

18 March 2021

- Barratt Developments awarded 5 stars for customer satisfaction for a record 12 years in a row
- More than 90% of its customers would recommend Barratt to a friend
- This follows winning the Supreme Award at the NHBC Pride in the Job Awards 2020, which recognises the best site managers in the UK

Barratt Developments, the country's largest housebuilder, has received the maximum 5 star rating in the new Home Builders Federation (HBF) annual New Homes Customer Satisfaction Survey.

The number of stars awarded is based on customer responses to the question "would you recommend your builder to a friend"? For Barratt to have been awarded 5 stars means that over 90% of its customers would recommend their homes to a friend.

This is the twelfth year in a row that Barratt has achieved the 5 star rating – a record unmatched by any other major national housebuilder. It comes on top of the recent Supreme win at the NHBC Pride in the Job Awards, where Barratt site manager Kirk Raine scooped the top award out of a possible 11,000 site managers across the country – marking the fifth Supreme win for Barratt site managers in six years.

The HBF New Homes Survey is one of the largest surveys of its type in the country and is completed by nearly 50,000 people who have recently bought a new build home. The simple 1-5 star rating system was developed to give customers an easy to view ranking system of which housebuilders have the most satisfied customers.

The high satisfaction rates are a testament to its commitment to building high quality homes and great places that Barratt customers are proud to call home. The customer is at the heart of everything Barratt does, and it is this focus on making customers happy which results in such high recommendation scores.

Stewart Baseley, executive chairman of the Home Builders Federation, said: "The survey demonstrates that the industry is delivering an excellent level of service in the opinion of over 90%

of its customers. The fact that we have seen four successive years of improved satisfaction levels shows the clear focus builders have been putting on the customer. That this level of satisfaction has been delivered during a pandemic that saw sites closed and builders unable to access homes for a period makes it even more of an achievement. The industry remains committed to maintaining the significant progress of recent years and fully supports moves to put an independent New Homes Ombudsman in place to strengthen customer protections and continue to drive up standards. To achieve a 5 star rating, meaning that at least 90% of your customers would recommend you, is a fantastic achievement that requires commitment from everyone within the organisation.”

David Thomas, chief executive at Barratt Developments, said: “We’re incredibly proud to have been announced a five star housebuilder for a record 12 years in a row. We work hard to look after our customers, both before and after they buy their new homes, so it’s great to know that our customers rate us so highly, and that so many of them would recommend us to a friend. We will continue to give all of our customers a 5 star service.”

ENDS

## **NOTES TO EDITORS**

### **About Barratt Developments plc:**

Barratt Developments plc is the country’s largest housebuilder. Barratt is committed to building high quality homes and this year received more NHBC Pride in the Job Quality awards than any other housebuilder for the sixteenth year in a row and was awarded 5 stars by its customers in the HBF satisfaction survey for the twelfth year in a row. For more information visit [www.barrattdevelopments.co.uk](http://www.barrattdevelopments.co.uk)