Shared Ownership Development & Sales

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Welcome, Introductions and Format

- Say who you are and where you're a from (briefly!)
- Rate your knowledge of Shared Ownership (1 = low/new to SO, 10 = high/expert)
- About today and tomorrow

What we are covering today

- Principles of shared ownership
- Shared ownership development models, scheme viability
- Marketing and feasibility
- The customer journey from enquiry to completion

Principles of Shared Ownership

- Part buy/Part rent
- First introduced in the 1980's
- Currently in England & Wales around 220,000 homes in SO – houses and flats (according to Savills)*. Overall around 320,000 developed since the 80s
- 14,000 homes built in 2019/20 in England & Wales, 8,800 in 2020/21, 19,400 in 2021/22, 9,336 Intermediate Affordable Housing homes completed 2022/23
- Affordable Homes Programme 2021-26 – providing up to 90,000 new SO homes across England & Wales

***Shared Ownership Market Review 2020**
[SO Resi/Metropolitan Thames Valley HA with Cambridge University;

October 2020]

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Principles of Shared Ownership ...(cont'd)

- Opportunity for people to get on/remain on the housing ladder – FTBs, relationship breakdown
- Can buy a larger home than 'needed' and can buy on SO more than once
- Household income – £80,000 or less (outside London), £90,000 or less (London)

Principles of Shared Ownership ...(cont'd)

- Choose to buy initial share between 25% and 75% **(10% NEW model)**
- 'Staircase' to full ownership
- Can sell share on
- Homes England CFG – encouraged to set rents on average no higher than 2.75% of unsold equity – must not exceed 3%
- Rent Review - RPI plus 0.5% **BUT from 12th Oct 2023 any new SO lease granted must enable 'specified rent' to be increased once a year by max of CPI plus 1 per cent but landlords also have discretion to increase rents by less. Rents cannot be increased if CPI is minus 1% or lower**
- Shared owner responsible for property repairs **(10 year repairs allowance NEW model)**
- No subletting

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The Capital Funding Guide

- The 'Bible' of compliance for all RPs
- The Capital Funding Guide (CFG) Link
- New updated version of CFG published on 28th May 2021. Regularly updated, latest on 19th December 2023 – Get to know the CFG!
- Audits and risk

  Ratings: **V**iability and **G**overnance (V & G)

  In Depth Assessments (IDAs)

Profile of shared owners

- Most people buying Shared Ownership homes are in the 20 – 40 age bracket*
- Single adult households make up 50% of buyers*
- In 2018/19 the average market value was £265,000*
- The average initial share purchased was 42%*
- The average deposit was £24,000*
- Demand for Shared Ownership homes exceeds supply in some instances by as much as 10 to 1*

***Shared Ownership Market Review 2020**
[SO Resi/Metropolitan Thames Valley HA with Cambridge University; October 2020]

Financial example of initial purchase

Home value	**£200,000**
Equity share purchased	30 per cent
Payment to provider	£60,000
Deposit requirement	£ 6,000 (10 per cent)
Mortgage requirement	£54,000
Mortgage payment monthly (Based on 25 year mortgage at 4.5 per cent)	£ 300 pcm (£69 per week)
Maximum annual rent (2.75 per cent of £140,000 (unsold equity)	£ 3,850
Maximum monthly rent	£ 321 pcm (£74 per week)
Combined mortgage & rent payment per month	£ 621 pcm
If the applicant had been able to purchase outright, their monthly mortgage would be £1000 based on a 10 per cent deposit on 25 year mortgage at 4.5 per cent	
Source: Welsh Government	

Developing Shared Ownership

Three routes to developing SO:

- Section 106 Planning Agreements – currently plays large part in delivering SO
- Package deals – land is sold with a construction contract in place to deliver the scheme
- Land led

S106 Planning Agreements

- Buy units 'off the shelf' from developer
- No grant but typically pay 70% – 78% of Open Market Value (OMV) per property
- Most developers require 10% deposit and then 90% paid on completion, some require 20% deposit and payment in stages for remainder. Higher deposit gives them more money to put into infrastructure of scheme
- Tend to be on higher value developments
- Developer is providing marketing, branding etc. for scheme, outright sale also available

S106 Planning Agreements ...(cont'd)

