

# heyllo

STAR Survey Results

March 2021

# Survey Overview

- 509 respondents participated in this survey.
- This survey consisted of 23 questions, along with the opportunity for respondents to leave their individual feedback.
- 7 questions within this survey could be considered not applicable for many respondents, this is reflected by an increase in neutral responses or respondents skipping the question.
- This survey was open from 15/01/2021 to 11/03/2021.
- It should be noted that interactions with the builder may have been a determinant, or influencing factor, in many responses.
- A likely cause of respondents not answering questions is that the question is not applicable for all homeowners.
- 85% of those surveyed purchased their home using Home Reach, the remaining 15% purchased their homes using resales or Your Home.



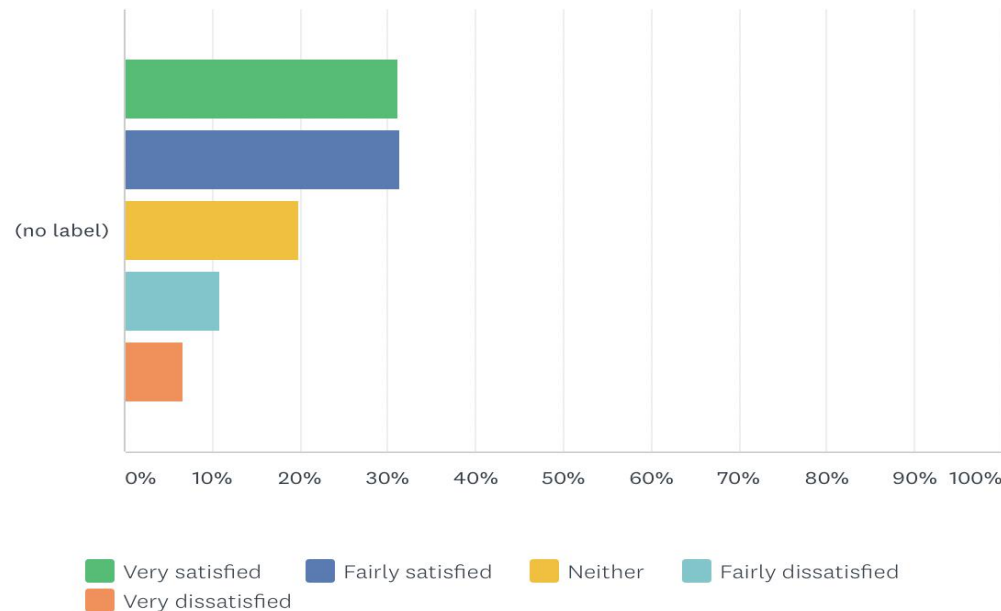
# Key Findings

- A strong increase can be observed in regard to dissatisfaction with fees.
- A likely cause of respondents not answering questions is that the question is not applicable for all homeowners.
- A trend can be observed where a strong majority of respondents are satisfied with the service provided by heylo in regard to the buying and moving in process. Taking everything into account, 62.80% of respondents stated they were satisfied with the service provided.
- We can also observe that a strong majority of respondents, 76.42%, stated they're satisfied with the overall quality of their home.
- 72.58% of respondents stated they were satisfied with the sales process.
- A strong dissatisfaction can be observed with the value for money of the service charge, and the upkeep of communal areas, in the responses to survey questions and in the open feedback section.
- Many respondents stated they would like to have more information about staircasing or that this process was unclear.
- Nearly 90% of respondents stated they reported 1 or more problems to the builder.
- We can observe a mixed response in regard to snagging issues and how defects to the property have been addressed. 40.84% of respondents stated they were satisfied with how these issues have been addressed and 43.58% stated they were dissatisfied.
- A majority of respondents, 65.54%, stated they were satisfied with the information and advice they have received from heylo or the housebuilder in regard to shared ownership.



## Question 1

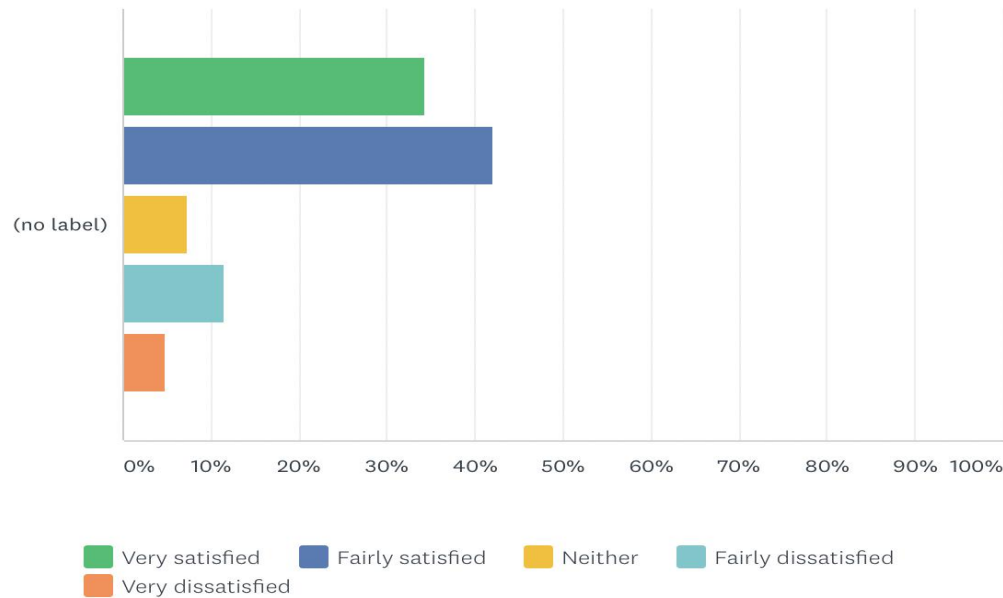
Taking everything into account, how satisfied or dissatisfied are you with the service provided by heylo?



- A strong majority of homeowners, 62.80%, stated they were satisfied with the service provided by heylo. Of these respondents, 31.24% stated were very satisfied and 31.43% stated were fairly satisfied.
- In contrast, 19.84% of homeowners stated they were dissatisfied with the service provided. Of these respondents, 6.68% were very dissatisfied and 10.81% were fairly dissatisfied.
- 19.84% of homeowners stated they were neither satisfied nor dissatisfied.

## Question 2

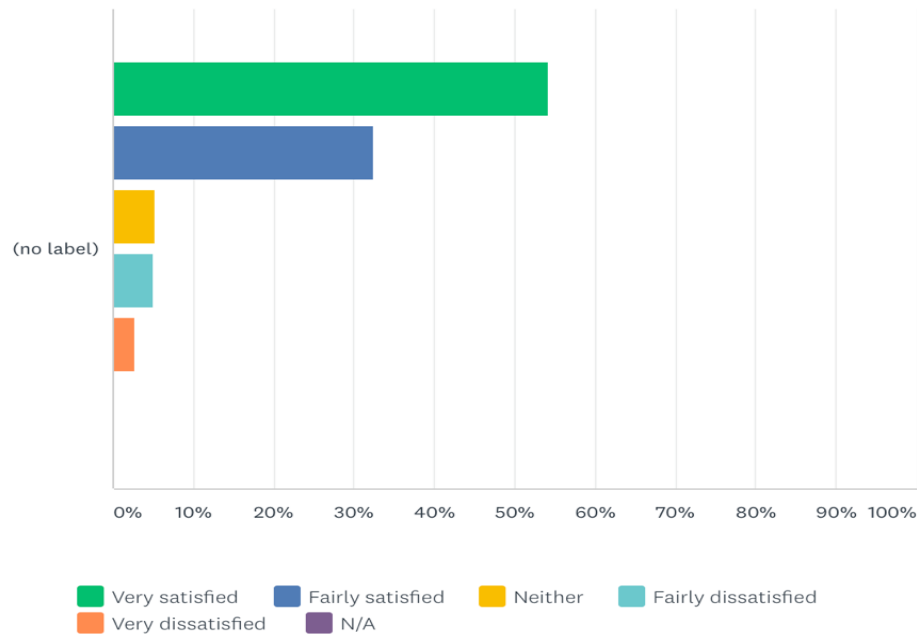
How satisfied or dissatisfied are you with the overall quality of your home?



