

STUDY REPORT

SR 308 (2014)

New House Owners' Satisfaction Survey 2013

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Building Research Levy.

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Preface

This is the third in a series of reports on our New House Owners' Satisfaction Survey. The data was obtained through surveying new house owners on the performance of their builder. The purpose of the Survey is to aid work done on building industry performance measures.

Acknowledgments

This work was funded by the Building Research Levy. Thank you to all of the new house owners who filled in the Survey form and returned it to BRANZ.

Note

This report is intended for a number of audiences, including designers, new house builders and those looking to build a new home. It will also be useful to government in evaluating some of the challenges and opportunities facing the residential construction industry in light of the Christchurch rebuild and the surge in demand for housing in Auckland.

New House Owners' Satisfaction Survey

BRANZ Study Report SR 308

MD Curtis & DS Norman

Abstract

A Survey of new house owners was undertaken to determine how highly they rated their builder and how satisfied they were with the builder's performance. The survey's response rate was about 27% and covered a sample of New Zealand's housing consents in New Zealand where the owner did not build their own house.

This report shows the results of the Survey. It covers the new house owner's satisfaction with the builder, the build process and their new home, as well as the quality of their home, how the new house owner rates their builder, designer, and their home, input into the design of the home, how the builder was chosen, disputes over final costs, call backs, home sprinkler systems, sustainability features, and recommendations.

New house owners were generally most satisfied with the overall quality of their home and least satisfied with the service provided by their builder after moving in. They rated the standard of finish of their new home highest but the fixing of defects after first occupancy rated lowest.

73% of respondents had to call back their builder to repair defects after first occupancy. This rate was even higher for the Auckland and Canterbury regions where building activity is particularly strong and workloads are likely more demanding.

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1. INTRODUCTION

The New House Owners' Satisfaction Survey was first run in 2011 to fill a gap in the construction industry performance measures. It aims to find out from the owner of the new home how they thought their builder performed.

For the purposes of this survey, the term 'builder' refers to all people involved in the build process. This includes any office staff within the building company, the project manager, any sub-contractors employed by the builder, as well as anyone else involved in the build process.

This is the third annual Survey of new house owners. It is a postal Survey to the owner identified on the building consent application form. An incentive is offered (a lotto ticket or book voucher) for the return of each Survey form.

This report presents the findings of the New House Owners' Satisfaction Survey 2013. All findings relate to the 647 Survey responses received from new house owners on the performance of their builder (a 27% response rate).

2. SUMMARY

The main findings of the report are:

- Satisfaction levels are generally high. New house owners were most satisfied with the overall quality of their home and the standard of finish of their new home.
- The industry is not meeting the expectations of new house owners after occupancy with owners being most dissatisfied with the service provided after moving in and the fixing of defects after first occupancy. Almost three quarters (73%) of new builds required a call back to fix defects.
- New house owners were generally more satisfied with their home and builder if they had a lot of input into the design of the house.
- The most common reason for choosing a franchise builder was their show home whereas independent builders relied far more heavily on recommendations from friends/family.
- One in six respondents had a dispute with their builder over final costs.
- Auckland and Canterbury, two areas of high demand for building services, had significantly lower levels of satisfaction than the rest of the country. This is likely to be because builders are running multiple jobs at one time and are struggling to find sufficient well-qualified sub-contractors.
- The challenge for the industry is going to be maintaining/improving performance (such as service after new house owners move in and the fixing of defects) as workloads increase, particularly in the Auckland and Canterbury regions.

3. METHOD

2419 surveys were sent out to new house owners for consents taken out between April 2012 and March 2013. This period has been chosen to largely represent houses that were completed in the 2013 calendar year. Some 647 surveys from around New Zealand were returned and represent the results presented in this report.

Our Survey sample consisted of the following 31 territorial authorities; Whangarei, Far North, Auckland City, Franklin, Rodney, North Shore, Waitakere, Manukau, Waikato, Hamilton, Waipa, Tauranga City, Western Bay of Plenty, Gisborne, Rotorua, Thames-Coromandel, Napier, Wellington City, Lower Hutt, Porirua, Kapiti, Palmerston North, New Plymouth, Tasman, Marlborough, Christchurch City, Waimakariri, Queenstown, Dunedin, Invercargill and Southland. Notable omissions are Taupo, Nelson and Selwyn.

This mix of districts/cities provides a representative sample that covers the entire country.

Many surveys were unable to be delivered. This may be due to the house not having been completed at the time of the survey, the build not commencing past the consent stage, or the owner at the time of the build not being the occupant of the house.

4. RESULTS

We present the key findings in the series of charts that follow.

4.1 Overall Satisfaction

The following two charts illustrate satisfaction level and ratings of new house owners towards their builder, designer and new home. A 5-point scale was used ranging from very satisfied to very dissatisfied.

Figure 1 shows the levels of satisfaction of the new house owner across six different aspects. **New house owners were most satisfied with the 'overall quality' of their home.** 91% of respondents stated that they were at least 'fairly satisfied' with the overall quality of their home, which is slightly lower than in last year's Survey.

The service provided by the builder during the buying process, condition of the home on the day they moved in, value for money of the new home and final cost compared to cost at signing contract all scored well.

19% of respondents were dissatisfied with the service provided by their builder after moving in.

19% of respondents were 'fairly dissatisfied' or worse with the service provided by their builder after moving in. This was considerably higher than for the other measures.

Figure 2 shows ratings of the new house owner across a further four aspects. **The standard of finish of the new home rated highest** with 89% of respondents rating it 'fairly good' or better. Again a 5-point scale was used ranging from very good to very poor.

The fixing of defects after first occupancy rated lowest with 27% of respondents rating it 'fairly poor' or worse. Completion of the home in time also rated poorly with 20% of respondents rating it 'fairly poor' or worse.

27% of respondents rated the fixing of defects after first occupancy as being poor.

When looked at with the 19% of respondents that were dissatisfied with the service provided by their builder after moving in, it is apparent that the industry is not meeting the expectations of new house owners once handover is completed.