- Lack of influence over property types, location on site, specifications, fittings
- Quality issues?
- Third party managing agents – more of tomorrow!
- RP has to legally purchase unit before it can sell onto shared owner

Package deals

- Package deal put together by consultant
- Land is sold with a construction contract in place
- Approach manages risk for RP (compared with land led)
- Approach maximises value for land owner
- Homes England grant available – typically £55K to £56K per property – also available to Local Authorities

Land led

- RP has ownership of the development process
- RP retains control over what is built and how it is built
- Mixed tenure
- Many larger RPs now have their own new homes development subsidiaries
- Particular demand from RPs for smaller sites of 50 to 100 units (Savills)
- Homes England grant available – typically £55K to £56K per property

Appraising scheme viability

- Typically assume 40% to 50% share sizes (outside London and SE – depends on locality) Smaller shares within London and SE
- **New shared ownership model –** typically 25% to 30% of programme to be sold on 25% shares and remainder on 40% shares, assume £500 pa repairs allowance for each property for 10 years
- We will understand more around how the new SO model performs once we have more experience of working with it.....

Marketing & Feasibility



Market Assessment & Feasibility

- Market research – market size, competition and market needs
- Visit the site
- Any planning applications in the area? www.ons.gov.uk
- Demographic data for neighbourhood www.streetcheck.co.uk
- Land Registry – what have comparable properties in the area sold for?
- Local competition? – how long actively selling? range and size of properties? targeting family market, FtBs, singletons, older people or a mix? Competition from First Homes?

Market Assessment & Feasibility ...(cont'd)

- BME design requirements to consider? i.e. two reception rooms for Asian market
- Local estate agents – what property types are in demand
- Opportunities to influence what it built? s106 – package deal already with planning or have you acquired the site?

Market Assessment & Feasibility ...(cont'd)

- Other considerations:
  - Phasing sales (depending on size of development) – keep sales exposure at acceptable level
  - Affordability – ratio of local earnings to house prices and therefore demand for shared ownership
  - Affordability – compared to open market sale, First Homes, private renting
  - S106 restrictions i.e. local connection, mortgage availability
  - Service/estate charges – will roads, public open space be adopted?
  - Proposed marketing budget – is it enough?
  - Show home opportunities
  - Marketing plan

Marketing: Preparation and Plan

- Site specific brand – not necessary for S106 sites
- Marketing brochure – consider target market i.e. older people, family homes
- Brochure Pack – electronic? Sent to all enquirers along with:
  - Cover email
  - Price list
  - Shared Ownership leaflet
  - Steps to Reservation information
- KID1 – must accompany property listings for new sales and resales for properties provided through SOAHP 2016-21 and AHP 2021-26 (see para 11.3 of CFG – SO section)

Marketing and media schedule

- Site signage
- Paid for advertising e.g. Zoopla, Rightmove, print, bus, train, billboards
- PR – news releases to local media
- Social media – Facebook, Instagram, Twitter, YouTube
- Show homes
- Direct mail – digital and traditional - customer e-shots and flyers
- Exhibitions and shows
- Your website
- Share to Buy – www.sharetobuy.com
- Search Engine Optimisation (SEO)

Consumer Protection from Unfair Trading Regulations 2008

- Ensure all information provided is accurate when marketing property – in writing, verbally, pictures
- Must not leave out information that customers need to make informed decisions – KIDs – more of later….
- Not put pressure on customers to act quickly i.e. to reserve a property
- Have an effective customer complaints procedure

Consumer Protection from Unfair Trading Regulations 2008 ...(cont'd)

- Advertising Standards Authority (ASA) ruling on Notting Hill Genesis 2018 Link
- Advert banned by ASA – costly campaign



Consumer Protection from Unfair Trading Regulations 2008 ...(cont'd)

- Advertising Standards Authority (ASA) ruling Sept 22 – Keaze Ltd t/a sharedownership.net
- Held advertising was misleading:
- Words 'part rent, part buy' and 'its yours' implied that although rent was paid on a property, shared ownership was akin to full ownership in terms of restrictions and rights
- Cost of lease renewal potentially significant and information on these costs would be material to consumers when deciding whether to participate in SO scheme. Campaign omitted information related to the costs of extending a lease, particularly once there were under 80 years remaining.
- ASA ruling Link