- A strong majority of respondents, 76.42%, stated they were satisfied with the overall quality of their home. Of these respondents, 34.38% stated they were very satisfied with the overall quality of their home and 42.04% stated they were fairly satisfied.
- 16.31% of respondents stated they were dissatisfied with the quality of their new home. Of these respondents, 11.59% of respondents were fairly dissatisfied.
- A relatively low number of respondents, 7.27%, stated they were neither satisfied nor dissatisfied with the overall quality of their home.

### Question 3

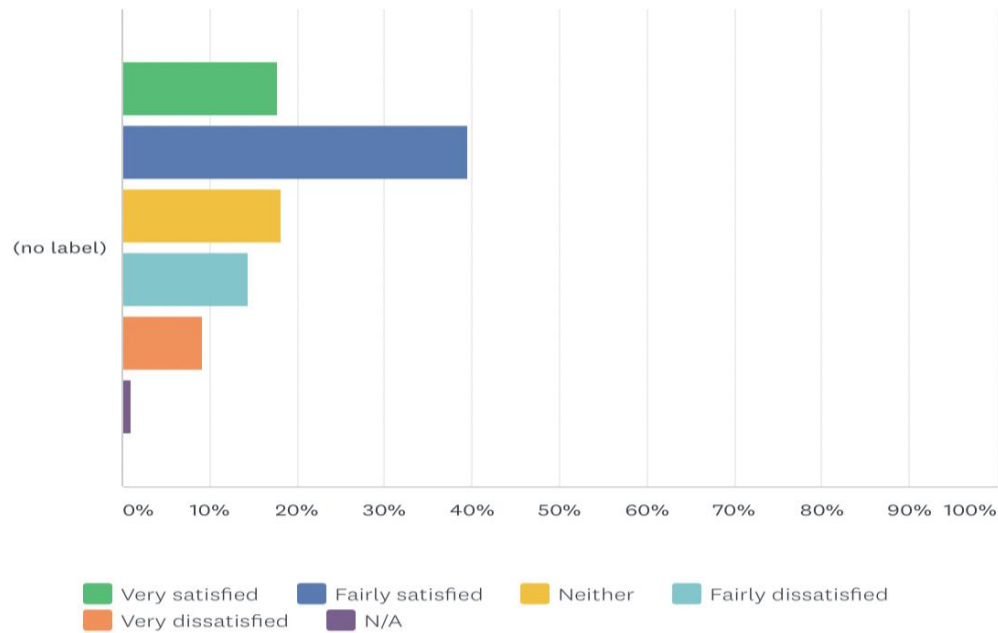
How satisfied or dissatisfied are you with your neighborhood as a place to live?



- A strong majority of respondents, 86.70%, stated they were satisfied with their neighborhood as a place to live. Of these respondents, 54.22% stated they were very satisfied and 32.48% stated they were fairly satisfied.
- In contrast, a low number of respondents, 7.86%, stated were dissatisfied with their neighborhood as a place to live. Of these respondents, 5.11% stated were fairly dissatisfied and 2.75% stated they were very dissatisfied.
- Again, a low number of respondents, 5.30%, stated they were neither satisfied nor dissatisfied with their neighborhood as a place to live.

## Question 4

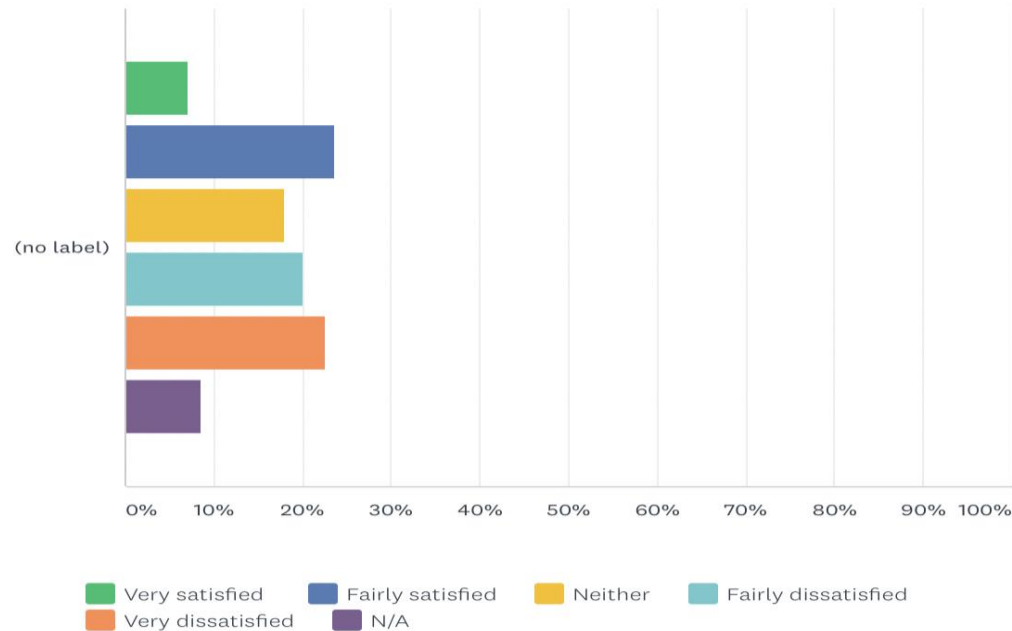
How satisfied or dissatisfied are you that your rent provides value for money?



- A majority of respondents, 57.17%, stated they were satisfied their rent provided value for money. Of these respondents, 17.68% stated they were very satisfied and 39.49% stated they were fairly satisfied.
- In contrast, a considerable minority of respondents, 23.57%, stated they were dissatisfied their rent provided value for money. Of these respondents, 14.34% stated they were fairly dissatisfied and 9.23% stated they were very dissatisfied.
- A considerable minority of respondents, 18.27%, stated they were neither satisfied nor dissatisfied that their rent provides value for money.

## Question 5

How satisfied or dissatisfied are you that your service charges provide value for money?

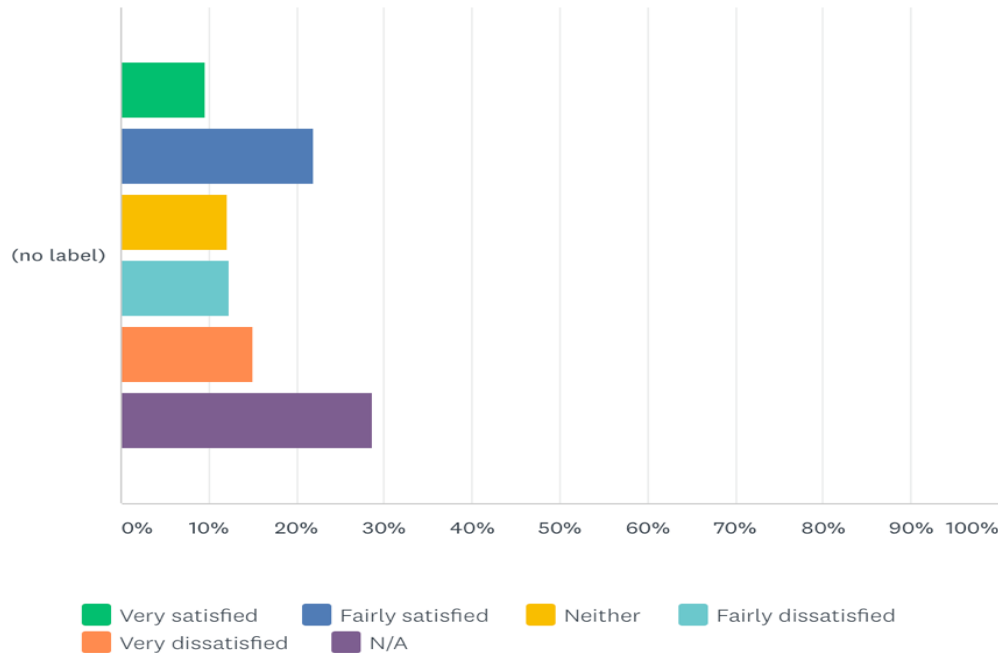


- A minority of respondents, 30.65%, stated they were satisfied that their service charge provides value for money. Of these respondents, 7.07% stated they were very satisfied and 23.58% stated they were fairly satisfied.
- In contrast, a significant minority of respondents, 42.63%, stated they were dissatisfied that their service charge provides value for money. Of these respondents, 20.04% stated they were fairly dissatisfied and 22.59% were very dissatisfied.
- A significant minority of respondents, 26.77%, also stated they were neither satisfied nor dissatisfied the service charge provided value for money.



