

# NEW HOMES SURVEY FAQS FOR DEVELOPERS AND BUILDERS



## Q1. How does the New Homes Survey work?

Every month, participating house builders submit details of all completions and corresponding new owner details to LABC Warranty. From there, LABC Warranty handles all the work for you.

We send out postal, email, or SMS survey invitations to your home buyers eight weeks from the date of completion, depending on the data submitted and according to any contact preferences.

Home builders can access the results via an online survey portal. The portal also includes a dashboard that gives a snapshot of feedback received, useful for benchmarking and reporting back to the business.

## Q2. Where can I get a copy of the survey questionnaire?

Reference copies of the survey questionnaires are issued to all participating developers, and are also available via your online portal. Further reference copies can be obtained from LABC Warranty at [newhomessurvey@labcwarranty.co.uk](mailto:newhomessurvey@labcwarranty.co.uk). Reference copy questionnaires must not be given to homeowners to complete.

## Q3. How do I supply homeowners' names and contact details to participate in the survey?

You need to collect your home buyer data for legal completions within the previous calendar month. Ensure the data is compliant with all applicable data protection laws and use the pro-forma Excel spreadsheet to prepare the data in the format we require. Please share your data with LABC Warranty by the 10th day of the following calendar month, so that we can process the surveys for you.

You can find instructions for sharing your data on our [New Homes Survey resource page](#). Lost your pro-forma Excel spreadsheet? Email [newhomessurvey@labcwarranty.co.uk](mailto:newhomessurvey@labcwarranty.co.uk)

## Q4. What if a homeowner's email or correspondence address changes?

Any changes must be sent immediately using the defined template to [newhomessurvey@labcwarranty.co.uk](mailto:newhomessurvey@labcwarranty.co.uk). If possible, these changes will be made to ensure the survey is sent to the correct address but this cannot be guaranteed. It is imperative that the data is checked for accuracy before being submitted.

## Q5. Are surveys sent out to all homeowners?

Surveys are sent to all new homeowners of private sale new homes based on the data submitted. Surveys are sent to non-LABC Warranty warranty homeowners as long as their contact details are provided as part of the builder data submission process.

Homeowners who have indicated to their builder that they wish be excluded on data protection grounds will not be contacted, unless LABC Warranty has received a contradictory instruction. Homeowners that have advised LABC Warranty directly that they do not wish to be contacted will not be invited in any circumstances, even if permission has previously been given to their builder.

## Q6. What happens if a customer wants to opt out of the survey?

Homeowners do not have to complete the survey. If they wish to stop further surveys being sent to them, they need to advise LABC Warranty who will update the survey database.

## Q7. Can we add our own questions to the survey?

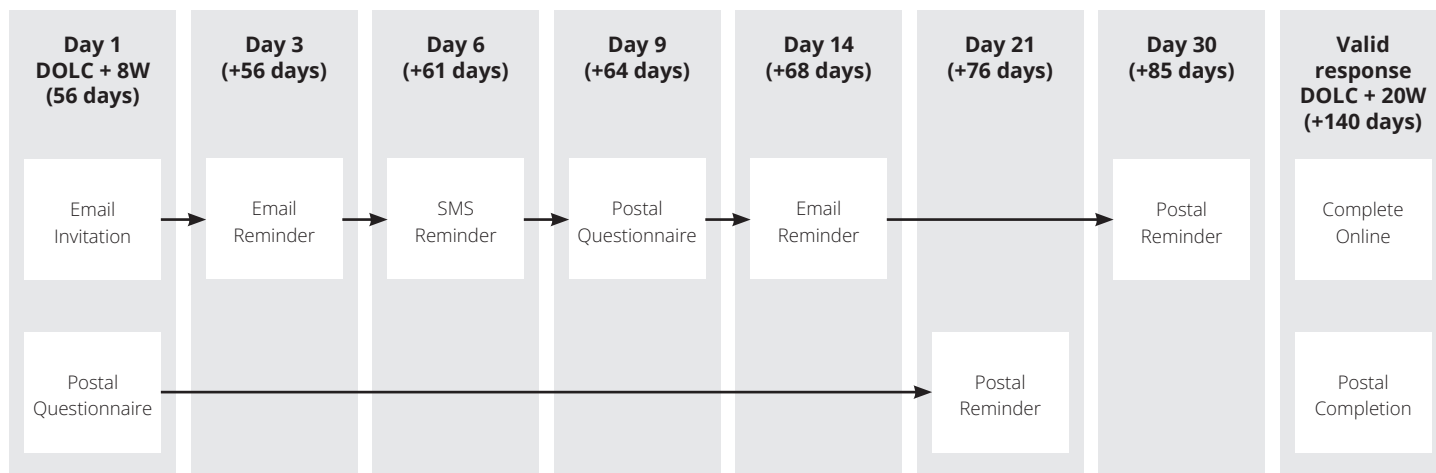
Yes. We can add additional questions, please speak to your LABC Warranty Account Manager or contact LABC Warranty at [newhomessurvey@labcwarranty.co.uk](mailto:newhomessurvey@labcwarranty.co.uk) for more information and costs.