Legal Set Up

- At least four months before anticipated handover of first sale units, sales team to instruct plot sales solicitors to prepare the shared ownership lease.
- Sales to provide information to plot sales solicitors, sourced from Development/Solicitors that acquired site

Info to plot sales solicitors

- Lease Plan (showing red line boundary, parking, rights of way etc.)
- Contract/Agreement for sale
- Summary of development and title
- Evidence of title i.e. Land Registry title documents and copy of transfer if HA/LA owns freehold or head lease if have acquired long leasehold interest in land
- Block buildings insurance policy (from Finance/Leasehold
- Service charge and/or estate charge summary (from Finance/Leasehold)
- Planning permission and planning condition approvals
- Energy Performance Certificates
- Building Regulations approvals and Completion Certificates
- Proof of New Homes Warranty i.e. Zurich, NHBC certificates
- Copies of any section 38 agreements (confirming LA will be adopting roads)
- Management Company/Managing Agent arrangements (if applicable) i.e. who will manage, what will they manage

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Shared Ownership Lease

- Model lease approved by Homes England for use on grant funded SO developments – also use for non grant funded
- Fundamental terms set out in Capital Funding Guide i.e. staircasing, rent review, mortgagee protection clause, alienation (power to dispose of lease)
- Scheme specific clauses i.e. service/estate charge, restrictions on use of land under head lease/Transfer etc.
- Local connection? Age restriction?
- Leasehold Team to approve lease

Lease Plan

- Shows every property to be sold outlined in red
- Assists in avoiding future boundary disputes, aids buyer's solicitors when deducing title
- Must be Land Registry compliant – 1:500 scale, north point, nearest existing named road
- Where separate parking space being purchased, plan should identify boundary of space and property
- Access driveways, paths and common areas clearly indicated
- For flats, plan must include floor plan for each floor (ground, first etc.) showing boundary of flat unit red lined

Update Valuation Advice

- Development team to obtain valuation from RICS surveyor for all new homes at initial sales stage. Values for percentage share sold based on this open market value.
- Valuation valid for 3 months – ensure it is always kept in date
- Development to share and discuss values with Sales team – if any are disputed, problematic discuss with surveyor
- Valuation advice from surveyors used by SO mortgage lenders to mitigate risk?
- Sales values for same property types on site may vary due to positioning, parking arrangements, outlook, garden sizes etc. Get a range of values.