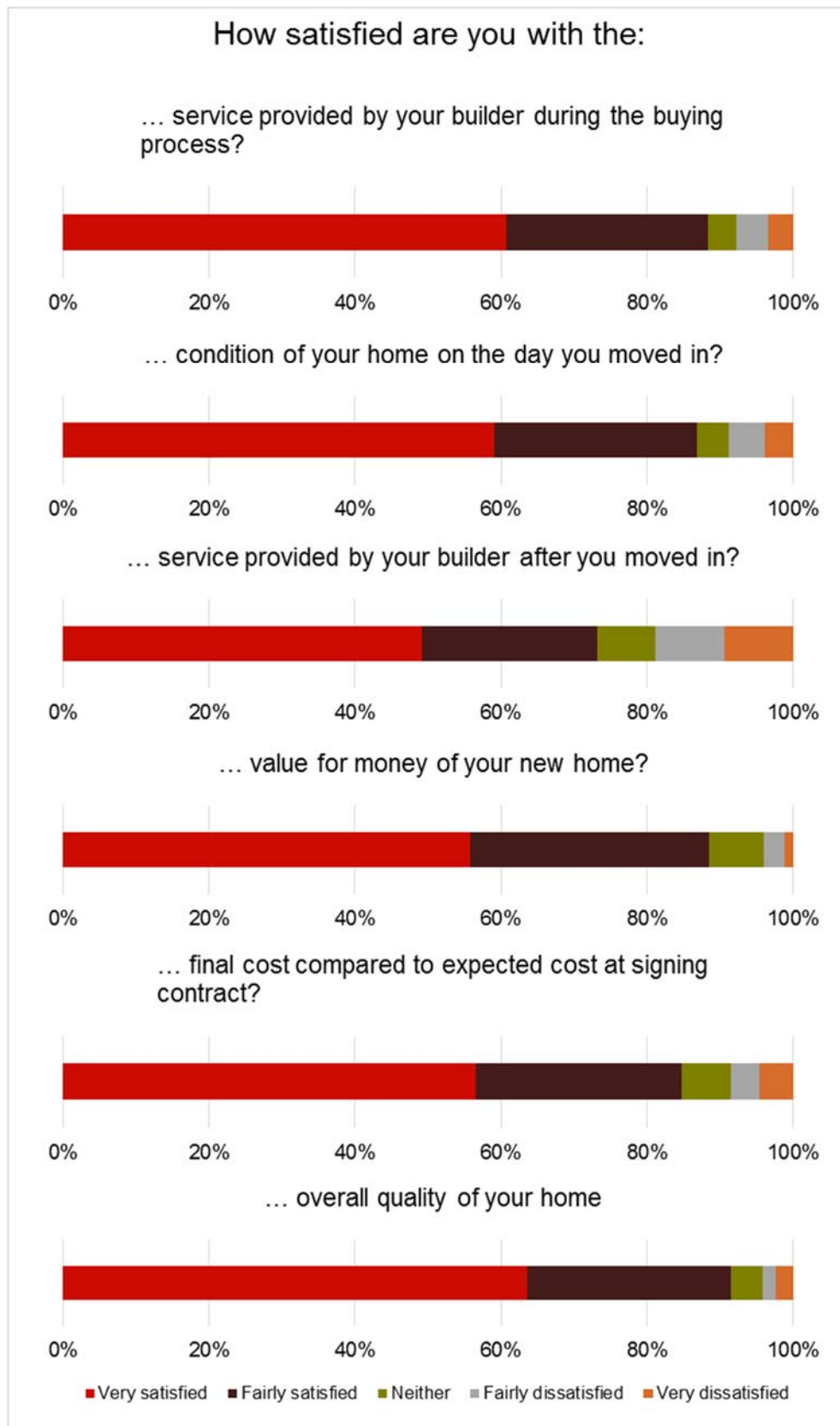


Figure 1. Satisfaction levels

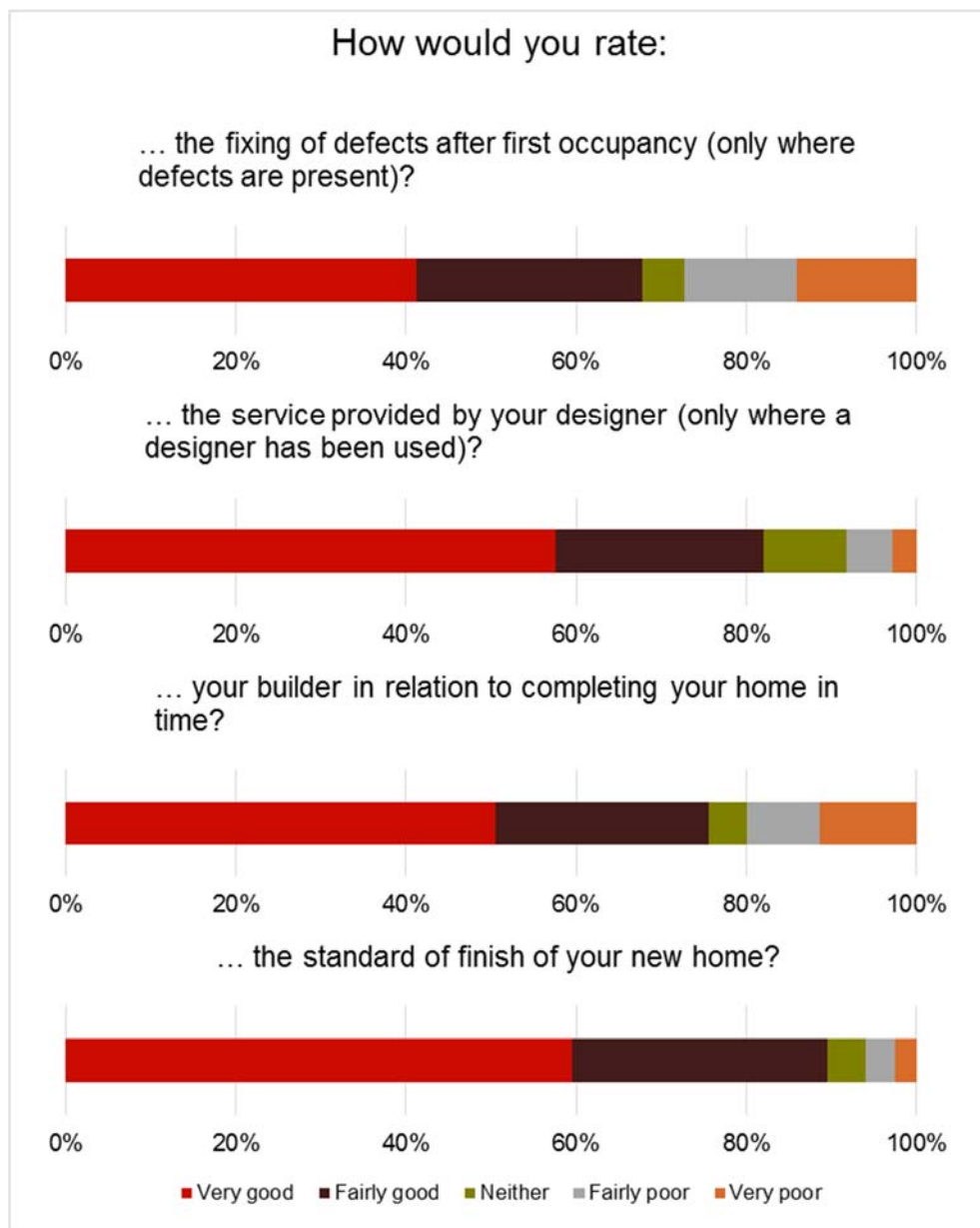


Figure 2. Ratings

4.2 Input into House Design

The most common type of input into house design is to 'select design from standard plans with some changes' selected by half of respondents. 40% of respondents chose a 'one-off design by an architect/architectural designer with major owner input'. Just 1% of respondents did not have any input into the design of their house.

Owners that chose a one-off design by an architect/architectural designer with major/total owner input were most satisfied with the measures shown in section 4.1 on average (see Table 1 in the appendix). Those owners who selected design from builder's standard plans with no changes in general had the lowest average scores.

It appears that new house owners are more satisfied with their house and the builder if they have had some input into the design of the house. The greater their input, the higher their satisfaction seems to be.

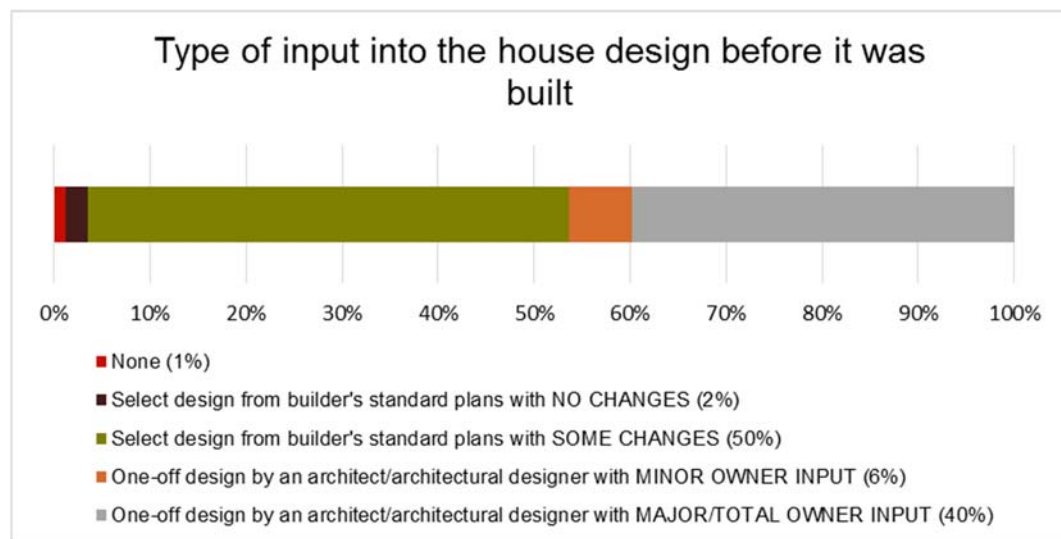


Figure 3. Type of input into house design

We asked the new house owner why they decided to build a one-off design rather than selecting one of the builder's standard plans. The most common answer was that **they needed to fit the house onto a difficult site**. Standardised plans on franchise websites tend to assume a flat building site, which is often not the case, and makes standardised plans unsuitable. Other common reasons were maximising the sun or views, specific layout requirements and additional rooms needed that were not catered for by standard plans.

The reasons why the new house owner wanted to build varied. Specific requirements and less maintenance led the way, along with value and 'other'. Other was mainly upsizing or downsizing, earthquake rebuilds or owning an empty section, see Figure 4. Note, the bars total more than 100% because respondents could select more than one reason.

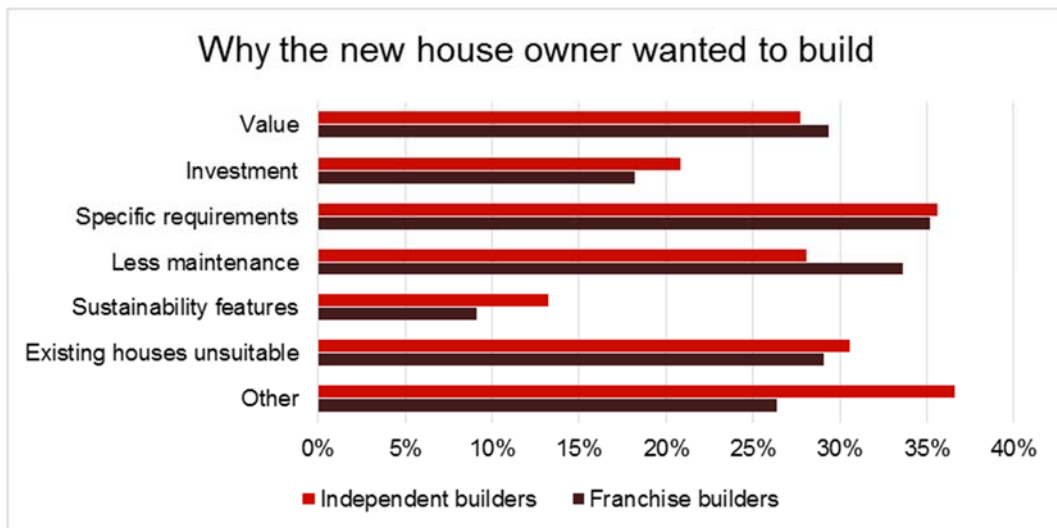


Figure 4. Why new house owners wanted to build

4.3 How the Builder was Chosen

Figure 5 shows how new house owners chose their builder. The percentages add to more than 100% as the new house owner was able to select more than one option.

Both **show homes and recommendations by friends/family were the most common reasons for the builder being chosen**. Incentive schemes, green credentials, recommendations by the designer and the house already being built were uncommon reasons for the builder being chosen.

Other consisted of 'liked the sales consultant', 'saw a house that was previously built by them', 'local builder', 'location' and 'builder owned section'.

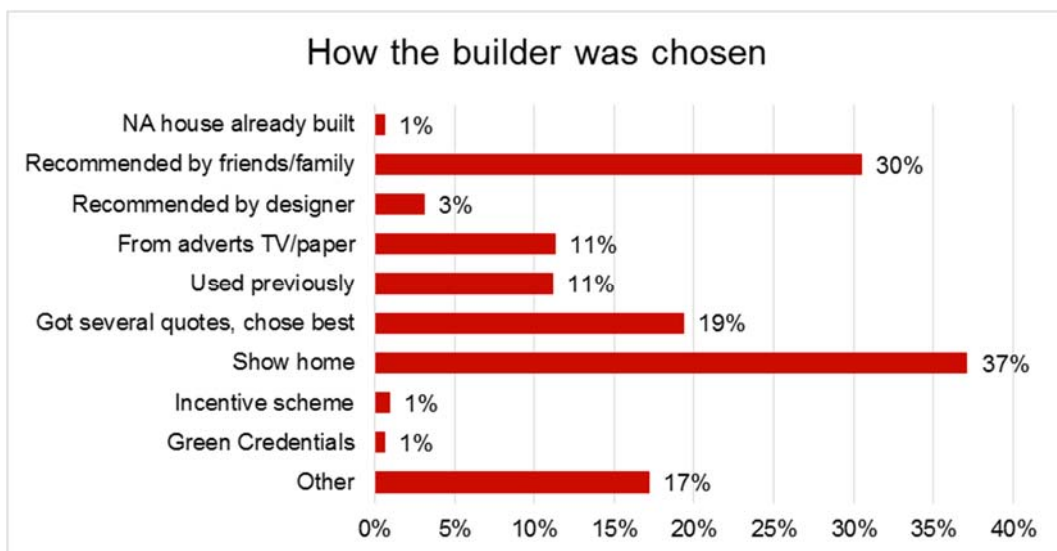


Figure 5. How builder was chosen

Figure 6 shows the difference between how new house owners choose a franchise builder or an independent builder. Franchise builders largely rely on show homes to secure business. Independent builders relied far more on recommendations by friends / family.

Franchise builders largely rely on show homes to secure business. Independent builders relied far more on recommendations by friends / family.

Independent builders relied far more on recommendations by friends/family, with almost 40% of respondents choosing this as a reason for selecting their builder.