## Question 6

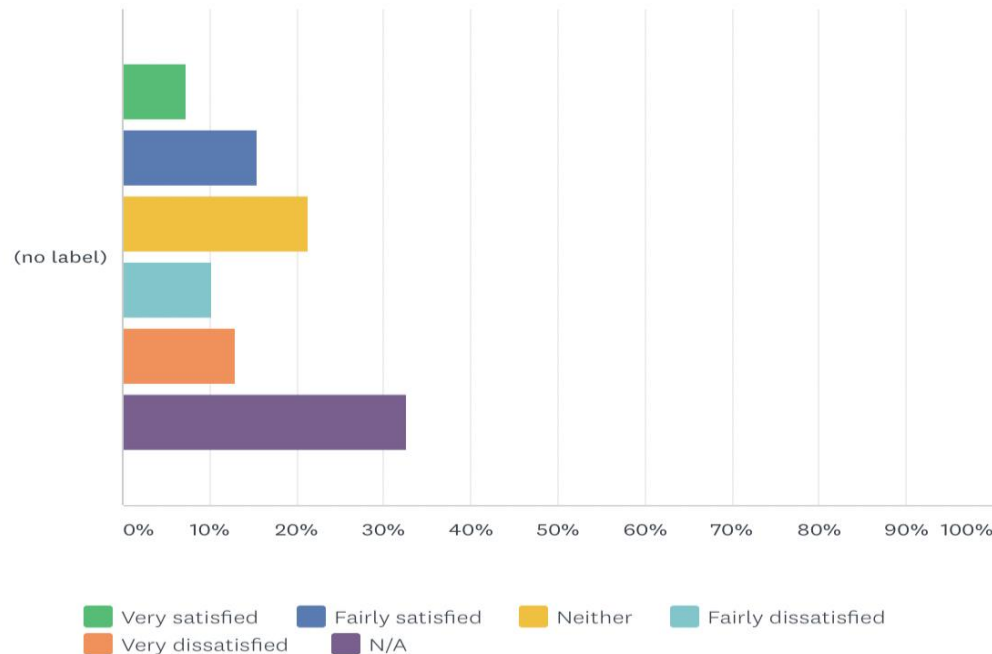
### The cleaning and upkeep of communal areas?



- A minority of respondents, 31.63%, stated they were satisfied with the upkeep of communal areas. Of these respondents, 9.63% stated they were very satisfied and 22.00% stated they were fairly satisfied.
- A comparable number of respondents, 27.53%, stated they were dissatisfied with the upkeep of communal areas. Of these respondents, 12.4% stated they were fairly dissatisfied and 14.96% stated they were very dissatisfied.
- A strong minority of respondents, 40.85%, stated they were neither satisfied nor dissatisfied with the upkeep of communal areas. A possible cause of the latter observation is that many of these respondents do not have communal areas, therefore, this question would not be applicable to them.

## Question 7

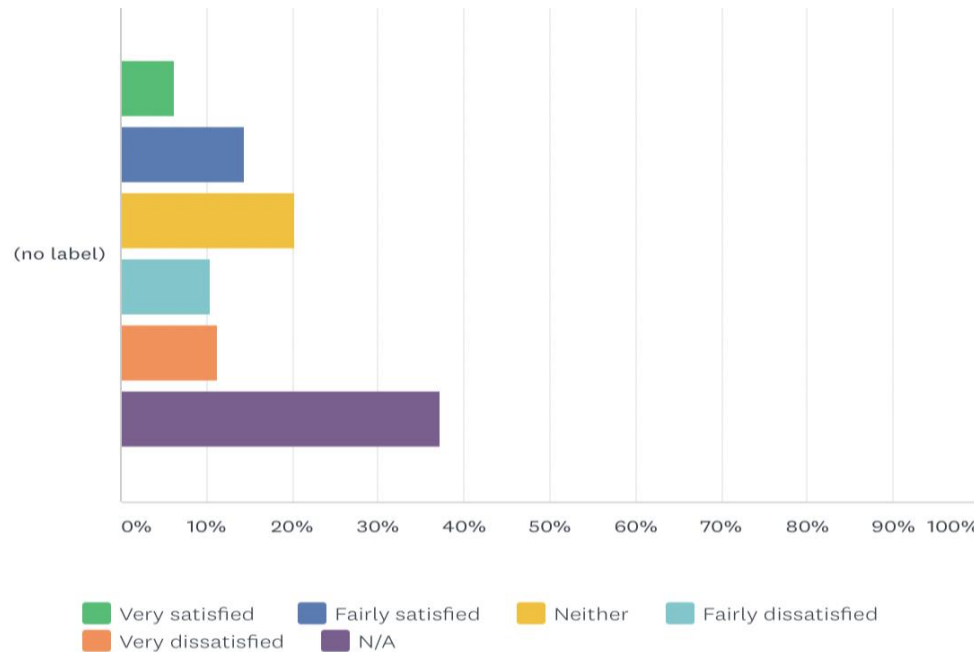
### External building repairs and maintenance?



- 22.79% of respondents stated they were satisfied with the external building repairs and maintenance.
- Comparably, 22.19% of respondents stated they were dissatisfied.
- However, we can observe a strong increase in the number of respondents who stated they were neutral, with 54.02% of respondents stating they were neither satisfied or dissatisfied.
- A possible contributing factor for the latter observation could be the fact that many homeowners have not yet had external repairs or maintenance, ergo this question would not be applicable.

## Question 8

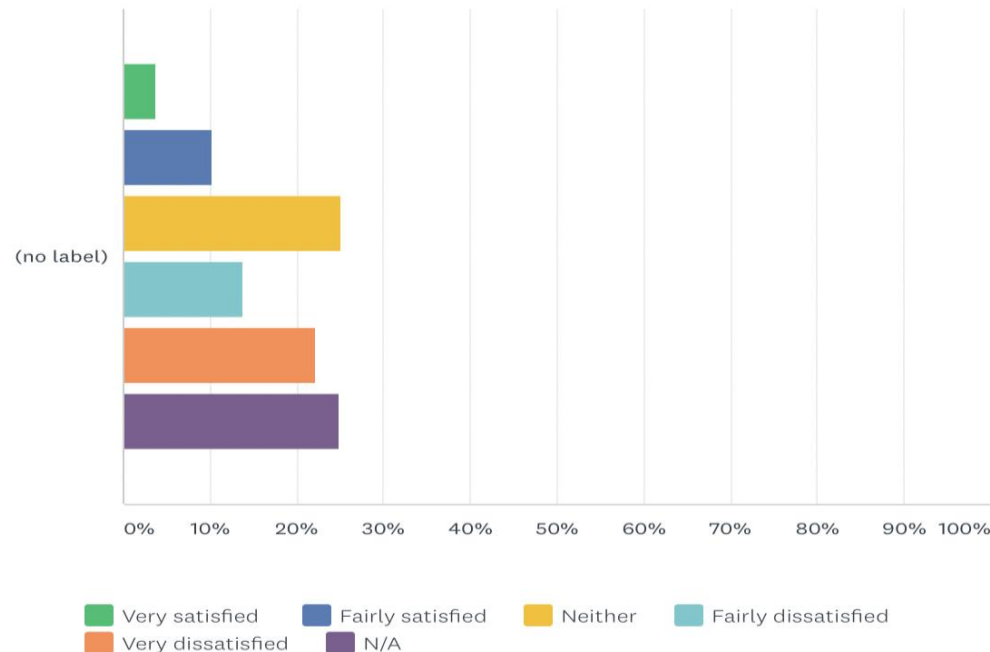
### Repairs to communal areas?