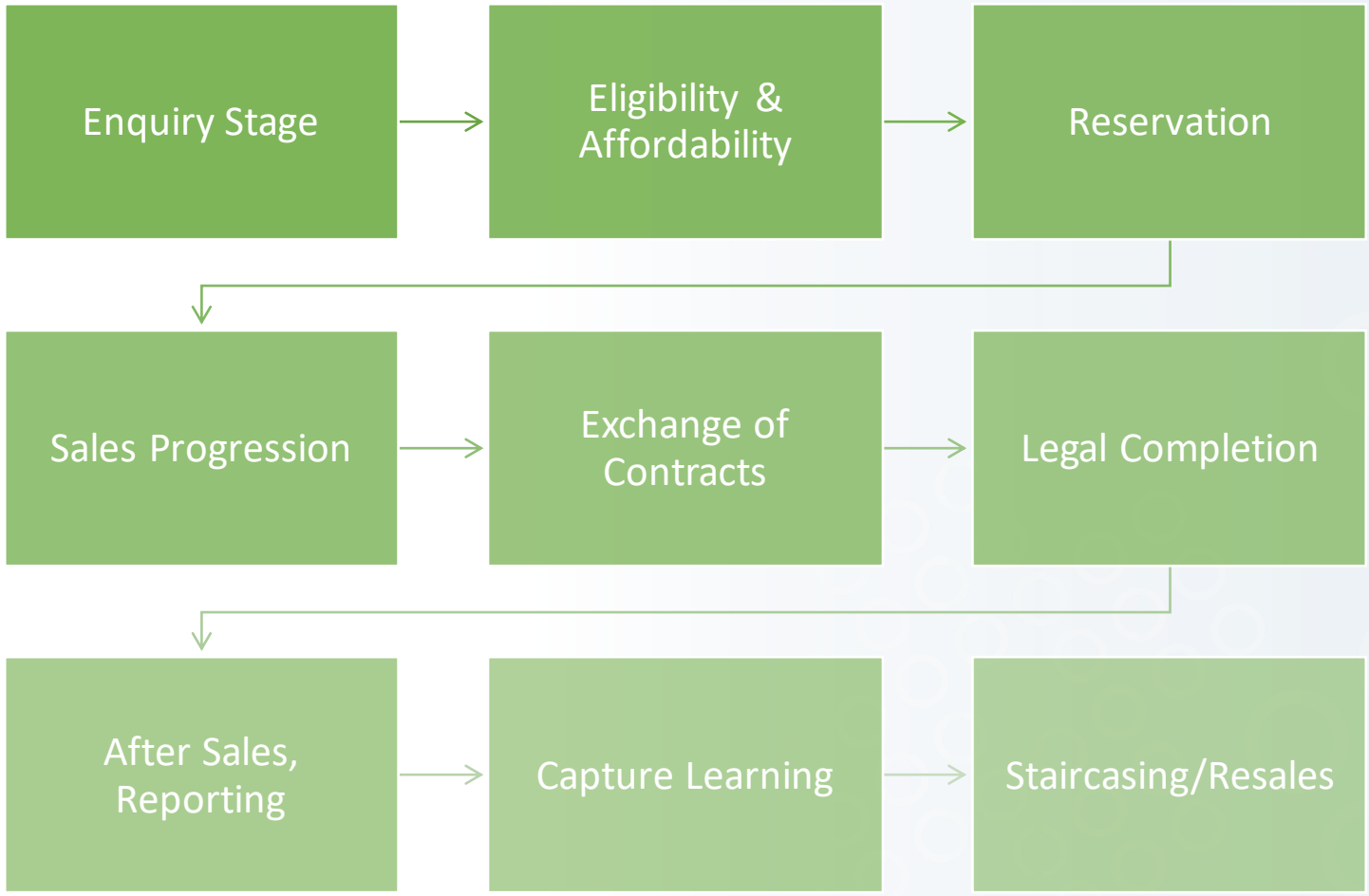
Sales, Eligibility & Affordability



Sales Launch

- Brochure – CGI of different properties, floor plans, sizes, site plan for marketing and specification purposes
- Development team to sign off brochure for accuracy
- Price list as insert detailing plots – price of % share, corresponding shared ownership rent, service charge information including buildings insurance fee, management fee
- Show home
- Launch event – contact people that have already expressed an interest
- Involve independent financial advisors (IFAs) to carry out HE affordability & sustainability assessments on the day

The Customer Journey



Eligibility

- Household income of £80K or less per year (outside London), £90K or less (London). Tai Teg £16K to £45K
- First time Buyer or newly forming household i.e. after relationship breakdown
- Can buy a larger home than 'needed' if can afford to do so
- Can buy on SO more than once
- MoD personnel prioritised – serving and discharged within last two years
- May be specific eligibility criteria for some properties i.e. local connection, older persons shared ownership

From 1st April 2023 HtB Agent service has been replaced with new gov.uk service

- ‘Self service’ for customers – they can:
  - check if they are eligible online (and get an immediate answer)
  - find an organisation providing affordable homes themselves, using a new online search directory designed and built by Homes England

New gov.uk service

- Providers supply HE with details to ensure the search directory is up to date.
- HE contacted providers early in 2023 to collect these details:
    - Company name
    - URL for where providers want users to land on your website
    - Telephone number
    - Email
    - Address
    - Which schemes providers offer (OPSO, HOLD)
    - The local authority areas where providers develop AHO homes.
- Email AHO.transformation@homesengland.gov.uk

Enquiry Stage

Keep customer enquiry database/CRM system:

- Date of contact
- Name and contact details
- Preferred development or locations, number of bedrooms
- Date sent marketing info
- Date of follow up calls and emails
- Was a viewing held and when? Feedback from viewing?
- Status e.g. applied, hot lead, no contact, live, unlikely to be eligible, must sell first etc.
- How the applicant heard about RP/LA, development e.g. Rightmove, Twitter, RP/LA website, hoardings, developer referral, word of mouth etc.