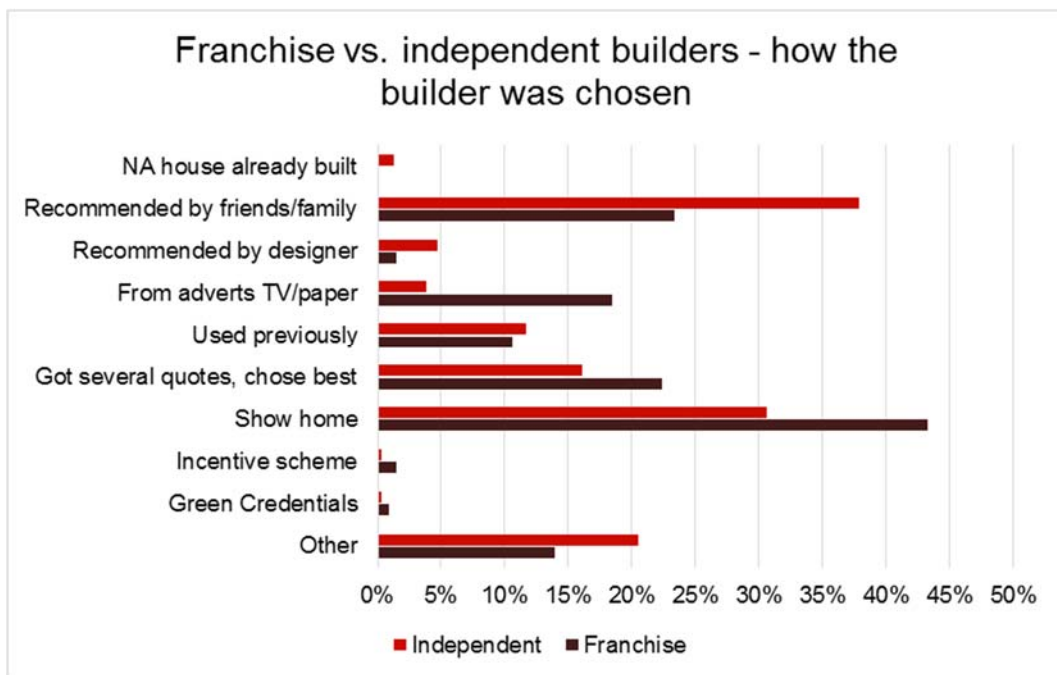


Figure 6. Franchise vs. independent builders – how builder was chosen

4.4 Important Features in Choosing a Builder

The most important feature in choosing a builder was **quality/reputation** with just over three-quarters of respondents selecting it. Other common selections were timely completion, fixed price certainty and looking at builders' previous houses.

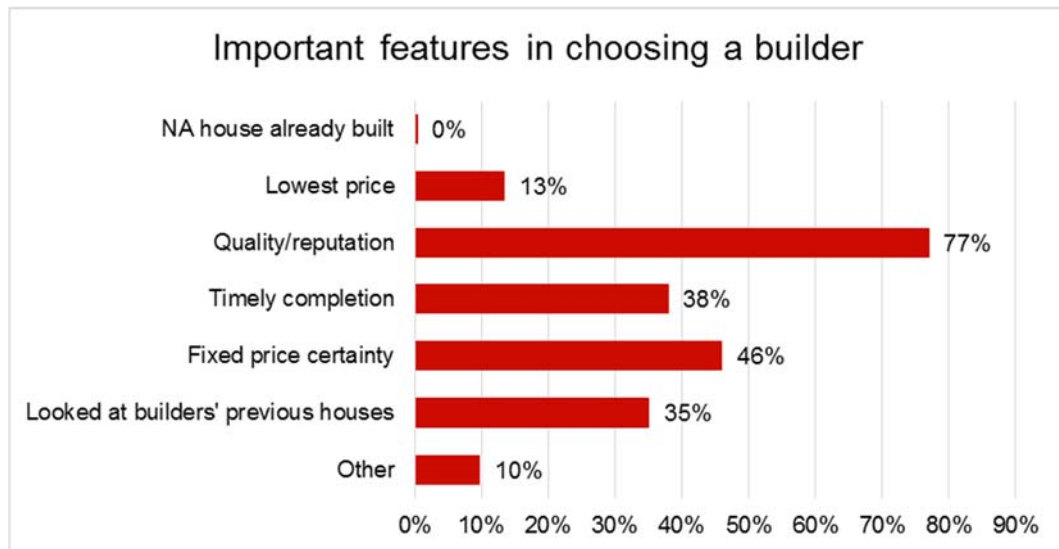


Figure 7. Important features in choosing a builder

4.5 Type of Contract

Fixed price contracts are the most common contract type in new housing. Fixed price including all trades but the owner asked for changes after signing the contract was the most common with half of respondents selecting this. 39% of respondents had a fixed price contract without asking for changes after signing the contract.

Approximately half of our Survey respondents answered the question on the type of contract used (n = 350).

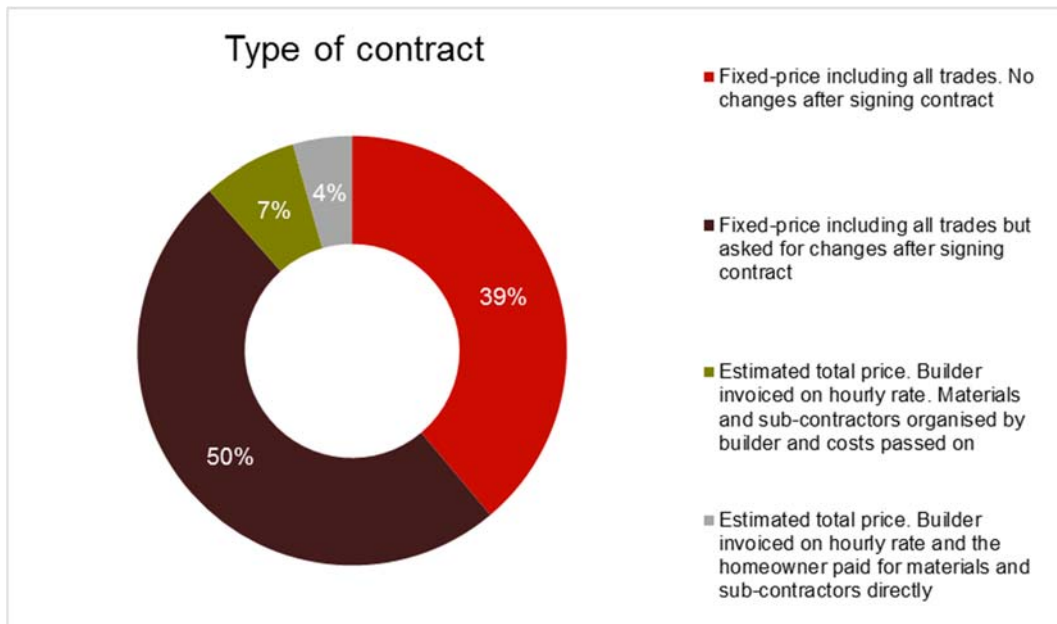


Figure 8. Type of contract

New house owners' satisfaction with the final cost compared to expected cost at signing the contract was one of the lowest satisfaction scores. This was despite 90% of respondents choosing a fixed price contract, which suggests that despite the fixed price contract environment, additional costs are arising that take new house owners by surprise.

4.6 Disputes over Final Cost

15% of new house owners had a dispute with their builder over the final cost. This was up from 12% in the 2012 Survey.

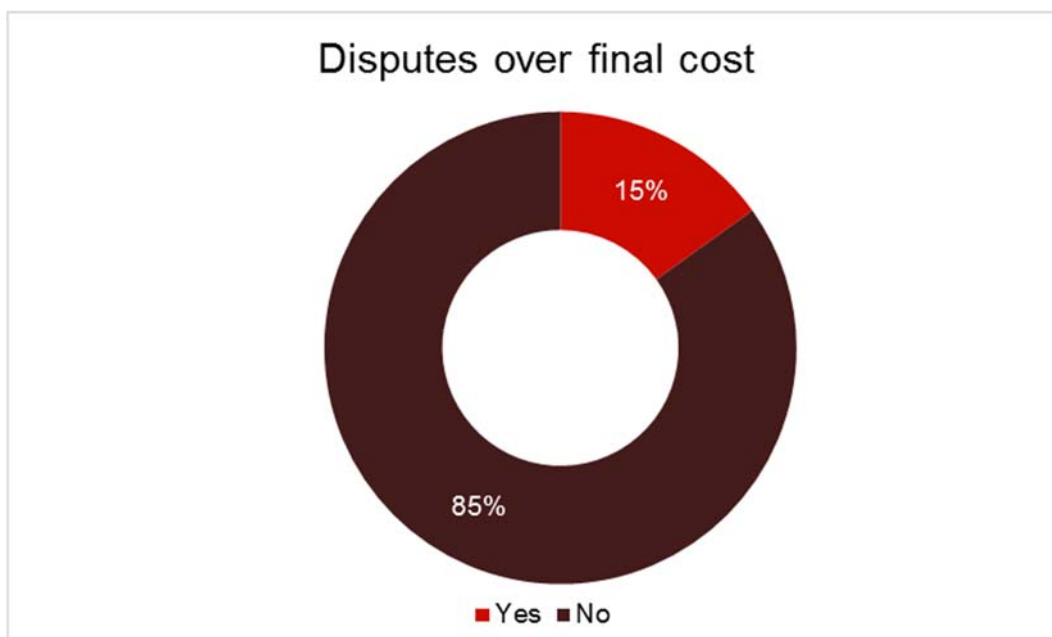


Figure 9. Disputes over final cost

Disputes were more common with fixed price contracts rather than estimated total price contracts. No respondents that had an estimated total price contract where they paid for the materials and sub-contractors directly had a dispute with their builder over the final cost, whereas 16% of respondents with a fixed price contract but asked for changes after signing the contract had a dispute over final costs.

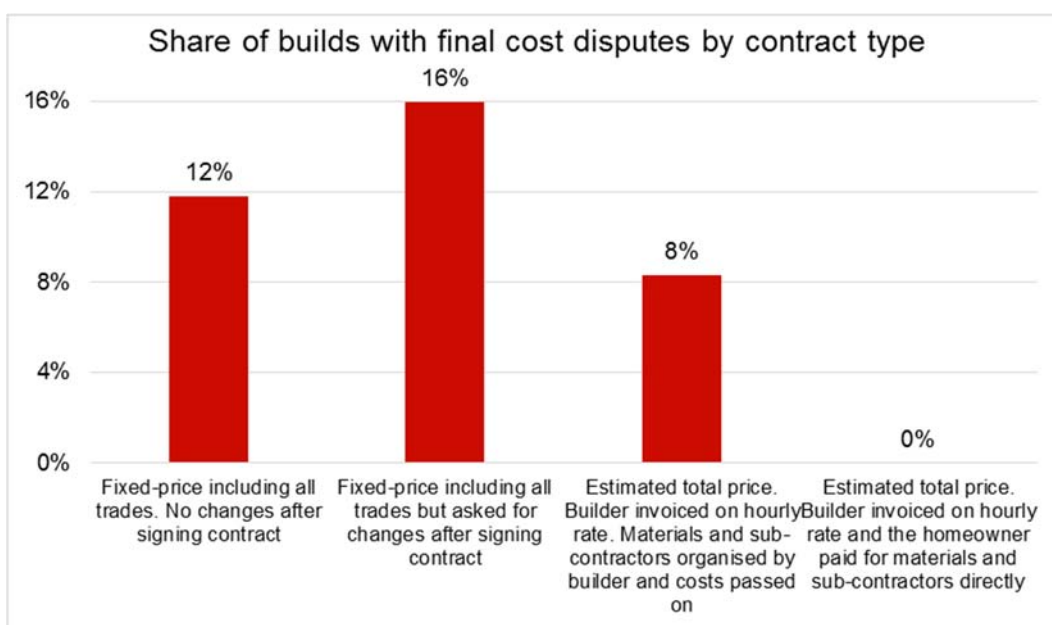


Figure 10. Disputes by contract type

There was little difference in the proportion of new house owners that had a dispute with their builder over final costs regardless of whether they felt 'fixed price certainty' was an important feature in choosing their builder

Figure 11 shows that 17% of people who chose their builder because of fixed price certainty were likely to have disputes over final cost.