- 20.83% of respondents stated they were satisfied with repairs to communal areas. Of these respondents, 6.29% stated they were very satisfied and 14.54% stated they were fairly satisfied.
- 21.61% of respondents stated they were dissatisfied with the repairs to communal areas. Of these respondents, 11.20% stated they were very dissatisfied and 10.41% stated they were fairly dissatisfied.
- A possible cause of this, again, could be the fact that many homeowners do not have communal areas, therefore, this question would not be applicable for many respondents.

## Question 9

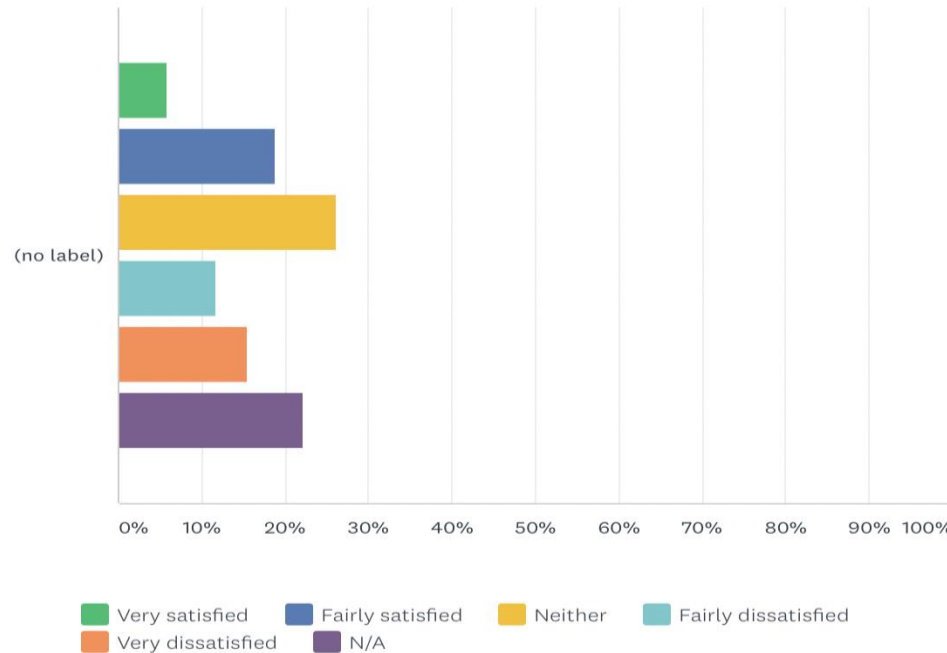
The consultation you receive when the estate manager sets the service charges?



- While most respondents, again, chose to remain neutral (50%) in regard to this consultation, more respondents stated they were dissatisfied (35.95%) than satisfied (13.95%) with this consultation. Most respondents remained neutral in regard to the consultation received when the estate manager sets the service charge, stating they were neither satisfied nor dissatisfied, 25.15%, or chose to not to answer, 24.95%.
- More respondents stated they were dissatisfied than stated they were satisfied with this consultation. 35.95% of respondents stated they were dissatisfied with the consultation received, with 22.20% of respondents stating they were very dissatisfied and 13.75% of respondents stating they were fairly dissatisfied.
- Just 13.95%, of respondents stated they were satisfied with this consultation. Of these respondents, 3.73% stated they were very satisfied and 10.22% stated they were fairly satisfied.

## Question 10

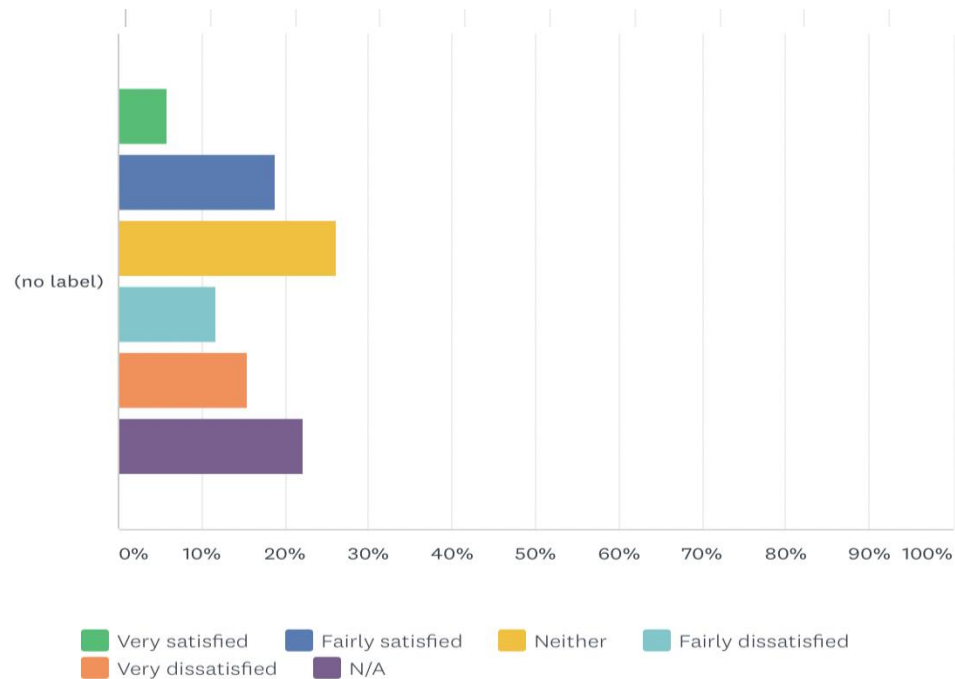
How easy it is to understand your service charge statement?



- More respondents stated they were dissatisfied, 27.02%, than satisfied, 24.66%, with how easy it is to understand their service charge agreement. 15.38% of respondents stated they were very dissatisfied and 11.64% of respondents stated they were fairly dissatisfied.
- Just 5.92% of respondents stated they were very satisfied with their service charge statement and 18.74% stated they were fairly satisfied.
- However, we can observe that a large number of respondents chose not to answer (22.09%) or that stated they were neither satisfied or dissatisfied (26.23%).

## Question 11

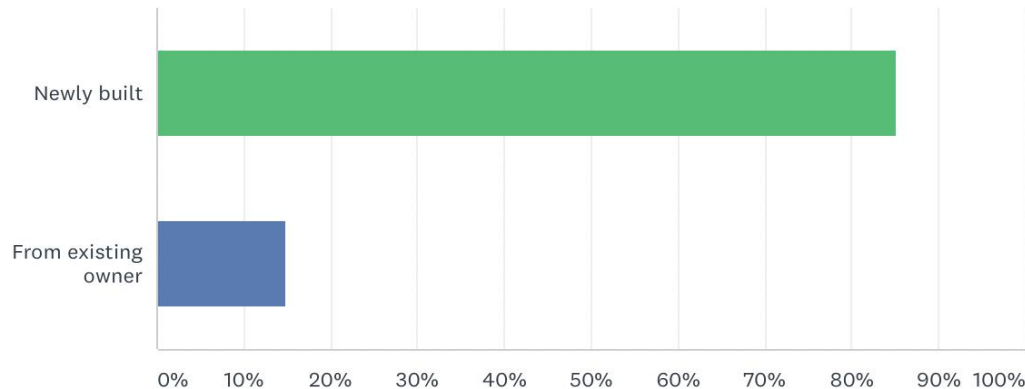
The information about how your service charges are calculated?



- A relatively low number of respondents, 20.23%, were satisfied with the information about how service charges are calculated. Of these respondents, 4.91% were very satisfied and 15.32% were fairly satisfied.
- A higher number of respondents, 34.13%, were dissatisfied with the information about how service charges are calculated.
- Again, we can observe a significant number of respondents chose not to answer (20.63%) or stated they were neither satisfied or dissatisfied (24.95%).