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Enquiry Stage ...(cont'd)

- Customer response times – email or post marketing pack within 48 hours of enquiry:
- Guide to shared ownership
- Brochure
- Price list
- Instructions on arranging a viewing, if possible
- 'Steps to Reservation' document – eligibility and application process

Enquiry Stage
Example Progress Report

Scheme	MSV St Thomas Church Crumpsall
Sales releases	SO units - (insert plot no.s) Phased handover schedule TBC. Show home TBC (plot xx)

General Property Information																					
Plot	Type	Address	Beds	Size Ft2	Size M2	Floor	Parking	Status	RICS Valuation	RICS Valuation Date	Price per Ft2	Provisional Handover Date	Actual List Price	Agreed Price	Incentives	% share	SO Rent	Service Chg	Ground rent	Purchaser Name	Application No.
								Available										N/A			
								Available										N/A			
								Available										N/A			
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								Available										N/A			
								Available										N/A			

GDPR considerations

- Customer needs to 'opt in' to confirm that they are happy to receive marketing information
- Phone call/face to face - *'would you like to receive marketing information in the future for other new developments in the area?'* and record response on Progress Report
- Wherever you have properties listed need to record that they give consent i.e. website – *'I would like to receive marketing information from RP/LA in relation to other new developments in this area'* – with a tick box option that must not be pre-ticked!

GDPR considerations ...(cont'd)

- Web form must state that you will contact them every 12 months to confirm they wish to stay on mailing list
- If don't respond, must remove from database
- Email, contact by phone to try to keep on database

Application: Eligibility & Affordability

- RP/LA has to carry out its own Affordability/Sustainability calculation – must be undertaken by suitably qualified & regulated mortgage/financial advisor (CFG)
- Data sharing agreement to be completed with customer and passed to IFA
- IFA calculates maximum share customer will be able to purchase
- IFA will also help customer secure Mortgage in Principle, if they wish
- **Availability of mortgages to purchase 10 per cent share? Personal loan companies will not generally lend for property purchase. RP/LA should consider any adverse credit history where cash purchase**

Application: Eligibility & Affordability ...(cont'd)

- Subject to affordability and once the customer has confirmed they wish to proceed, IFA will request following **supporting documents** from customer:
- Photographic ID (passport or driving license) for all applicants
- Last 3 months' pay slips. If self employed they will need to provide three year of accounts by a qualified accountant or 3 years of SA302s, if the mortgage lender will accept these
- Proof of funds for a deposit – bank statement or screen shot of online banking

Application: Eligibility & Affordability ...(cont'd)

Supporting documents continued:

- 'Mortgage in Principle' – Proposes amount provider is prepared to lend, interest rate, number of years to repay (IFA can arrange)
- Working Tax Credits (excluding child-care credits)
- Proof of 'local connection' if applicable.

Application: Eligibility & Affordability ...(cont'd)

- Once IFA has approved/signed off the applicant and confirmed the percentage share that they are able to purchase, Sales team arranges reservation appointment with the customer
- No later than at reservation stage you must provide the buyer and their solicitors with KID2 & KID3 – SOAHP 2016-21 and AHP 2021-26
- Applicants receiving a gifted deposit are required to provide a completed Gifted Deposit Form from the family member providing the money. Only gifted deposits from close family members (parents, grandparents, siblings) will be permitted.

Application: Eligibility & Affordability ...(cont'd)

- Applicants encouraged to maximise initial share they can afford. Very maximum affordability ratio considered to be 45% of household income spent on mortgage, rent, service charge
- Expect most applicants to spend 30% to 40% of net household income on rent, mortgage, service charges. If more than 45% notify HE.
- In some cases may be less than 30% - applicant unable to obtain mortgage at estimated level due to, for instance, age or deposit level

Any Questions? Break



Making the development viable

- Usual practice is to seek to average first tranche sales at 40% across a development (2016-21 SO model). However, shares between 25% and 75% still possible
- Initial reservations may only be taken at 40% & then lower shares offered once it is known it is viable – applications held on pending database
- Sales team to review average % share available, for individual developments & across programme to enable more lower tranche sales on more problematic developments
- Keep/save affordability & sustainability calculator on applicant's file

Ineligible applicants

- Unable to sell to applicants who:
    - have had arrears of rent in the past six months, unless this is linked to a legally documented disrepair claim against their landlord or the level of arrears was very nominal or temporary (e.g. linked to an administration error)
    - would be named on an existing mortgage or property deeds when the sale of the shared ownership property is completed, this includes holiday homes and properties outside of the UK, unless a court order forces you to remain on the deed of a property where your children reside

Ineligible applicants ...(cont'd)

- appear they can't afford shared ownership based on Affordability & Sustainability Calculator
- present too much of a risk in sustaining rent and mortgage payments, due to outstanding County Court Judgments against them or other outstanding credit issues, such as unsatisfied defaults.
- clearly don't need shared ownership in order to access the housing market, due to level of income, savings levels, ownership of stocks, shares, land and other assets.

