied or dissatisfied are you with the service provided by your builder during the buying process?



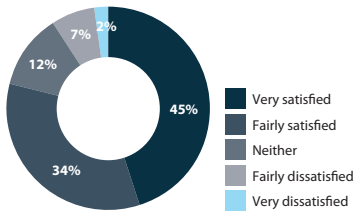
Taking everything into account, overall how satisfied or dissatisfied are you with the condition of your new home on the day you moved in?



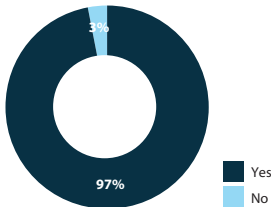
Taking everything into account, overall how satisfied or dissatisfied are you with the handover process on the day you moved in?



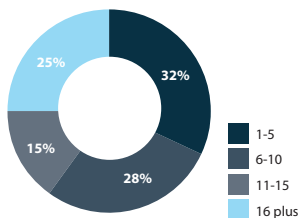
Taking everything into account, overall how satisfied or dissatisfied are you with the provision of storage in your new home?



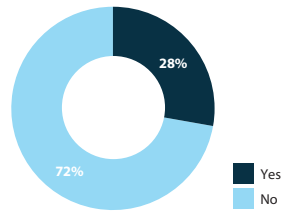
Have you reported any problems with your home (i.e. snags, defects) to your builder since you moved in?



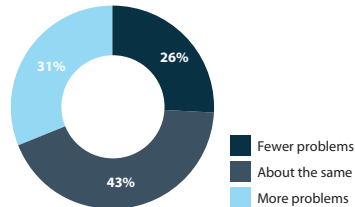
Approximately, how many problems have you reported to your builder?



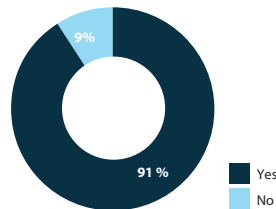
Have you ever bought a newly-built or newly-converted home before?



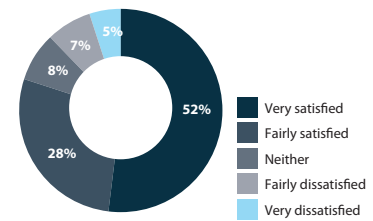
Was the number of problems in line with your expectations?



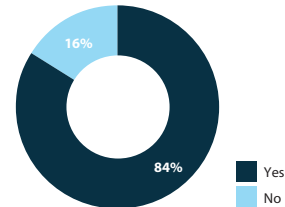
If you were to buy another property, would you buy a newly-built or newly-converted home again?



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

"The service and care we have had from the sales office and the team on site has been excellent. We couldn't have asked for anything better. The speed and quality of work is brilliant. 5* from us."
Mrs W & Mr T, Reddith

"Both sales and build team have been excellent throughout the purchase and moving in process."
Mr & Mrs P, Buckingham

"The after-care from the construction team has been great. They are really friendly as well and always pop over to say hi whilst on the site and couldn't be more considerate."
Miss F, Dunstable

"Simply the 'Wow Factor' on the day we moved in. The house was immaculately presented and looked gorgeous, with our chosen carpets and flooring, as this was the very first time we had been inside the actual house."
Mr & Mrs M, Kettering

"Great communication, very happy with updates received and follow ups to check we remain happy."
Mr B, Witney

"Very happy with the internal design. A very family friendly layout with plenty of space. We feel this house has lots of useful storage cupboards which we have benefited from."
Mr R, Devizes

"Good build quality, everything included, finished to a very high spec. sales staff & aftercare engineers very helpful"
Mr W, Ashford

"The whole process from start to finish has been fantastic with great service from all team members both on site and away."
Mr & Mrs S, Bognor Regis

"Kept me informed and been responsive at all times."
Mr & Mrs E, Waterlooville

"Very pleased with the overall experience; sales team to builders have all been excellent."
Mr M, Coleshill