## Question 12

Was the home you purchased newly built, or did you buy from an existing owner?

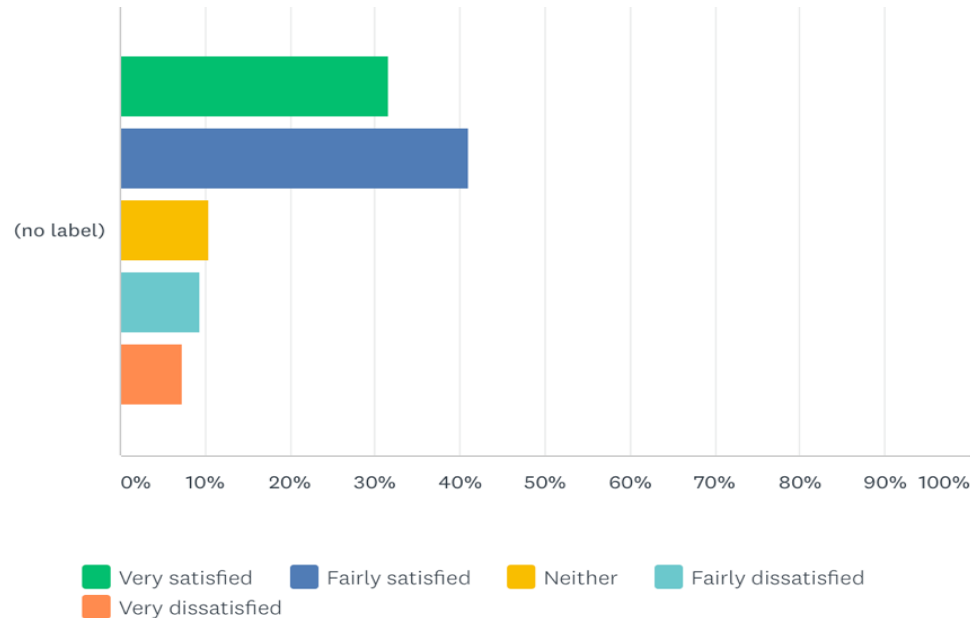


ANSWER CHOICES	RESPONSES
Newly built	85.07% 433
From existing owner	14.93% 76
Total Respondents: 509	

- 85% of those surveyed purchased their home using Home Reach, the remaining 15% purchased their homes using resales or Your Home

## Question 13

How satisfied were you with the sales process itself?

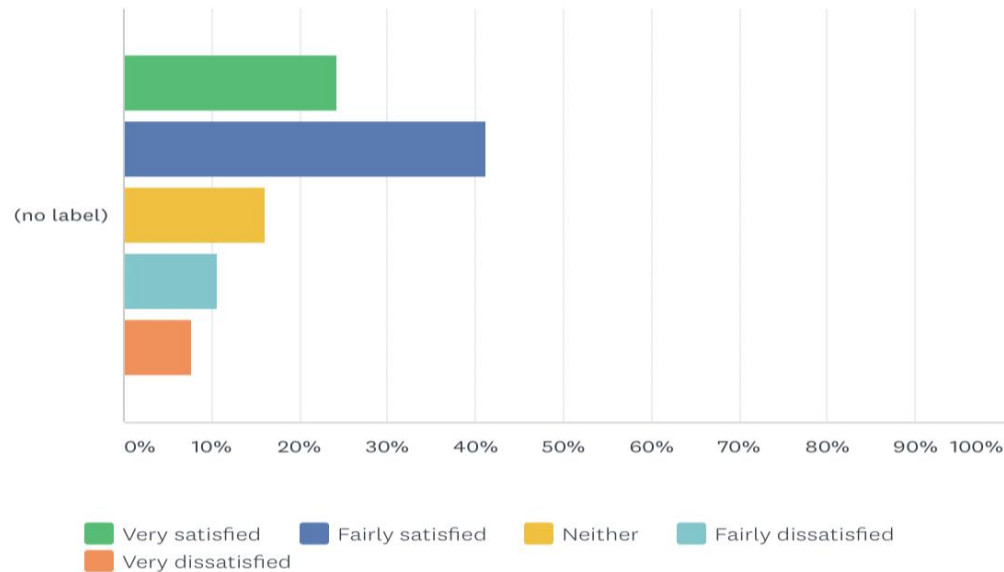


- A strong majority of respondents, 72.58%, stated they were satisfied with the sales process. Of these respondents, 31.65% stated they were very satisfied and 40.93% stated they were fairly satisfied.
- In contrast, just 16.87% of respondent stated they were dissatisfied with the sales process. Of these respondents, 9.49% stated they were fairly dissatisfied with the sales process and 7.38% stated they were very dissatisfied with the sales process.
- 10.55% of respondents stated they were neither satisfied nor dissatisfied with the sales process.



## Question 14

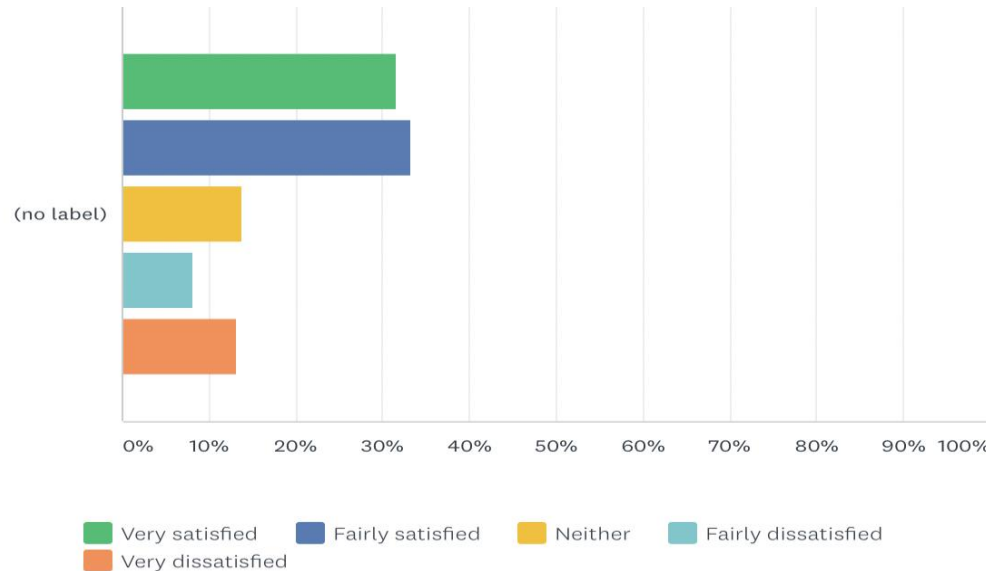
The information and advice you received from heylo or the house builder about what it means to become a shared owner?



- A majority of respondents (65.54%) stated they were satisfied with the advice and information received from heylo or the housebuilder about what it means to become a homeowner.
- In contrast, 18.39% of respondents stated they were dissatisfied with this advice and information and 16.07% stated they were neither satisfied or dissatisfied.
- This response appears to indicate a trend of the majority of a significant majority of respondents being satisfied with the process of purchasing and moving into their new home.