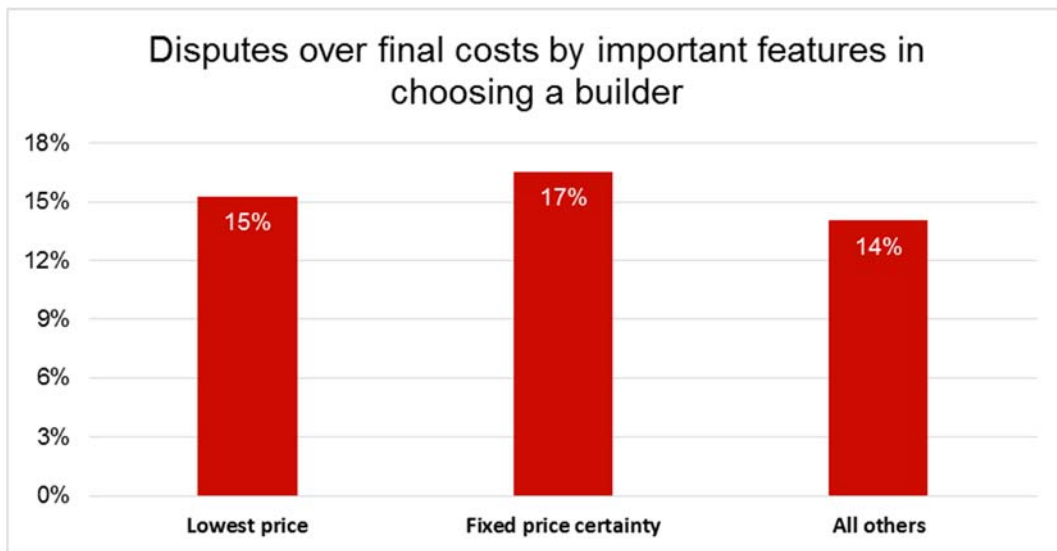


Figure 11. Disputes over final costs by important features choosing a builder

Yet 14% of people who did not pick their builder based on cost, also had disputes with their builder over final cost. This suggests that even in cases where new house owners did not state that **price** was a key factor, it was **implicit in their decision** making and evaluation of builder performance, to the extent that they were almost as likely to dispute final costs.

4.7 Call Backs

There has been an increase in the proportion of respondents who have had to call back their builder in this Survey. **Almost three-quarters of respondents called back their builder after first occupancy to fix defects**, compared with 68% last year.

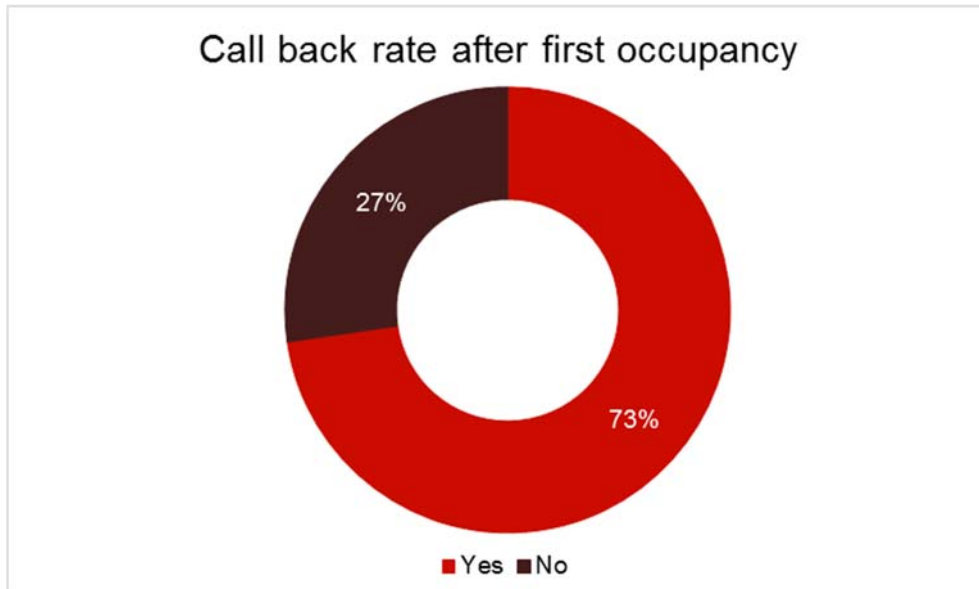


Figure 12. Call backs

The majority of respondents stated that they had some expectation of defects in their new home. 9% of respondents that had defects expected no defects. 35% had more defects than they expected and just 17% had fewer defects than expected.

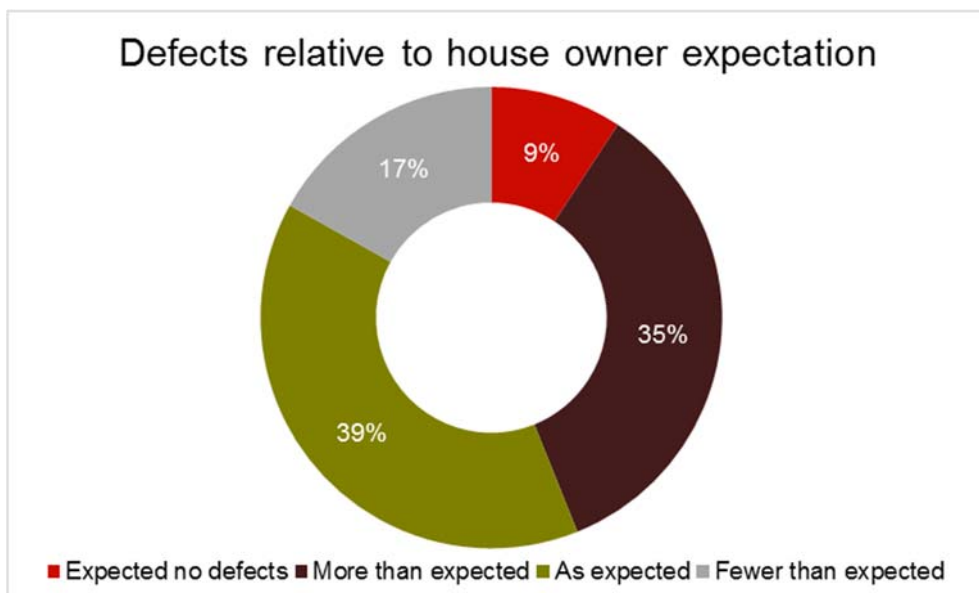


Figure 13. Defects relative to house owner expectation

These figures indicate that there may be a mismatch in expectations of what an acceptable level of defects may be and what is occurring. The link between defect expectations and remediation, and the likelihood that a builder will be recommended

should also be emphasized, especially in light of changes to the Building Act that mean builders are now liable for fixing defects for twelve months rather than the typical 90 days.

Figure 13 shows the differences in call backs and expectations for Auckland and Canterbury (the two high demand regions), and the rest of the country.

The Auckland and Canterbury regions had significantly higher call back rates than the rest of New Zealand.

Almost 90% of respondents in the Auckland region had to call their builder back to repair defects. Canterbury performed slightly better. But both regions had significantly higher call back rates than the rest of New Zealand.

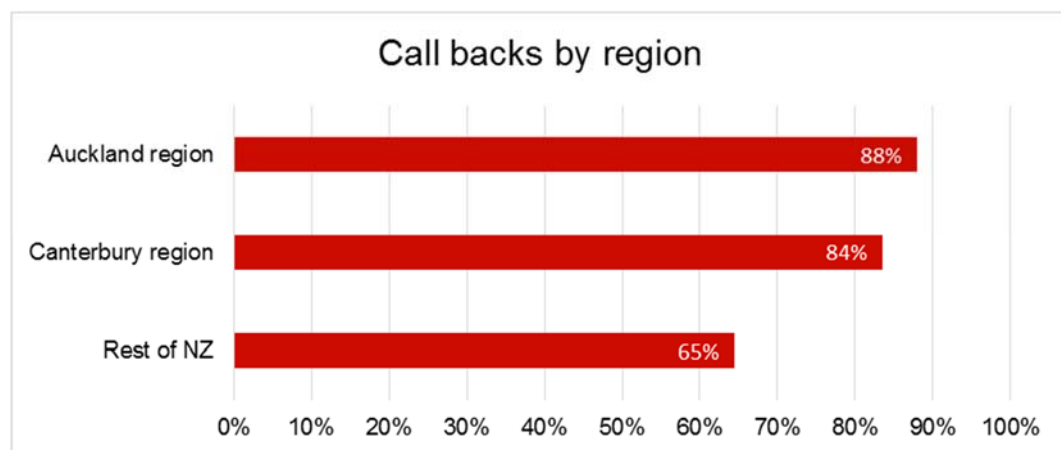


Figure 14. Defects by region

Figure 15 shows how new house owners' expectations of the level of defects they could expect compared to the level of defects they actually found, across Auckland, Canterbury and the rest of New Zealand.

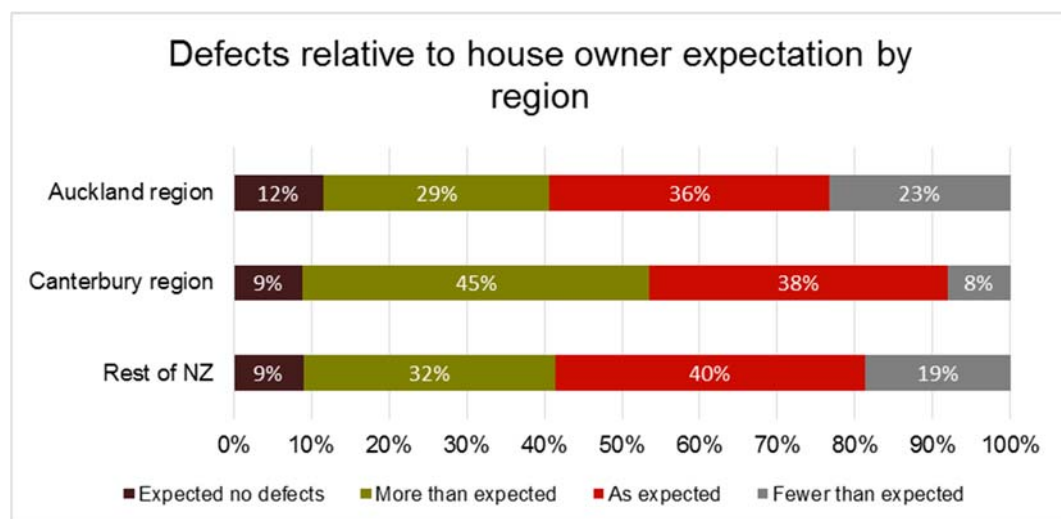


Figure 15. Expectations of defects compared with actual number of defects

In the Canterbury region, 45% of respondents with defects said that they had more defects than expected. The Auckland region had fewer respondents stating they had more defects than expected than both the Canterbury region and the Rest of New Zealand, suggesting that expectations there may be more realistic.