Ineligible applicants ...(cont'd)

- if the household size, relative to the property size will result in what would be considered statutory overcrowding.
- If RP/LA is unable to verify the source of any significant cash contribution being used to purchase the property, in accordance with the RP/LA's anti-money laundering and fraud policies.
- If the applicants are non-UK citizens without indefinite leave to remain, on the basis that the applicant is unable to demonstrate they can sustain home ownership in the long term.
- This is because the applicant is unlikely to be able to demonstrate they can sustain ownership and occupancy if they are unable to demonstrate they can sustain residency in the UK.

Ineligible applicants ...(cont'd)

- Sales Team will update the applicant by phone call and email/letter and update the Applicant database/mailing list with the reasons for ineligibility.
- Any challenges to the decision by applicants will be considered by the Sales Team in case of initial error, but then dealt with in accordance with RP/LA's complaints procedure.

Reservation Agreement

- Subject to contract
- Details of property being sold
- Explanation of Home Warranty cover
- Defects liability period
- Service/estate charge estimate and description of services
- Any ground rent payable
- Value of share being purchased
- How long price will be valid for
- Gross & specified shared ownership rent
- Details of the lease length etc.

- States when exchange and completion is expected
- Completion typically max of 6 to 8 weeks from reservation, unless property won't be built by then
- Reservation fee payable – typically £500?
- Reservation fee ensures RP/LA will take reserved property off market for 28 days from reservation date
- Reservation fee deducted on sale completion from purchase price for share

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Reservation Fee

- Buyer can extend reservation beyond agreed date with RP/LA's agreement. If buyer cancels after initial 28 day reservation period, HA/LA reserves right to retain fee
- RP/LA can cancel Reservation Agreement if sale does not exchange or complete in required timescales and re-market property

Reserving off plan

- **Provide purchaser with**:
  - Brochure
  - List of contents
  - Floor plans
  - Elevational drawing or CGI illustrating property
  - Plan showing plot position
  - Details of when the property should be built by (subject to change)
  - Purchaser to sign and date plans

- Material changes to design/spec that occur during construction, after reservation, that affect property size or appearance must be discussed with buyer and provided in writing
- Buyer to sign they understand variation has been made

Legal advice

- Buyer advised to seek own legal advice for purchase of property
- RP/LA may signpost buyers to solicitors that have experience of shared ownership purchases
- Buyer required to provide details of solicitors within 7 days of reservation and Reservation Agreement may be cancelled if not received
- Reservation Agreement will serve as basis of Memorandum of Sale
- Memorandum of Sale circulated to all solicitors and buyer
- Status on purchaser's details added to Progress Report

Key Information Documents (KIDS)

- Homes England SOAHP 2016-21 KIDS and AHP 2021-26 KIDS – new documents (GLA has slightly different KIDS):
  - Key information about the Shared Ownership home
  - Summary of costs of Shared Ownership home
  - Key information about Shared Ownership

- Promote consistency and transparency
- 'Living' documents subject to change/updates
- Providers must provide these to purchasers to help them understand what they are buying
- New Builds and Resales.
- This is a condition of grant funding. Likely to be auditable!

Key Information Documents (KIDS) ...(cont'd)

- Doc 1 – at marketing stage – listed with ad on website, property listing site etc.
- Doc 2 and Doc 3 – After financial assessment at point of reservation.
- Completed docs should be sent to the buyer's solicitor with the Memorandum of Sale
- Providers must obtain confirmation from the buyer's solicitor that these have been provided to customer OR
- Written confirmation from Provider's solicitor that docs have been sent to buyer's solicitor, together with evidence that best endeavours made to gain confirmation from buyer's solicitor OR
- Written confirmation from buyer that they have read and discussed docs with their solicitor, together with evidence that best endeavours were made to gain confirmation from the buyer's solicitor
- Emails are acceptable re above confirmations

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Sales Progression

- Sales Team keeps buyers updated on estimated construction timescales
- Accept no liability for issues affecting the buyer that arise from delays in the construction process i.e. buyers choosing when to end existing tenancies
- Sales Team keeps in regular contact with all buyers and solicitors. Identify issues through conveyancing process and raise issues with Development Team, if required
- Development Team take lead/proactive role to help resolve legal/contractual matters that impact on sales/conveyance process i.e. planning conditions sign off, NHBC, service charge estimates etc.