## Question 15

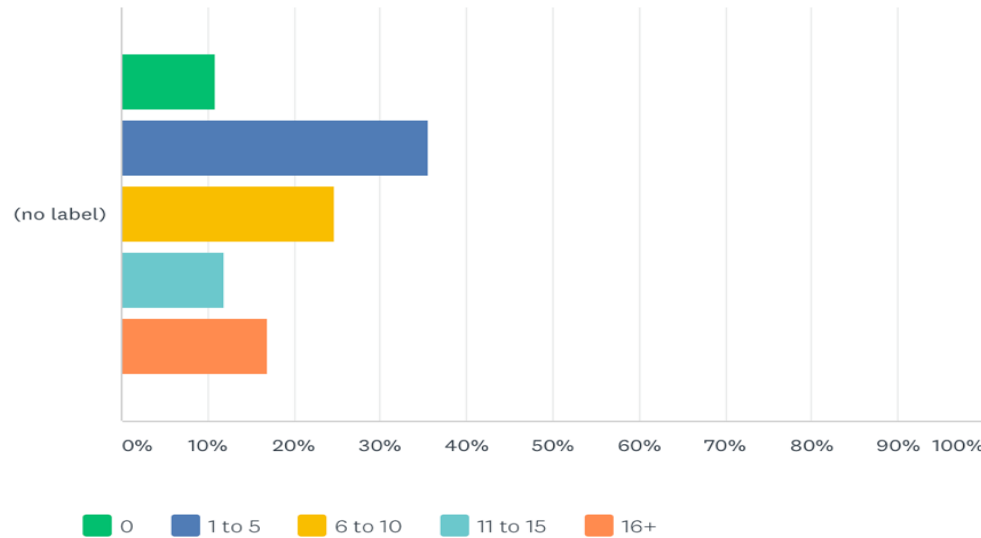
With the handover of your home on the day you moved in?



- A strong majority of respondents (64.98%) stated they were satisfied with the handover of their home on the day they moved in.
- In contrast, 21.31% stated they were dissatisfied and 13.71% stated they were neither satisfied or dissatisfied with the handover.
- This response appears to reinforce the trend of the majority of respondents being satisfied with the process of purchasing and moving into their new home.

## Question 16

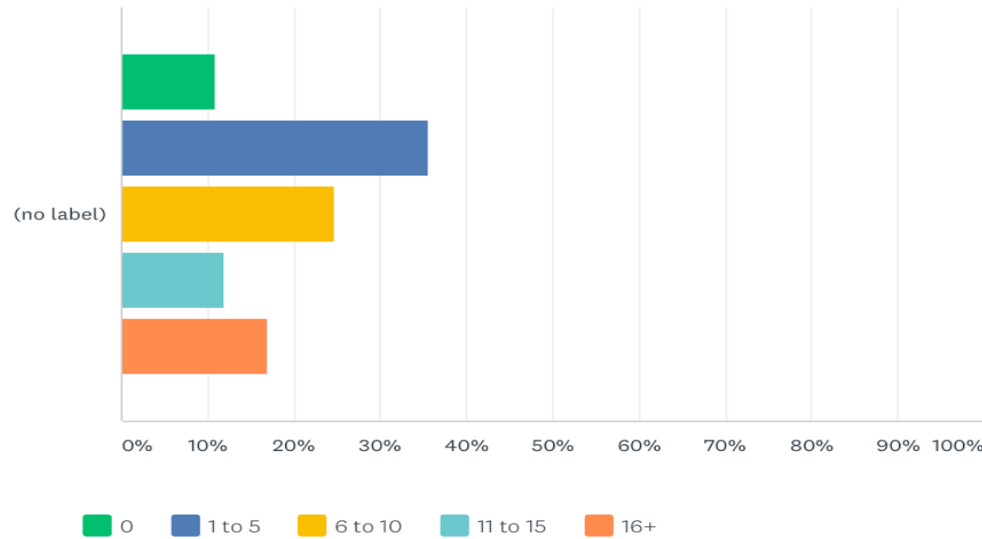
Approximately how many problems have you reported to your builder?



- A vast majority of respondents, 89.19%, stated they reported 1 or more problems to their builder.
- Just 10.81% of respondents stated they didn't report any problems to their builder.
- 16.95% of respondents stated they had to report 16 or more problems to their builder.

## Question 17

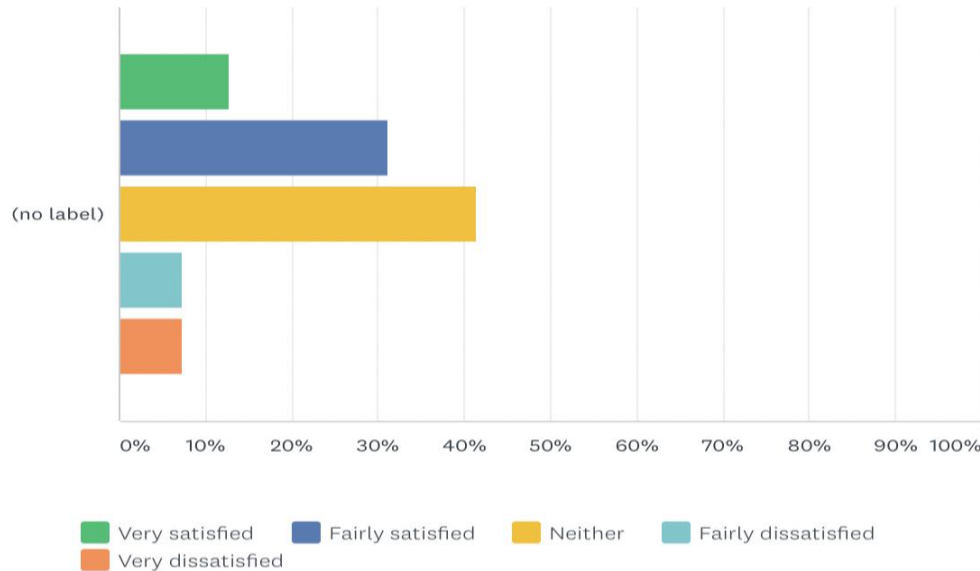
How satisfied or dissatisfied have you been with the way any defects to your home were handled or put right when you first moved in?



- The respondents are relatively divided in regard to how satisfied they are with the way the defect with their home were handled or put right.
- 40.84% of respondents stated they were satisfied with the way defects were handled or put right, compared to 43.58% of respondents who stated they were dissatisfied.
- 15.58% of respondents stated they were neither satisfied or dissatisfied, a cause of this could be the fact that this question is not applicable to them as they may not have any defects to their home.

## Question 18

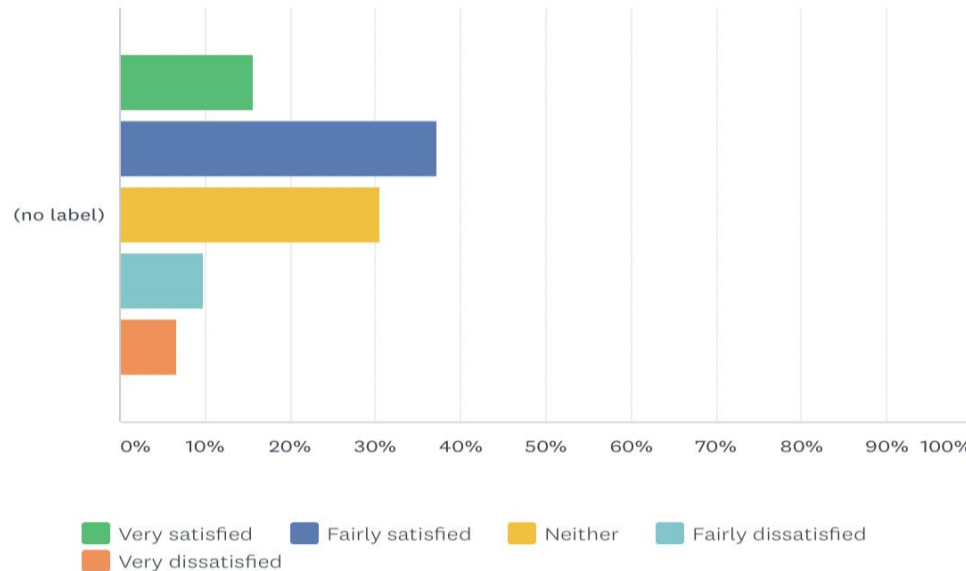
### heylo's website as a source of useful information



- 44.01% of respondents stated they were satisfied with heylo's website as a useful source of information. Of these respondents, 12.77% were very satisfied and 31.24% were fairly satisfied.
- 14.54% of respondents stated they were dissatisfied with heylo's website as a useful source of information. Of these respondents 7.27% were very dissatisfied and 7.27% were fairly dissatisfied.
- A significant number of respondents, 41.45%, remained neutral, stating they were neither satisfied nor dissatisfied with heylo's website as a source of information. This could likely be as many of these respondents didn't use heylo's website to find their information.