Taken together, these figures suggest that **in the busier regions, mistakes are more common due to the high workload of the industry**. Whether this be that workers are overworked so are not performing to the best of their ability, workers are rushing so that they can get on with the next job or there are not enough skilled workers is indeterminable from this Survey.

4.8 How New House Owners Would Speak about Their House Builder

Figure 16 shows that the majority of new house owners would speak positively about their builder. **72% of respondents would recommend their builder**. This is down from 80% in the last Survey. The percentage of new house owners that would be critical of their builder was 18%, up from 12% last year.

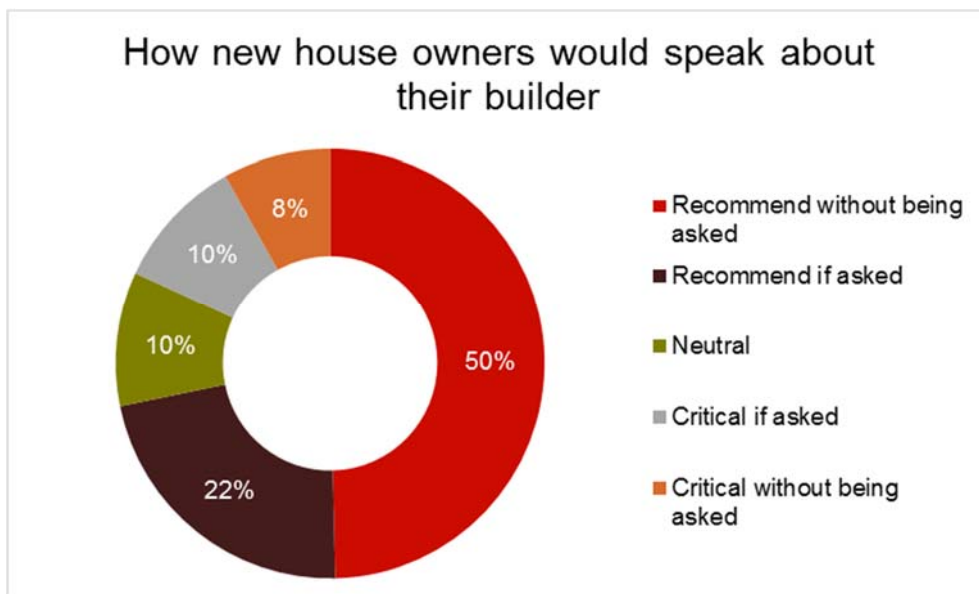


Figure 16. How new owners would speak about their house builder

New house owners were less likely to recommend their builder in the Auckland and Canterbury regions than in the rest of New Zealand. **Only half of respondents in the Auckland region would recommend their builder and 61% in the Canterbury region compared to 81% in the rest of New Zealand**. New house owners in Auckland and Canterbury were also more likely to speak critically about their builder. This may be due to Auckland and Canterbury workers being overworked and a lack of skilled workers although the specific reasons for more call-backs and less satisfaction in Auckland and Canterbury should be explored further.

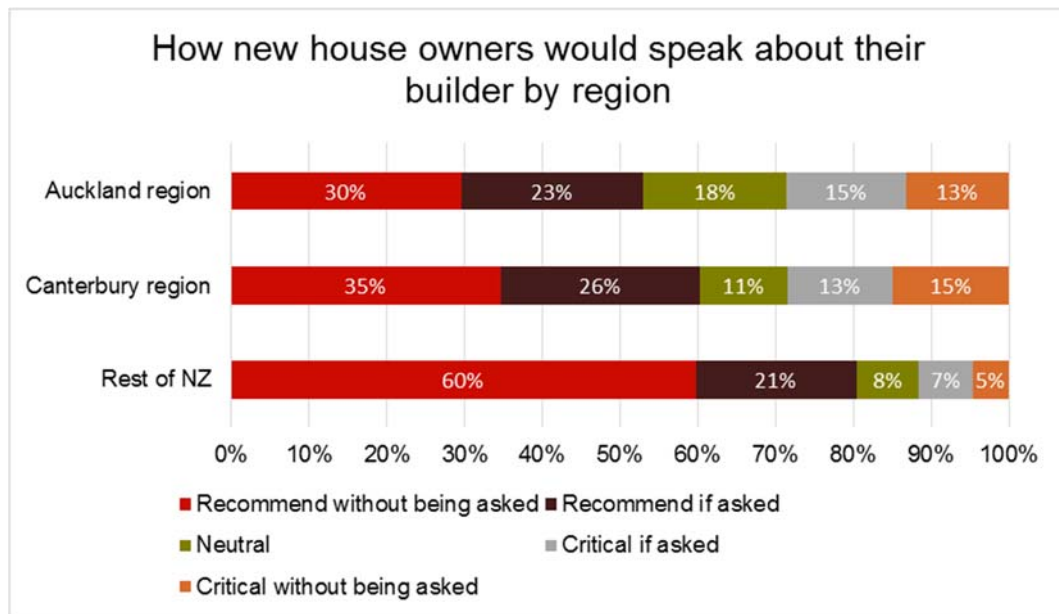


Figure 17. How new owners would speak about their house builder by region

4.9 House and Land vs. House only

Figure 18 shows the difference in average scores between new house owners who built a house only and those who had a house and land package. **The largest difference appears to be on the service provided after moving in and fixing of defects.** House and land packages score around 11% lower on these two factors than house only contracts.

New house owners who had a house and land package were slightly more likely to have used a franchise builder rather than an independent builder and build a house from the builder's standard plans rather than use a one-off design.

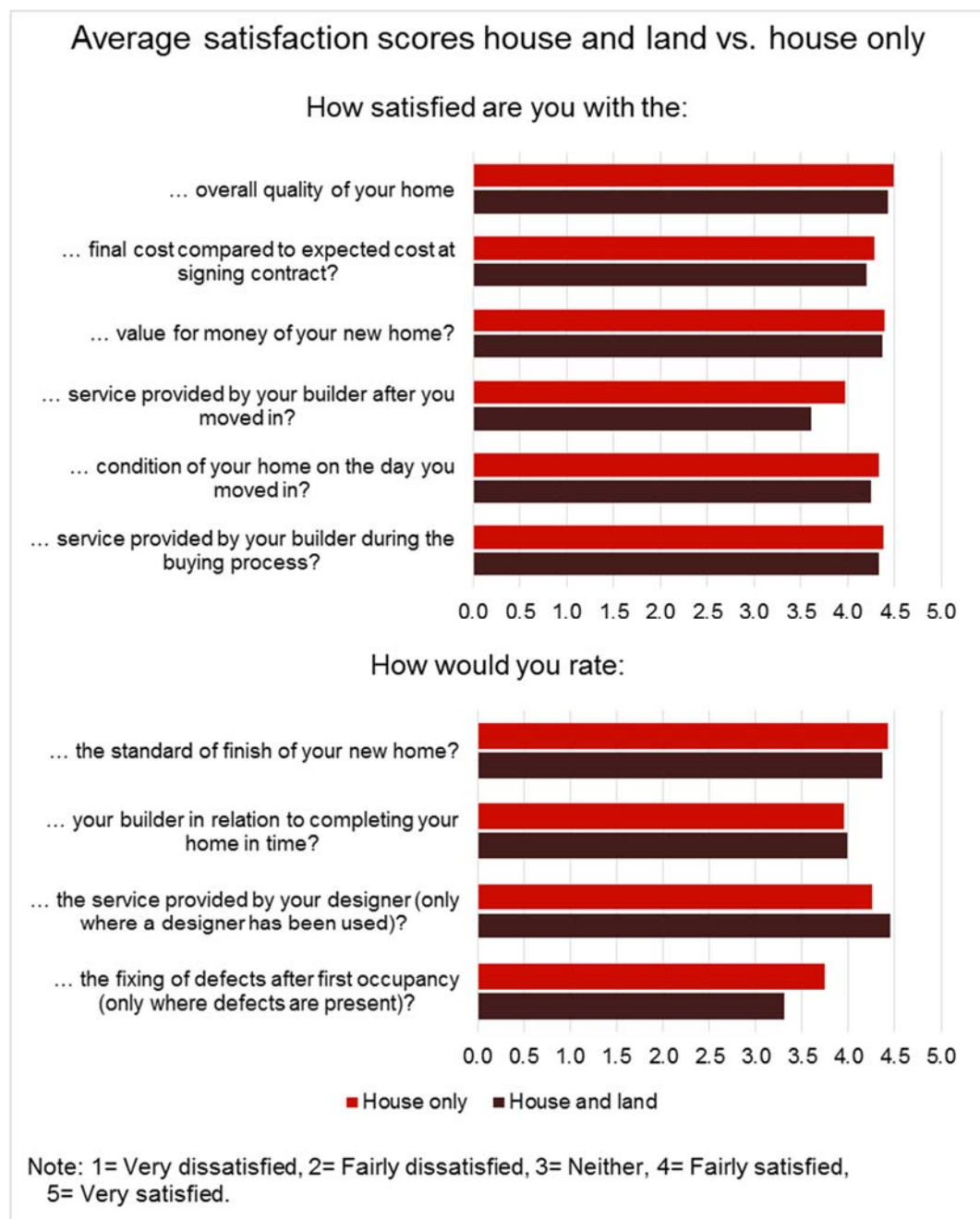


Figure 18. Average scores house and land vs. house only

4.10 Whether or Not the House Owner Has Built Previously

New house owners that had built before were generally happier than those that had not. Figure 19 shows the average scores by whether or not the house owner had built previously, and on all of our measures, **those who had built previously scored their build/builder higher.**

