

# Consumers, the future and are they ever right?

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# Who are your customers?

- Could be anyone building or upgrading their home
  - Buyers
    - Spend on average £8,000 in the first two years on their home
    - Sellers may need help creating a show home
  - Renovators
    - May want restoration work and/or replication
  - Self builders
    - Like to create 'bespoke' features
  - Developers
    - 156,000 new homes registered to be built in 2015
    - Eight year high

# Future trends

# What are the latest trends?

- 22% fall in number of homes changing hands
  - Average stay is now 21 years

	2015	2016	2017	2018	2019	2020
Total (m)	1.215	1.245	1.280	1.300	1.300	1.305

Source: Savills Research

## 1.687m

Average annual UK housing transactions pre-credit crunch

## 1.305m

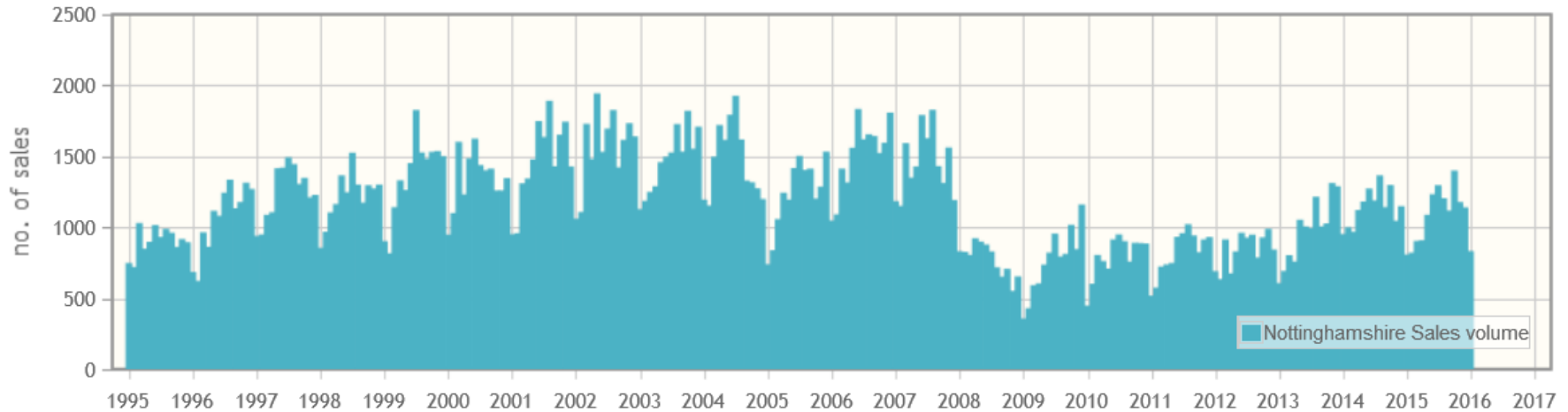
Forecast number of UK housing transactions in 2020

# Local sales volumes

## Index data for Nottinghamshire

Sales volume

Average prices



### Nottinghamshire

Month	Apr-15	May	June	July	August	September	October	November	December	Jan-16
Sales volume	906	1087	1231	1294	1203	1116	1397	1176	1138	831

# Renovation: Buy to let market

*“Britain’s young adults are no longer putting up shelves,  
hanging wallpaper or retiling bathrooms”*

*According to MBNA*

Who’s fault: rise of buy to let landlords!

Why?

Under 30s rent more than buy

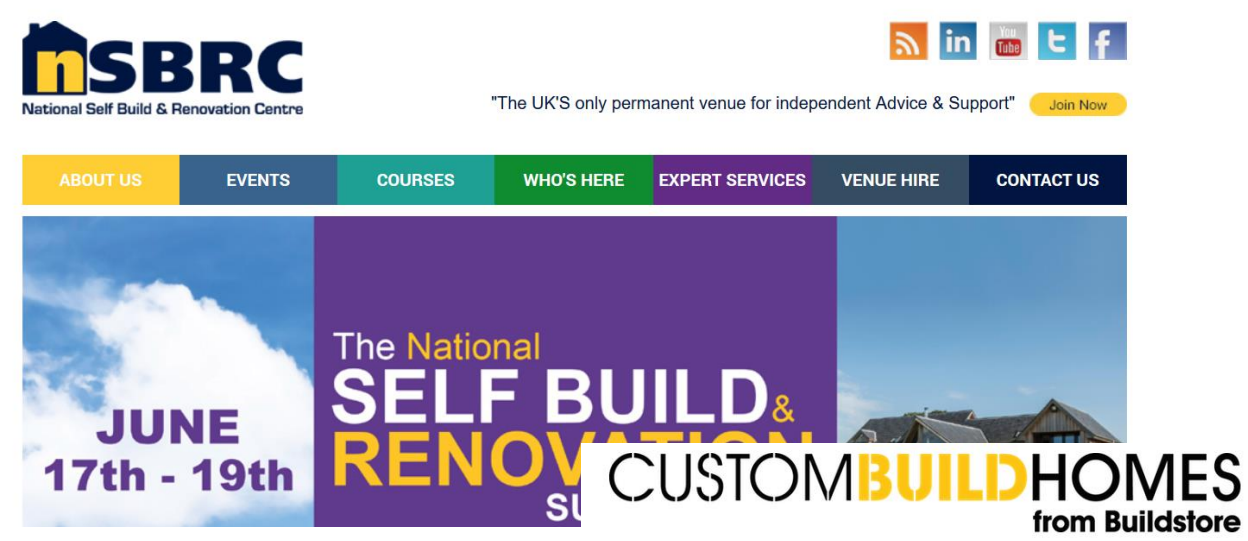
Landlords don’t let tenants do up their own properties