## Q8. How and when are surveys sent out?

Invitations are sent eight weeks after the date of legal completion, followed by reminder(s) unless a survey is completed in the meantime. If an email address is available, an email invitation is sent containing a link to complete the survey online, followed by reminders (email, SMS and/or postal) if a completed response is not received. If a mobile phone number is provided, an SMS reminder is sent containing a link to complete the survey online.

If only a postal address is available, a survey is posted to the property address (or correspondence address if provided) for the homeowner to complete and return, followed by a postal reminder.

This diagram shows the process (DOLC = Date Of Legal Completion):



## Q9. How do homeowners complete the survey online?

If an email address is available at the point of invitation, LABC Warranty will send the homeowner an email containing an encrypted link to the online version of the survey. If a mobile phone number is available at the point of invitation, LABC Warranty will send an SMS reminder for the eight week survey with an encrypted link to complete the survey online.

If no response is received to the email, SMS, or if only a postal address is available, then a paper copy of the survey is posted to the homeowner. This postal invitation and questionnaire also contains unique details to enable them to access the online version of the survey, if they wish to respond online instead.

## Q10. Can additional copies of the survey be sent out to homeowners?

No. The survey methodology states that to ensure consistency and integrity, the survey invitations are only to be sent out based on the agreed timescales. If the homeowner has mislaid their survey they may contact LABC Warranty who will provide them with details to complete the survey online. These details will only be sent to the homeowner via the mechanism used for their initial invitation(s) and only if within the valid response window. Homeowners requiring a large print version of the survey should contact LABC Warranty.

## Q11. Does LABC Warranty provide incentives to homeowners to encourage them to complete the survey?

No. LABC Warranty understands the importance of feedback and good response rates. The best practice is to inform customers that this feedback channel exists, prior to their invitation. However, in line with the Bribery Act 2010, builders must not incentivise or pressurise homeowners into completing the survey with dishonest responses. Surveys must not be completed by the builder on behalf of the homeowner, and to avoid the perception of influence, nor should the builder be present whilst the homeowner completes the survey. Homeowners should return the completed survey direct to LABC Warranty.

HBF are regularly updated regarding the survey results and any anomalies that may impact upon the results and the integrity of the survey may result in a builder being withdrawn from the survey, and their HBF Star Rating results becoming unavailable.

## Q12: Can we tell our home owners to look out for the survey?

Yes, and we would encourage you to do so. Before LABC Warranty starts the invitation process, we are happy for you to make homeowners aware that they may be invited to complete a survey, subject to their contact details being appropriately provided and any relevant data protection instruction.

We have created a template flyer for you to print and share with your home owners. Download a print-ready copy from our New Homes Survey resource page.

**Q13. Should builders liaise with homeowners regarding the completion of the survey?**

No. LABC Warranty should be the sole party communicating with the homeowner regarding their completion of the survey during the invitation process i.e. 8 – 20 weeks after legal completion. Builders can make homeowners aware that an invitation will be sent out by LABC Warranty but should not discuss or seek to influence the homeowners' response (See Q12).

**Q14. Can you tell me who has been invited to complete the survey?**

No. This detailed information is not made available but survey volumes sent can be viewed in the online reports by year, quarter or month at group, subsidiary and site level in the online customer portal. The invitation and reminder process is handled by LABC Warranty in accordance with the defined survey methodology and as detailed above.

The invitation data is obtained from the developer (See Q3) and screened using the data protection information provided by the builder and also that held by LABC Warranty. Some homeowners do choose to opt out of receiving correspondence from LABC Warranty such as customer satisfaction surveys, meaning that builders may not see invitations being sent for all their legal completions.