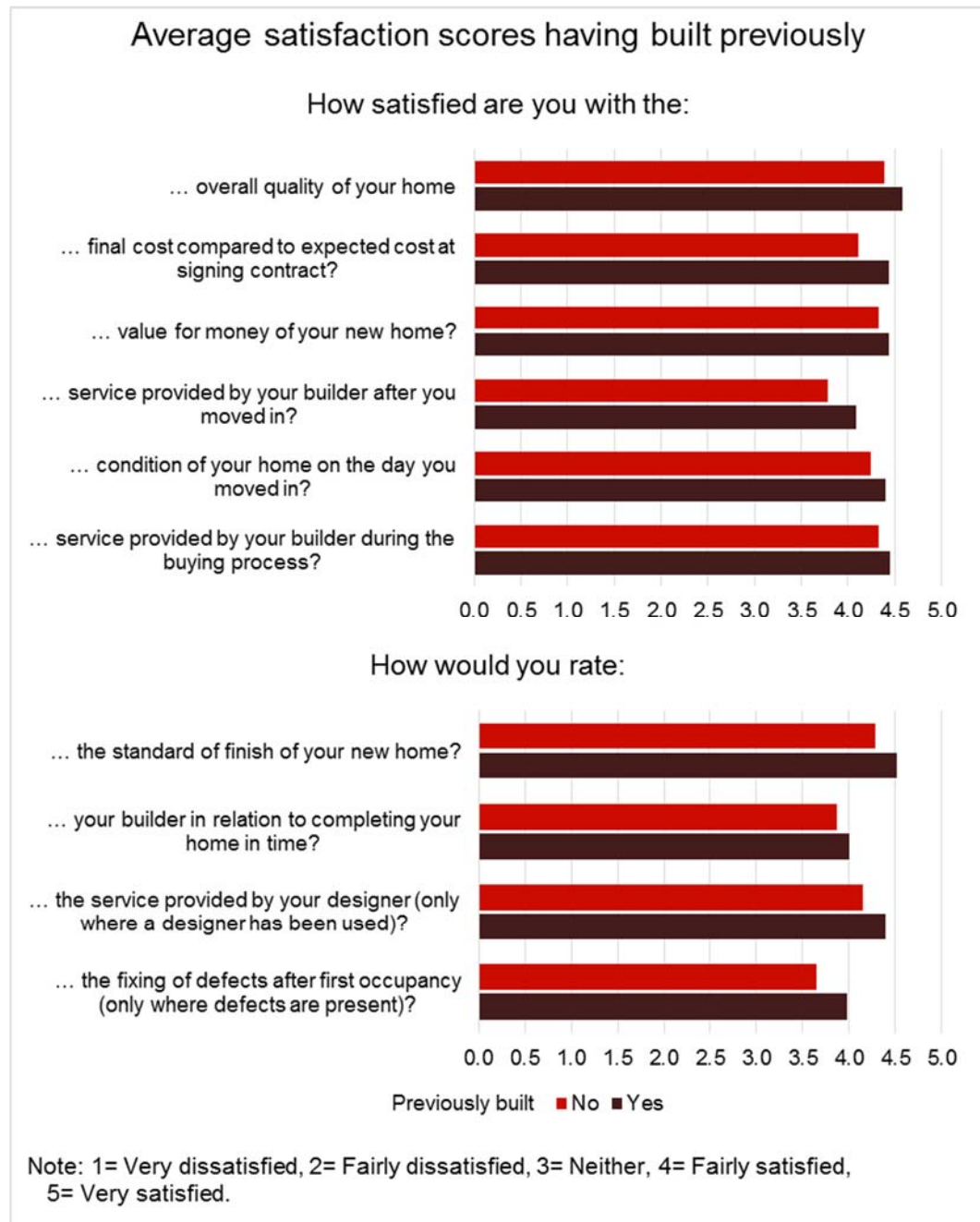


Figure 19. Average satisfaction scores having built previously

However, average scores were not higher the more houses the new house owner had built. Anecdotal evidence suggests that someone who has built before is more likely to build again if they had a positive experience with their first build. Where they had a good experience with their builder, they are likely to use that builder again (as shown by the 11% of respondents who stated the reason they chose their builder was because they had used them previously (see Figure 5).

It is also likely that there is a change in expectations between someone looking to build their first home and someone who has built before. Someone who has built previously is likely to adjust their expectations given the experience of their first build, and would have an understanding of any issues that may arise during the build process and look to remedy them before building starts.

4.11 Changes since 2011

Of particular concern is that the average satisfaction scores have decreased from the last Survey. All of the measures presented below apart from 'the service provided by your designer' have decreased from the previous year. **Both 'your builder in relation to completing your home in time' and 'the fixing of defects after first occupancy' saw reductions of about 8% in the average score.**

All measures apart from 'the service provided by your designer' have deteriorated.

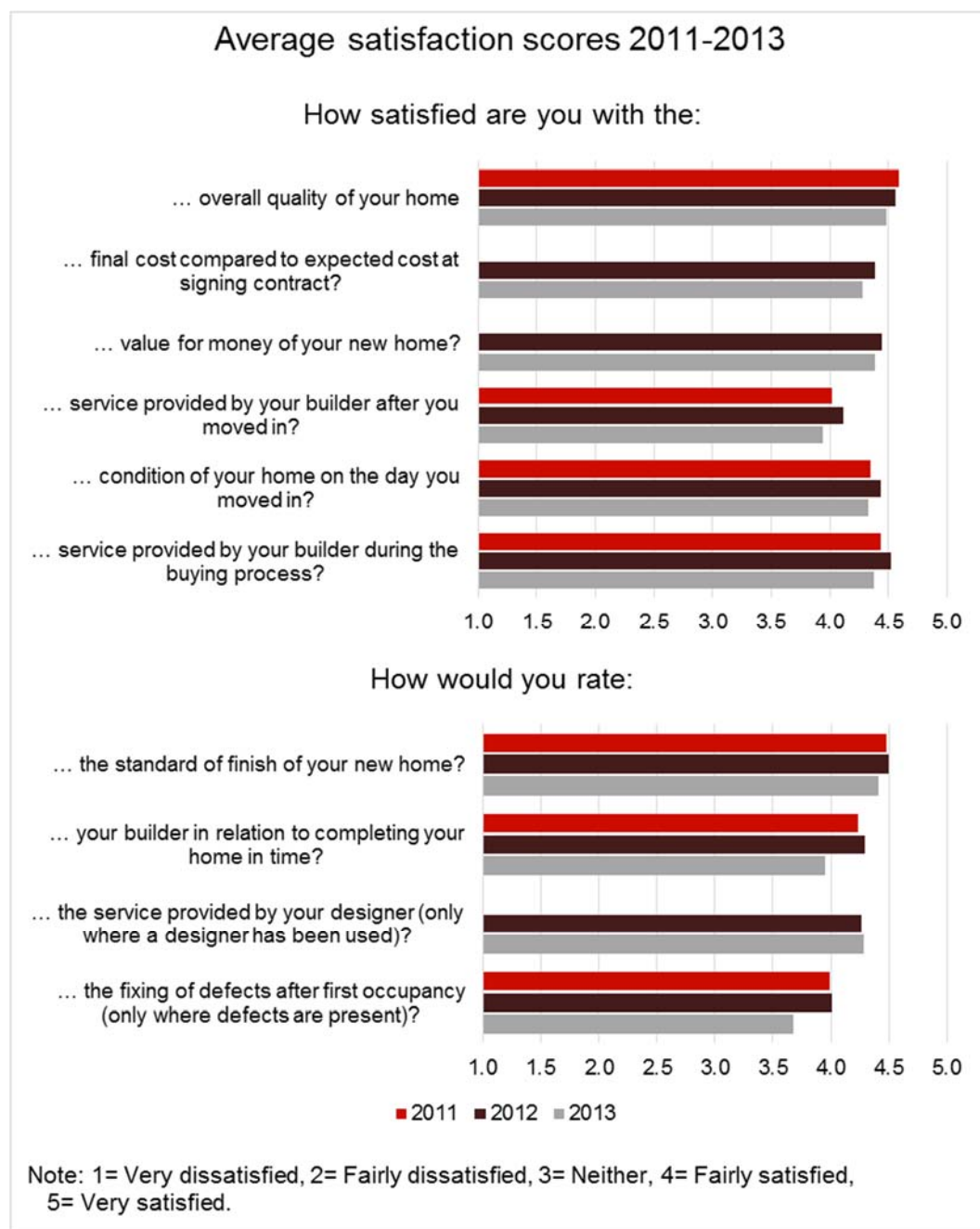


Figure 20. Average scores 2011-2013

4.12 Franchise vs. Independent Builders

Franchise builders were outperformed by independent builders across every measure highlighted below. This could be because franchise builders are more likely to build from their standard designs rather than one-offs, and the Survey highlights that people who have more input into the design tend to be more satisfied. Alternatively it could be that franchise builders are more likely to offer house and land packages, with similar results. Finally, it could be that because independent builders are more likely to be chosen based on positive word-of-mouth rather than a show home, the result of the building process is more likely to meet the expectations of the new house owner.

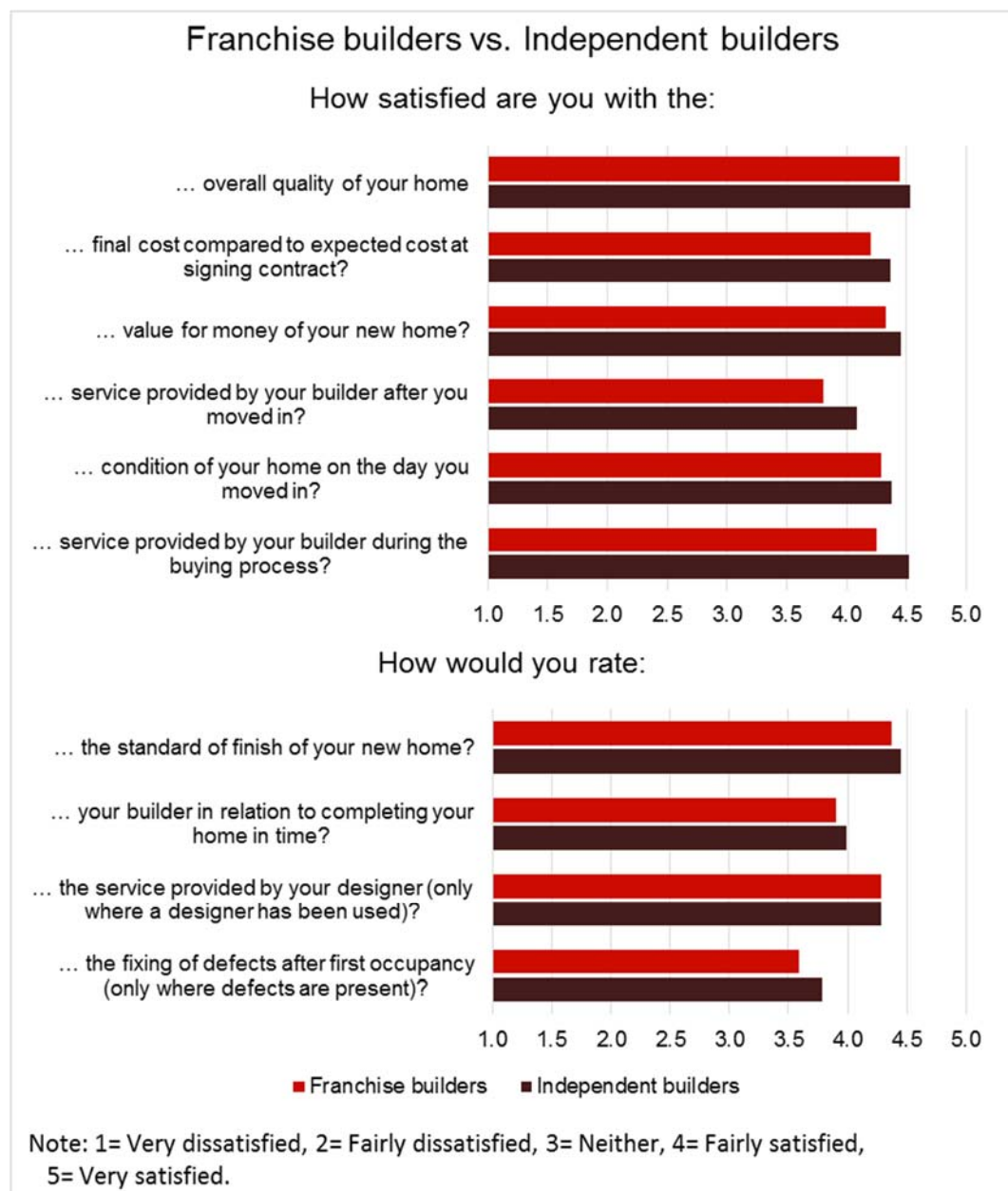


Figure 21. Average scores franchise vs. independent builders

4.13 Highest Scoring Large-Scale Builders

The Survey also allows an analysis by building company, building group or franchise. The main aim of the study and this report is to identify key trends in client satisfaction and expectations in the industry, to support building excellence.