## Question 19

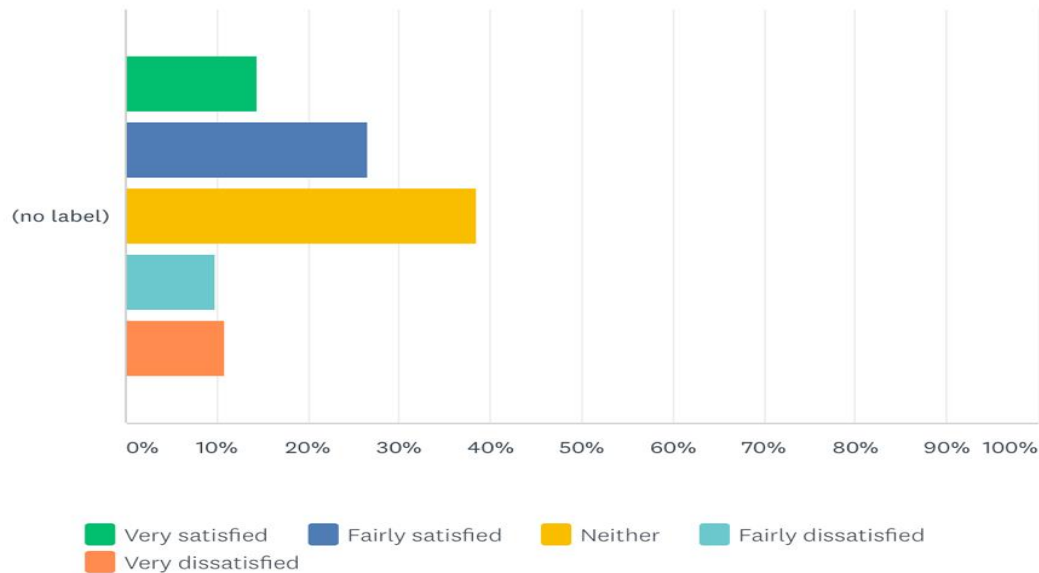
### The explanation of your obligations and rights under the terms and conditions of your lease



- 53.05% of respondents stated they were satisfied with the explanation of their obligations and rights under the terms and conditions of their lease. Of these respondents, 15.72% were very satisfied and 37.33% were fairly satisfied.
- 16.5% of respondents stated they were dissatisfied with the explanation of their obligations and rights under the terms and conditions of their lease. Of these respondents, 9.82% of respondents were fairly dissatisfied and 6.68% of respondents were very dissatisfied.
- A significant number of respondents, 30.45%, remained neutral, stating they were neither satisfied nor dissatisfied with the explanation for their obligations and rights under the terms and conditions of their lease.

## Question 20

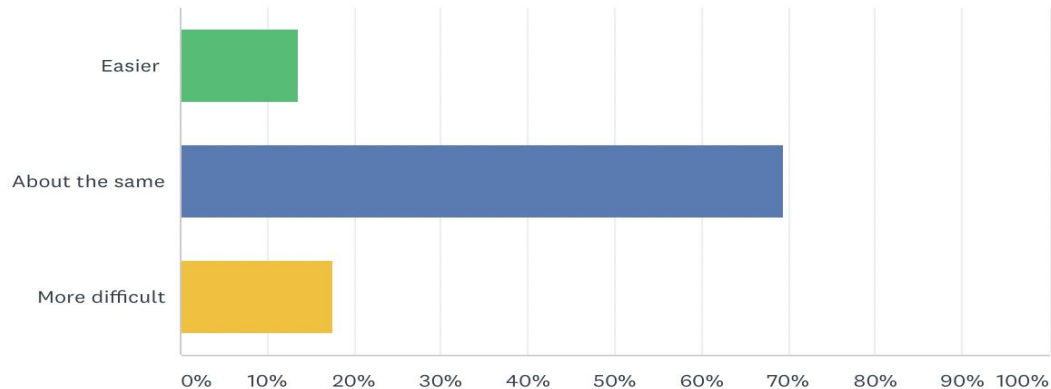
The opportunities you have to provide feedback to heylo in the form of a general enquiry, complaint or compliment?



- 40.86% of respondents stated they were satisfied with the opportunities they had to provide feedback to heylo in the form of a general enquiry, complaint or compliment. Of these respondents, 14.34% were very satisfied and 26.52% were fairly satisfied.
- 20.63% of respondents stated they were dissatisfied with the opportunities they had to provide feedback to heylo in the form of a general enquiry, complaint or compliment.
- A strong number of respondents, 38.51%, remained neutral, stating they were neither satisfied nor dissatisfied with these opportunities. This could perhaps be explained by many of these respondents may be new homeowners so believe this question would be inapplicable to them.

## Question 21

Since you moved in, have you found it easier or more difficult than you thought it would be to afford your mortgage payments, rent and any service charges?



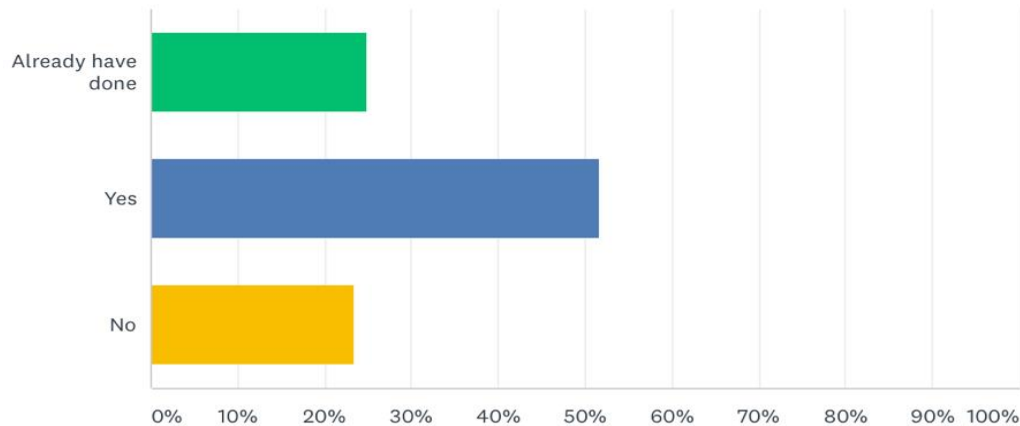
ANSWER CHOICES	RESPONSES	
Easier	13.56%	69
About the same	69.55%	354
More difficult	17.49%	89
Total Respondents: 509		

- More respondents found it more difficult, (17.59%), than easier, (13.56%) to balance mortgage payments, rent and service charges since they moved in.
- However, a strong majority of respondents 69.55%, found it about the same.



## Question 22

Would you recommend shared ownership to family or friends?

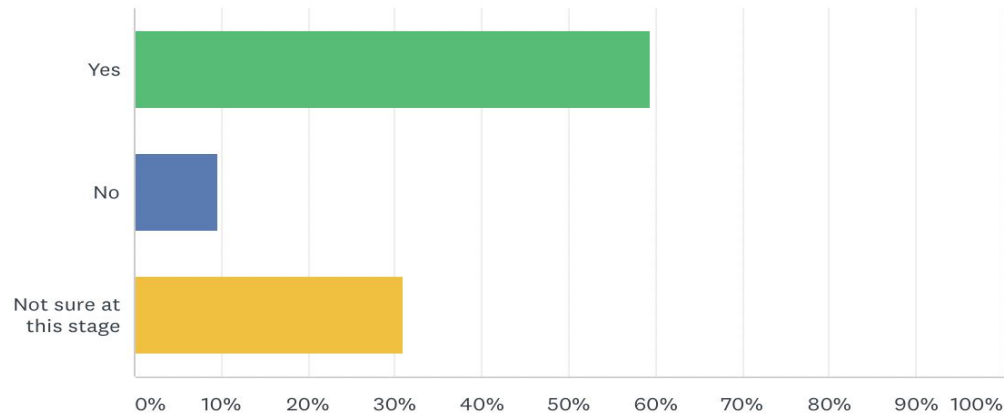


ANSWER CHOICES	RESPONSES	
▼ Already have done	24.95%	127
▼ Yes	51.67%	263
▼ No	23.38%	119
TOTAL		509

- A strong majority of respondents, 76.62%, would, or already have, recommended shared ownership to family or friends.
- Of these respondents, 24.85% stated they have already recommended shared ownership to their friends and family and 51.67% stated they would.
- In contrast, 23.38% of respondents stated they would not recommend shared ownership to family or friends.