# Developers / Institutional investors

- Committed to building:-
  - 1 million homes by 2020
- Main change to developers building:-
  - Housing associations
  - Institutional investors
    - Grainger; L&G

# Custom build / self builders

- Now receiving government support “right to build”



**NSBRC**  
National Self Build & Renovation Centre

"The UK'S only permanent venue for independent Advice & Support" [Join Now](#)

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**JUNE 17th - 19th**

The National **SELF BUILD & RENOVATION** SHOW

**CUSTOM BUILD HOMES**  
from Buildstore



Architect : De Matos Ryan Photographer : Andy Matthews

Would you like to live in a home that you have helped to design and create – reflecting your individual character and the needs of you and your family, now and in the future? **Custom build** could hold the key.



Are consumers always right?

# Problem with consumers and property...



# Property La La Land

How do you work with consumers  
with this mind set?

# How to compete with cowboys

- Understand how they secure work
  - Charming, secure trust very quickly
  - Sell 'cash' as a benefit
  - Can do the work 'now'


# Five ways to beat the cowboys

# Beat the cowboys: #1

- Get clients to report them to Trading Standards, or do so yourself
  - Or tell me.. [kate@designsonproperty.co.uk](mailto:kate@designsonproperty.co.uk)
- Citizens Advice will also do it for you
  - but it costs, so you could offer to ring on behalf of your client

## How to report a trader to Trading Standards

Call the Citizens Advice consumer helpline and tell them you want to report a trader to Trading Standards. The consumer helpline will assess your problem and pass it on to Trading Standards if it's appropriate.

If you live in Northern Ireland, you'll need to contact [Consumerline](#)  and tell them you want to report a trader to Trading Standards.

**Citizens Advice consumer helpline**

Telephone: 03454 04 05 06

<https://www.citizensadvice.org.uk/consumer/get-more-help/report-to-trading-standards/>

# Beat the cowboys: #2

- Educate your potential clients ‘what to watch out for’
  - Why paying cash gives no protection
    - If you charge VAT, why that’s a good thing
  - Tell them about local horror stories

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**Cowboy builders jailed after charging tens of thousands of pounds for a £281 job**



# Beat the cowboys: #3

- Explain why you are worth waiting for
  - Fully trained
  - Have insurance should something go wrong
  - Happy to give references



# Beat the cowboys: #4

- Talk about/offer warranties and guarantees
  - What do you offer?
  - Why do you offer it?
  - What happens if they engage someone who doesn't?
  - Have you a case study?

# Beat the cowboys #5

- Give information from trusted sources about rogue traders and their tactics



**Cowboy builders exist because we let them –  
so it's time to stop supporting rogue  
tradesmen**

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One of the main reasons the 'bad guys' get to continually mess up renovation and maintenance jobs on people's properties is because we don't want to pay 20% VAT.



Selecting a craftsman can be a stressful experience - will they do a quality job? Will I get value for money? If you had the choice of using someone you found online or using someone who had independent accreditation, wouldn't you take the latter for peace of mind?

With our **Find a Carpenter** search facility, that's exactly what you should get and we strongly recommend you choose a member of the **Institute of Carpenters**

**Contact: Institute of Carpenters**

**TEL: 0844 879 7696**

Make a list of all the work you need doing in your home – whether it's bespoke furniture you require, some shelves or a full loft conversion	
Think about and decide on the appearance of the finished product for instance, if you are planning a kitchen, decide on the type of worktop, cupboard fronts etc	
Decide on a budget for the work	
Collect visual examples of what you are requesting to give the carpenter an idea of your requirements and to benchmark the quality	
Check with your local Planning Authority whether building regulations and/or planning approval is required for major work such as conversions or extensions and for repairs on listed buildings	
Contact and secure quotes from three different carpenters, making sure at least one is a member of the <b>Institute of Carpenters</b>	
If you need to find a carpenter / joiner to quote for quality woodwork, visit the Institute of Carpenters' <b>Find a Carpenter</b> search facility	
Carpenters can either be employed directly or through a building contractor employed by you. If your builder is quoting for carpentry work, check the carpenter is a member of the <b>Institute of Carpenters</b>	
Request the quote in writing and ask for a breakdown of labour and costs	
Understand what the payment terms are and be wary of anyone asking you to pay all the money upfront. In any case any up front deposit should only cover materials needed to start the works	
Check if the work comes with any product guarantees and how many months guarantee is given for workmanship	
Make sure they are covered by their own insurance should anything go wrong with the project, including public liability insurance	

# What goes wrong with property projects

- For *'complaint'* read *'poor communication'*
- *Consumers*  
*"Don't know what they don't know, so they don't know to ask...."*

The key problems are normally

Quote was done some weeks/months ago

They change their mind (!)

You may forget / confuse with another job

Something minor eg cigarette butts

# How do you deal with problems?

- The five 'A's'
  - Always, always put things in writing
  - Always go through the job with them face to face
- Always make sure any changes are costed and *SIGNED*
- Always mark the area where the work will be done



# Turn complaints to compliments

- “Sorry” is a very useful word

*“I am sorry you feel that way”*

*“I am so sorry you don’t feel I have done a good job”*

- Say how you ‘feel’
  - You feel you did the job you were asked
  - Refer to any written evidence
- Ask what they expect you to do to put things right
  - Is it fair?
  - If not what could you do for them?
- Be aware that some people are just out to save money