Part of this analysis is to identify where businesses are already meeting or exceeding client expectations. To provide robust results, we limit our analysis of individual firms to those with a sufficiently large sample size to identify meaningful results.¹

In the 2013 survey, Classic Builders, a building franchise with offices across the Upper North Island and in Queenstown, scored the best overall results among large-scale builders. The firm achieved the best result across four of the 10 questions used to determine the overall satisfaction score.

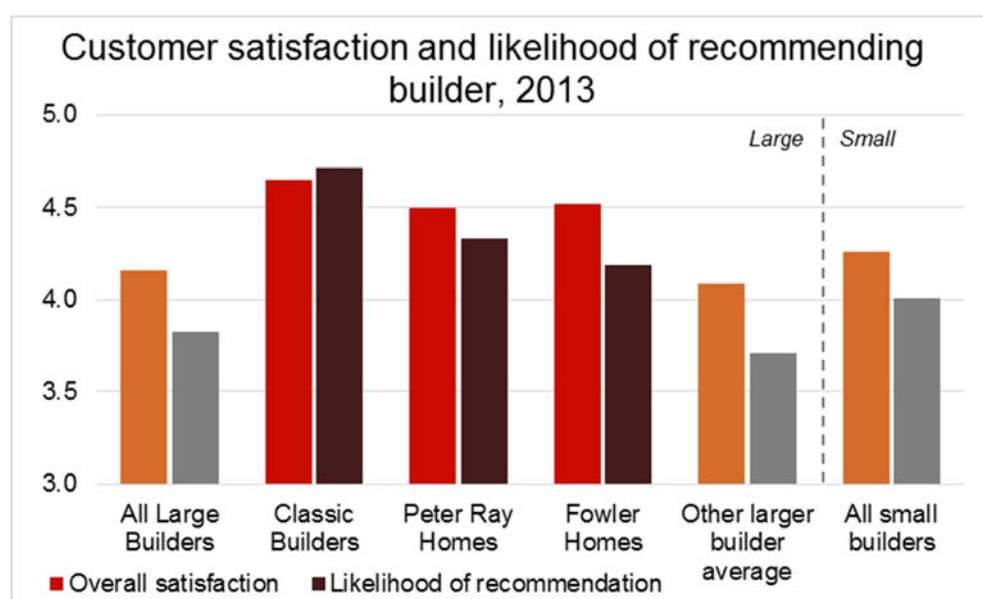


Figure 22. Top-scoring large builders, 2013

In second place was Peter Ray Homes, which was second most likely to be recommended among larger builders, and was the firm with the third highest overall satisfaction score. Rounding out the top three was Fowler Homes, with the second best overall satisfaction score, and fourth most likely to be recommended.

Many smaller, independent or one-branch builders also achieved good results that individually may have matched or even exceeded these scores. This is possibly related to how people choose to build with smaller builders. Whereas the most common reason for choosing a franchise builder was the quality of their show home, more people selecting independent builders did so based on word-of-mouth from friends and family. In other words, new house owners who chose independent builders chose them based on the experiences of people they know and trust, rather than visiting a show home.

¹ Note that BRANZ does not endorse these builders. In addition, these are aggregated totals across franchise groups, and satisfaction levels may vary across different branch offices within these building groups and franchises.

One factor that helped cement the top-scorers into their positions was the level of service received after the new house owner had moved into their new house. Firms that scored highly for dealing with defects and offering good service after move-in were most likely to be recommended.

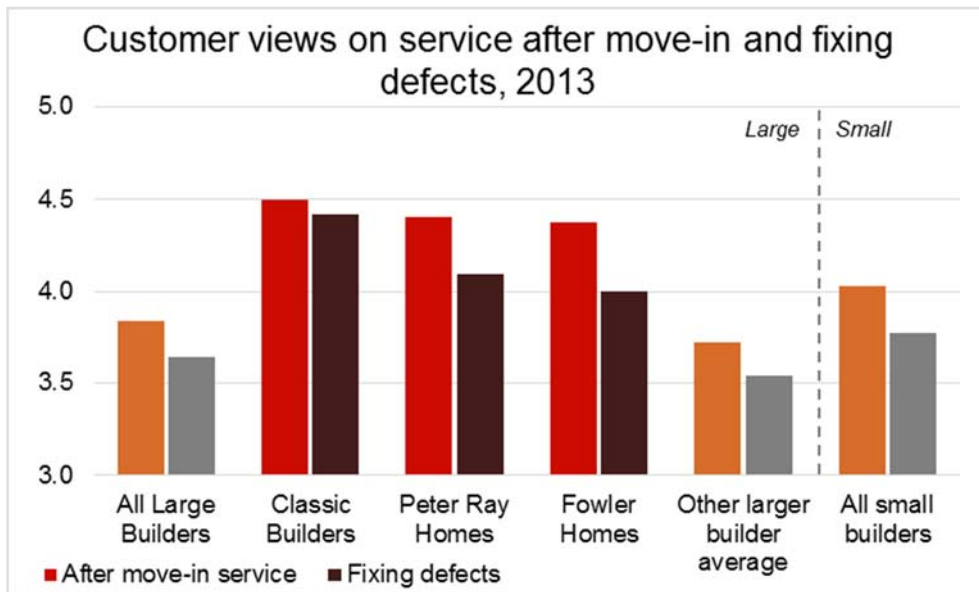


Figure 23. After move-in service and fixing of defects, 2013

The implication is that slow or bad service in dealing with defects after move-in strongly affects the likelihood that new house owners will recommend their builder.

4.14 Regional Breakdown

Figure 24 shows how the Auckland and Canterbury regions compared to the rest of New Zealand. Both Auckland and Canterbury performed poorly compared to the rest of the country across all measures.

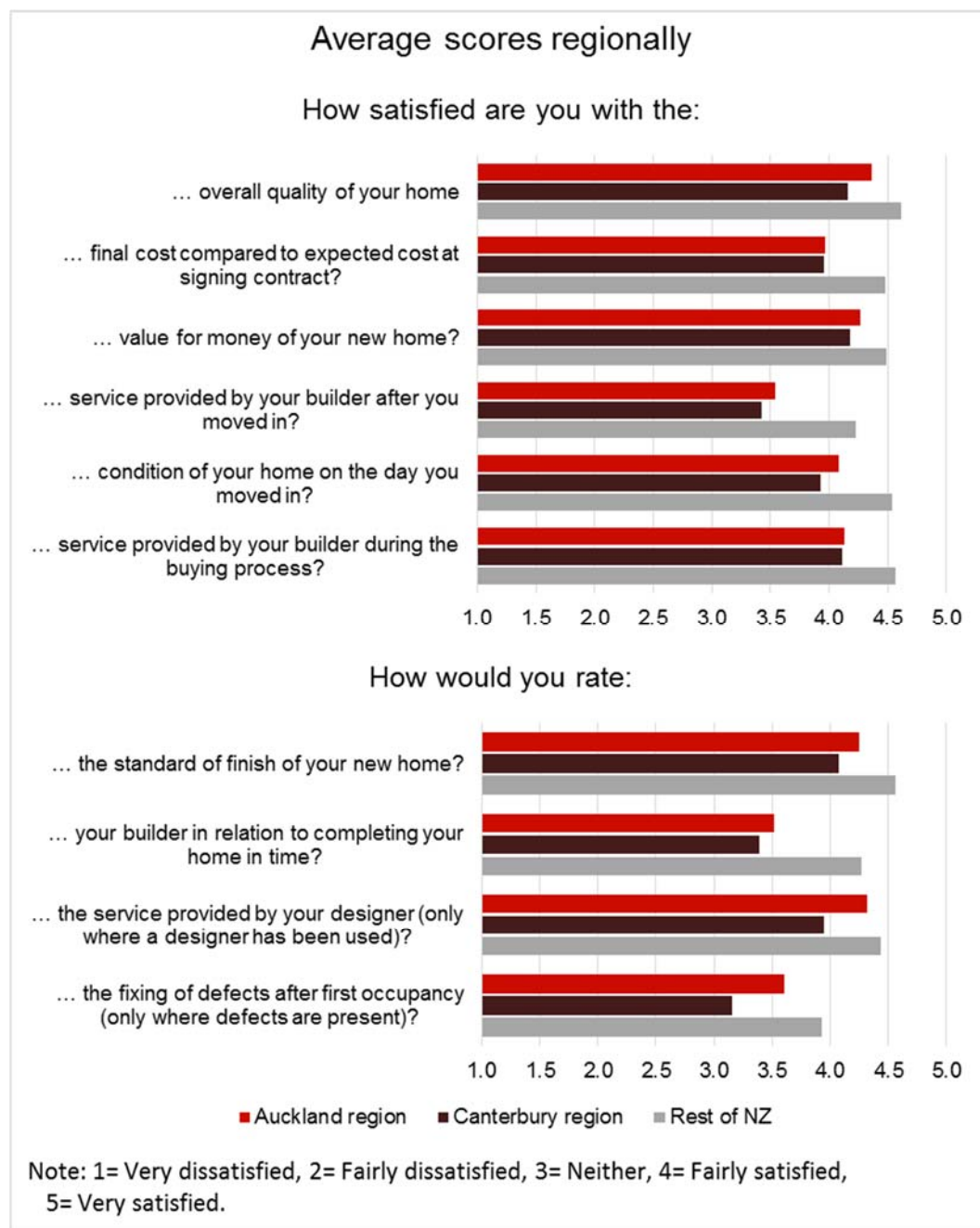


Figure 24. Average scores regionally

The Wellington region was also checked to see if the difference could be a main centre vs. provincial difference. However, Wellington was far closer to the 'rest of NZ' measure than the Auckland and Canterbury regions and also had average scores above the 'rest of NZ' for several measures. This indicates that the poor performance is specific to the Auckland and Canterbury regions and the state of the market in these two regions.