**Q15. Do homeowners need to return/complete the survey within a certain timescale?**

Yes. To have their feedback included in the aggregate scores, homeowners need to complete and return their survey within a certain timescale. The response window is 20 weeks from the legal completion date. Surveys received after these dates will be treated as "invalid" with only the response rate statistics updated. It is possible to view the details of invalid responses via the online reports. (See also Q21)

**Q16. Can you tell me who has responded to the survey?**

In some cases. We are unable to confirm on an individual homeowner/policy basis if a completed survey has or has not been received. However, where a homeowner has responded to the survey and advised that they are happy for the details of their individual response to be shared with the builder, this information will be made available in the online report.

For homeowners that respond and choose to keep their identity private, the details of their response will be made available to builders but not information that would enable you to link their identity with the response.

**Q17. Can you tell me which site a response relates to if a homeowner has indicated that they do not want their identity shared?**

Yes, you will be able to see the site details under both shared and hidden responses. Automatic email alerts can also be set up in order for you to receive details each time a positive or negative response is received to the "would you recommend" question. This will include the site details but nothing to indicate which plot or policy number the response relates to.

**Q18. Can you tell me who has yet to respond to the New Homes Survey?**

No. Homeowners may choose whether or not to complete the survey and LABC Warranty does not provide builders with details of persons who choose not to respond in order to avoid homeowners potentially being unduly pressured to complete the survey (which would also fall outside of the defined invitation and reminder process common to all participating builders - see Q8 for details of invitation and reminder timings).

Although a gap analysis between 'known completions' and 'shared identity' is possible; if an individual response isn't available to view, it cannot be assumed that the homeowner hasn't yet completed the survey (or that they haven't been invited), they may have completed the survey and wished their identity to be anonymous.

**Q19. Why hasn't a certain homeowner received a survey?**

Please refer to other questions in this document which should explain why a certain homeowner has not been selected to participate in the survey or why you are unable to view their response. If you feel that there may be a systemic issue that requires further investigation, please raise this with your company's group or head office representative who will liaise with LABC Warranty. We will initiate a formal investigation if appropriate.

**Q20. What if the homeowner owns and resides at the property but is away for five or more months (e.g. armed forces) and is therefore unable to complete the survey within the valid response window?**

The timings of invitations and the valid response period for the industry wide survey is defined by the survey methodology and to ensure consistency there are no exceptions.

### **Q21. What is an invalid response?**

A completed survey can be classed as invalid for any of the following reasons:

- returned too late (completed outside of the valid response window)
- returned blank (all standard survey questions unanswered)
- completed by a “tenant”, “shared owner” or “investor” (owner but not living at address shown)
- returned questionnaire is not in the original format sent by LABC Warranty (i.e. the document received is a photocopy/fax copy of the original or a ‘reference copy’)
- a survey response already been received – first response only is recorded

All invalid responses will be excluded from the aggregate scores shown in the reports.

### **Q22. Can homeowners request to amend their answers or retract their entire survey?**

No. Once a completed survey is received by LABC Warranty the results will not be amended or retracted.

If a homeowner advises LABC Warranty after completing the survey that they incorrectly provided consent to share their identity, this cannot be amended.

### **Q23. When is the survey year?**

The HBF Star Rating survey year runs from 1 October to 30 September the following year, based on the date of legal completion (not the date a homeowner submits any feedback). You can join LABC Warranty's New Homes Survey at any time but HBF Star Rating will be calculated using 12 months of data from 1 October to 30 September.

### **Q24. When are the results announced?**

For HBF members only, at the end of the survey year (once the period for receiving valid questionnaires has passed) LABC Warranty provides the results of the “would you recommend” question from the eight week survey to HBF to enable them to calculate the results for their star rating scheme members (HBF are also provided with summary industry-level statistics).

You can also log into your dashboard and see live your results at any time, which are updated each time a survey is returned. The dashboard shows responses by site, details individual homeowners’ responses if the homeowner has given their permission for this, and provides insight into factors affecting whether someone would recommend you.

You can find your dashboard log in details in your New Homes Survey Welcome Pack email we sent to you when you joined.

### **Q25. What is the expected response rate?**

Response rates vary and can be influenced by the quality of the information LABC Warranty has been provided. Response rates are available to view via your survey dashboard.

### **Q26. I have lost my dashboard username/password or I cannot log in!**

If your log in details do not work, try using the password reset function on the portal log in page. If you have any difficulties resetting your password, or have lost your details, please contact [newhomessurvey@labcwarranty.co.uk](mailto:newhomessurvey@labcwarranty.co.uk).