## Question 23

Would you like to staircase, that is, to buy a larger share of your home?



ANSWER CHOICES	RESPONSES	
Yes	59.33%	302
No	9.63%	49
Not sure at this stage	31.04%	158
TOTAL		509

- A majority of respondents, 59.33%, stated they would like to staircase.
- In contrast, a small minority of respondents, 9.63%, stated they wouldn't like to staircase.
- A significant number of respondents, 31.04%, stated they were unsure at this stage.

## Question 24

24. Please use this section to offer any other feedback you think would help us to improve our service to you.

- Feedback for this question has been broken down into the 5 following categories.
- However, it should be noted that the majority of respondents stated they had nothing further to add or simply that they were satisfied with the service as a whole.
- Example responses have been provided for each category in order to accurately represent the feedback.



# 1. The service provided by heylo

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- 206 responses were specifically about the service provided by heylo, a strong majority (149 responses) of these were criticisms.
- A recurring criticism was of the phone lines, numerous respondents stated they had to contact heylo via email as it was too difficult over the phone. Please see the response below:
  - Very difficult to get through by phone to Heylo customer services.
- A further recurring criticism was that not enough information had been provided in regard to the Service Charge, rent increases and staircasing. Please see the response below:
  - I have been at the property since May 2018 and have experienced 3 rent increases . Twice in the year 2020 and no warning letter from Heylo of the last rent increase . Very dissatisfied.
- Another recurring criticism is that rent is increasing during the pandemic. Please see the response below:
  - I understand that you can implement rent increases annually as is your right. I just felt that during the pandemic you still continue to do so which seems when people are struggling you are benefitting.
- Several respondents stated they were unsure of the relevant team to contact. Please see the response below:
  - Not always easy to contact the relevant team
- Several respondents stated heylo slowed down the buying process, through being slow to communicate with the various parties or not taking an active role. Please see the response below:
  - I found the communication with Heylo during the purchase process was shocking. It was left to myself to chase everything up, arrange everything and my completion date was delayed due to misinformation. I had paid deposit in July, but it took until October before I eventually completed. Since then, I have had no communication from Heylo other than a letter to inform me of rent increase. On the occasions when I have phoned or emailed Heylo, all I am told is that everything is my responsibility [...]



# 1. The service provided by heylo (continued)

- 206 responses were specifically about the service provided by heylo, a strong majority (149 responses) of these were criticisms.
- Several respondents stated they felt heylo was avoiding responsibility in regard to repairs and the standard on new homes. A recurring argument was that heylo should inspect the home as it is also their investment. Please see the response below.
  - I have problems with two of my windows, I have tried numerous times with the builder to get this resolved, they say it's Heylo's responsibility , Heylo say it's the builder's responsibility . I've now given up in frustration and have been left with a crack in a window and a damaged window frame.
- The final recurring negative response in regard to the service provided by heylo is that many respondents stated they had not had any, or very little, contact with heylo since moving in. Please see the response below:
  - I have had 0 communication with Heylo when we purchased our home through the scheme and I don't believe we have since moving in. The only time is when you want money. I don't actually know how paying you rent does for us.
- On a more positive note, many respondents stated they found the staff at heylo friendly and supportive. Please see the responses below:
  - When I have had to contact advisors have always been incredible friendly and helpful, welcome box when I moved in was an unexpected and very kind gesture.
  - Great staff on the other end of phone made the process less stressful. Very clear in their information, they should train other providers since i had a bad service from torus and riverside. Unlike heylo they failed to give information and gave the hiuses away despite waiting a year. Thanksc heylo for great service
- A notable solution, suggested by several respondents, were quarterly check-ins with homeowners. Please see the response below:
  - More regular updates with feedback so this can be appropriately assessed. More direct contact with consumer on email.

## 2. The service charge and additional fees

- 73 responses specifically mentioned the service charge, or other fees. Of these responses, an overwhelming majority (72 responses) were negative.
- The most common recurring response was that respondents didn't feel they were getting value for money in regard to their service charge. This is as their communal areas are poorly maintained or not maintained at all. Please see the following responses.
  - No communal cleaning done, service charge is very high.
  - Maintenance of upkeep of area is rubbish and the service charge is a rip off we get no service therefore we are paying for nothing... no benefit to us at all.
- Several respondents were stated they were unhappy with the increase in rent during the pandemic. Please see the response below:
  - Feel the service charge is excessive and the rent rises in the current climate should be put on hold.
- Several respondents stated they would have like to have a better explanation, from heylo, in regard to the service charge. Please see the response below:
  - I have received no information with regards to what the service charge is for. I also have been living at my property over 2 years now and still have numerous snags outstanding. The quality of my home is poor and it should not take this long to resolve.
- Several respondents stated they would like the standard of management for the communal areas to be monitored by heylo. Please see the response below:
  - we think it would be ideal if you visited your sites to make sure the sites Are well maintained



### 3. Standard of the home

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- 51 responses specifically mentioned the standard of the home. Of these responses, an overwhelming majority (45) were negative.
- Several respondents stated they had snagging issues with their home which had not been addressed or were slow to be addressed. Some of these respondents stated they would have liked for heylo to take a more active role in regard to repairs. Please see the response below:
  - I have problems with two of my windows, I have tried numerous times with the builder to get this resolved, they say it's Heylo's responsibility, Heylo say it's the builder's responsibility. I've now given up in frustration and have been left with a crack in a window and a damaged window frame.
- Several respondents stated they would have liked heylo to inspect the home beforehand. Please see the response below:
  - I would have expected Heylo to inspect the new property before we moved in. Its your investment aswell as ours. Some very poor work from so called professionals the paint as one example is unbelievable for a new property. The Boiler was not filled correctly and had the wrong fuses in ! This could surely have been a safety issue.
- Several respondents stated they believed their home to be poor value for money and are dissatisfied with the build of the home. Please see the response below:
  - The house is so poorly made. It has not been thought out functionally.



## 4. Staircasing

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- 23 responses specifically mentioned staircasing.
- The most common feedback was a request for more information, communication and advice in regard to staircasing. Please see the response below:
  - Tried to get information on staircasing but nothing was sent through.
- Multiple responses stated repairs were taking too long to be addressed, therefore, they would like to staircase. Please see the response below:
  - Repairs reported taking too long to be done. Would like to purchase remaining 50% of the home as soon as possible.
- Multiple respondents stated it was too expensive to staircase. Please see the below response:
  - Unable to buy more shares as you want original market value and the property is not worth original asking price now.





## 5. Reselling

- 6 responses specifically mention reselling.
- Multiple respondents requested more information in regard to reselling. Please see the response below:
  - It is very unclear how to go about selling my home in regards to yourselves and how I need to involve you.
- A respondent complained that it was difficult to resell their home as a result of the eligibility criteria for shared ownership. Please see the response below:
  - Basically I feel that Heylo have made us feel trapped. We have tried to sell our flat and had numerous people interested but everyone has failed the affordability process due to Heylo. The idea that shared ownership is suppose to help people to get on the property ladder and then move on doesnt seem to be in Heylos interest. Once they have someone in they have made it has hard as possible to move on. I feel like I am being robbed of my money when i could now have a property with my family. If I'd have known what this was going to be like I would of never entered in to a shared owner property, especially with Heylo. The service Heylo provide provide is awful and if we can eventually sell our flat, it will be the happiest day ever. Your service is dreadful and the increases in rent and service charges is not in keeping with the quality of living this building gives. You should be ashamed of what you are doing to people.