5. APPENDIX

This appendix consists of:

- Results from Survey questions not related to satisfaction
- Additional tables
- The Survey form.

5.1 Additional Results

We asked two questions in this Survey that were not related to satisfaction with the new house owners' home or their builder. The first asked whether or not a home sprinkler system was installed, and if not, why not. Secondly, a question on whether or not a number of sustainability features were incorporated into the house was included.

5.1.1 Home Sprinkler System

About 300 house owners were asked about home sprinkler systems. Few new house owners are having a home sprinkler system installed. **Just 2% of new house owners surveyed reported having a home sprinkler system installed.** The most common reason for owners stating that they did not install a home sprinkler system was because the designer/builder did not recommend it. 17% of new house owners that did not install a home sprinkler system reported that they were concerned about water damage caused by the sprinkler. Note that more than one answer could be selected, so percentages add to more than 100%.

The New Zealand Fire Service and others are pushing for greater uptake of home sprinkler systems. The answers people gave as to why they did not install home sprinklers suggest that for an increase in the proportion of new houses with sprinkler systems installed, education is needed, particularly for designers and builders so that they talk to the new house owner about home sprinkler systems. New house owners also need to better understand fire risks and how home sprinkler systems work.

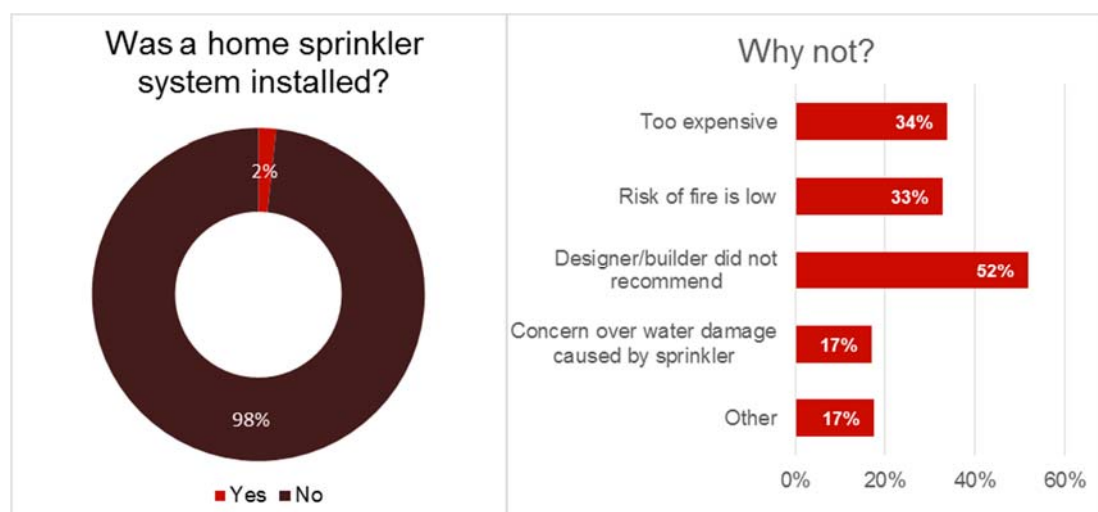


Figure 25. Home sprinkler system

5.1.2 Sustainability Features

We also included a question on sustainability features included in new builds as part of our collaboration with the BRANZ Sustainability team. The Survey focused on the following six features:

- Higher than code insulation
- Rain water collection
- Electricity generation
- Solar hot water
- An exposed concrete floor at the North aspect
- Main living areas facing the sun/North.

The inclusion of each is shown in Figure 26.

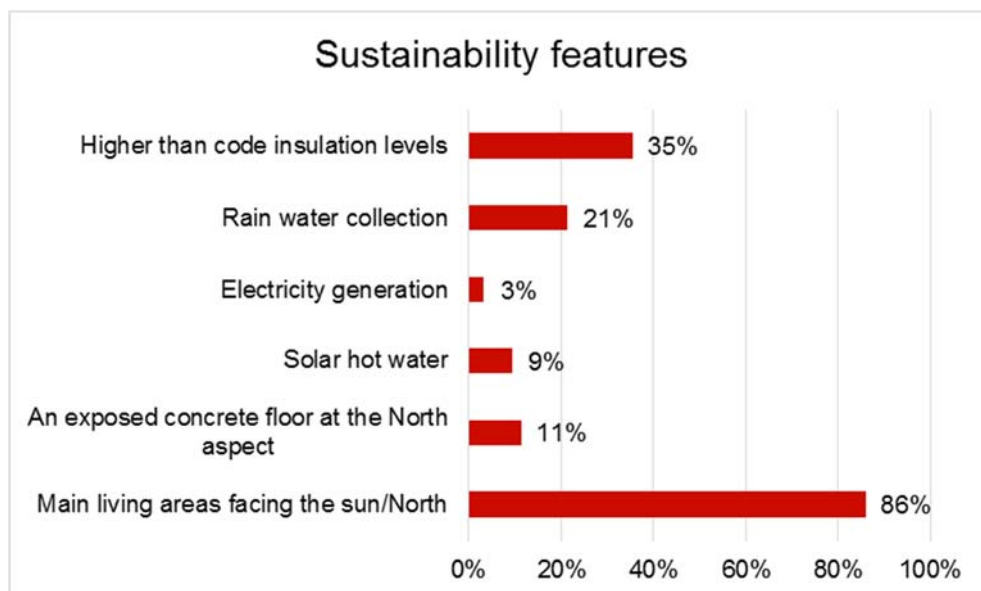


Figure 26. Sustainability features

The rates of adoption of these different sustainability features is not surprising. There is usually little or no cost associated with orienting a dwelling toward the north; this has been standard practice for many years, so it is not surprising that 86% of respondents state their new house had this feature.

The additional cost associated with higher than code insulation levels is also likely to be small within the overall price of insulation, making the higher level of insulation relatively affordable. Rain water collection systems are installed in one in five houses in our Survey but this will be skewed by the large number of houses being built on lifestyle blocks near major cities, such as in Waimakariri and Rodney.

5.2 Additional Tables

Average satisfaction rating by input into house design New Homeowners' Satisfaction Survey 2013						
	... service provided by your builder during the buying process?	... condition of your home on the day you moved in?	... service provided by your builder after you moved in?	... value for money of your new home?	... final cost compared to expected cost at signing contract?	... overall quality of your home?
Select design from the builder's standard plans with NO CHANGES	3.79	3.50	3.36	4.00	4.00	4.36
Select design from the builder's standard plans with SOME CHANGES BY OWNER	4.27	4.29	3.77	4.39	4.23	4.45
One-off design by an architect/architectural designer with MAJOR/TOTAL OWNER INPUT	4.53	4.44	4.22	4.47	4.39	4.58
One-off design by an architect/architectural designer with MINOR OWNER INPUT	4.46	4.15	3.71	4.10	4.18	4.28
1= very dissatisfied, 2= fairly dissatisfied, 3= neither, 4= fairly satisfied, 5= very satisfied						

Table 1. Average satisfaction rating by input into house design

Average rating by input into house design New Homeowners' Satisfaction Survey 2013				
	... the fixing of defects after first occupancy?	... the service provided by your designer?	... your builder in relation to finishing your home in time?	... the standard of finish of your new home?
Select design from the builder's standard plans with NO CHANGES	3.45	4.00	3.31	4.08
Select design from the builder's standard plans with SOME CHANGES BY OWNER	3.65	4.30	3.98	4.35
One-off design by an architect/architectural designer with MAJOR/TOTAL OWNER INPUT	4.10	4.36	3.99	4.52
One-off design by an architect/architectural designer with MINOR OWNER INPUT	3.43	3.86	3.62	4.33
1= very poor, 2= fairly poor, 3= neither, 4= fairly good, 5= very good				

Table 2. Average rating by input into house design

NEW HOUSE OWNERS' SATISFACTION SURVEY

All responses are added together and no individual is identified in reports produced by BRANZ.

1. Was your builder part of a franchise? Yes / No If YES, which franchise? _____

2. Was your house a house and land package or house only? House and land / House only (circle one)

3. Have you built a house before? Yes / No If YES, how many? _____

4. Satisfaction: How satisfied are you with the:

	Very Satisfied	Fairly satisfied	Neither	Fairly dissatisfied	Very dissatisfied
Service provided by your builder during the buying process?					
Condition of your home on the day you moved in?					
Service provided by your builder after you moved in?					
Value for money of your new home?					
Final cost compared to expected cost at signing contract?					
Overall quality of your home?					

5. Rating: How would you rate: No defects or no designer Very good Fairly good Neither Fairly poor Very poor

The fixing of defects after first occupancy?					
The service provided by your designer?					
Your builder in relation to completing your home in time?					
The standard of finish of your new home?					

6. Did you have input into the house design before it was built? Yes / No (circle one)

If Yes, what type of input from the options below (tick one)

Select design from the builder's standard plans with **NO CHANGES**

Select design from the builder's standard plans with **SOME CHANGES BY OWNER**

One-off design by an architect/architectural designer with **MAJOR/TOTAL OWNER INPUT**

One-off design by an architect/architectural designer with **MINOR OWNER INPUT**

Why did you want to build? value, investment, specific requirements, less maintenance, sustainability features, existing houses unsuitable

Other (state) _____ (circle all that apply)

If you selected a one-off design, what features of a one-off design could you not get with a standard design?

7. How did you choose the builder? (please tick all that apply)

Not applicable House already built	Recommended by friends/family	Recommended by designer	From adverts on TV/paper	Used previously	Got several quotes, chose best (how many quotes?)	Show home	Incentive Scheme	Green Credentials	Other (state)

8. What features were important in choosing a builder? (please tick all that apply)

Not applicable House already built	Lowest Price	Quality/ Reputation	Timely Completion	Fixed Price Certainty	Looked at builders previous houses	Other (state)

9. Were there any disputes with the builder over final costs? Yes / No (circle one)

If yes, what was the dispute about? _____

10. Did you install a home sprinkler system? Yes / No (circle one)

If NO, why not? Instead of ticking one option, please number the options in order of preference. Put a "1" beside the option that played the biggest role in your decision, then a "2" beside the second most important option and so on. You can select as many as you like.

Too expensive	Risk of fire is low	Designer/builder did not recommend
Concern over water damage caused by sprinkler	Other	(state)

11. Were any of these features incorporated into your house? (please tick all that apply)

Higher than code insulation levels	Rain water collection	Electricity generation	Solar hot water
An exposed concrete floor at the North aspect	Main living areas facing the sun/North		

12. Did you call back the builder to repair defects after first occupancy? Yes / No (Circle one)

If Yes what defects needed fixing? _____

Was the number of defects: Expected no defects More than expected As expected Less than expected

13. Which of these comes closest to describing how you would speak about your housebuilder?

Recommend without being asked	Recommend if asked	Neutral	Critical if asked	Critical without being asked

14. Do you have any general comments on the overall performance of your builder?

Thank you. Please fold this form and freepost it in the return envelope

Nov-13