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Mortgage Offer

- Valuation surveyor working on behalf of lender views plot or if, still being constructed, the site
- UK Finance Disclosure Form
- Sales Team to approve mortgage offer, letter provided to lender and copy retained on buyer file:
- Are terms of mortgage fair and repayments sustainable for buyer?
- Check amount of borrowing, interest rate, mortgage length
- Mortgage from lending institution regulated by Financial Conduct Authority (FCA)

Mortgage Offer ...(cont'd)

- If there is a problem or inaccuracy with the mortgage offer then Sales team will resolve with the lender/advisor and buyer and seek a revised offer or letter of comfort from the lender if applicable (such as in the case of misspelling a detail).

Delays

- Sales team to keep in weekly contact with buyer and solicitors
- If sale does not exchange or complete in target timescales, RP/LA can choose to cancel Reservation Agreement and re-market or extend Agreement
- Look at individual circumstances of buyer and reason for delay i.e. buyer not engaging/responding? Construction or legal delays?

Legal Completion

Development handover and prior to sale completion

- Development team lead on handover of property from contractor to RP/LA
- Provisional completion date agreed by Sales team with buyer and solicitors once NHBC cover certificate issued (full NHBC/building warranty certificate to follow). Development team to share cover certificate with Sales team
- Off plan reservation – closely aligned to handover date but not on same day incase of last minute delays on site

Legal Completion ...(cont'd)

Development handover and prior to sale completion

- Sales team to inform Development of expected sale completion dates
- Development team ensure site team – clerk of works, contractor – understand completion dates and identify any potential problems to Sales team
- Development team provides full snagging list and instructs contractor to resolve before completion – property should be in good condition, full working order, safe & clean

Sale agreement & Lease

- Sales team notifies Leasehold/Housing Management team of sale 14 days prior to expected completion
- RP/LA's solicitors will have prepared SO lease and send to buyer's solicitors to check and confirm they are satisfied with
- RP/LA's solicitors send sale agreement and SO lease to Sales team for authorised signatories to sign – Request for Signing & Sealing form

Sale agreement & Lease ...(cont'd)

- **Sales team to check:**
- Purchaser's name
- Address
- Gross & specified rent
- Red edged plan
- Lease term

Completion statement

- Buyer to complete paper DD Mandate prior to completion or over ‘phone on completion
- Once the completion date is agreed and in the week of completion, RP/LA’s solicitors will compile a completion statement, stipulating:
- the property address and buyer’s name
- the sales proceeds required for the buyer to purchase the % share
- the reservation fee that has been paid already and therefore will be deducted from the purchase payment owed
- The advance shared ownership rent and SC payment required – this will be the remaining month’s rent and SC (on a pro-rata basis) plus the full rent and SC for the next month
- The solicitor’s fees to be deducted from the proceeds? May wish them to bill separately?
- Sales team to check completion statement within 1 working day for accuracy and advise solicitor whether approved or needs amending

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Handover of home to shared owner

Once solicitors have confirmed completion, Sales team can release keys and arrange to meet the buyer at the property:

- Home demonstration – operating the boiler, where the stop-tap is located etc.
- Talk through Home User Guide
- Note snagging items and take photos
- Provide process for reporting defects, including phone number and email addresses
- Provide shared owner handbook
- Provide contact details for Housing/Leasehold Management team for rent, service charge queries

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Handover of home to shared owner ...(cont'd)

- Take utility meter readings and provide details of utility providers.
- Snagging items, a list of information provided in the Home User Guide, meter readings and a list of the keys that have been handed over will be recorded on the Property Handover Form and signed by the purchaser.
- Pre-handover meeting with shared owner?

Completion

- Sales team to issue completion memo email to Development, Housing/Leasehold Management, Finance notifying of sale – sales proceeds, value & % share, specified rent
- Development team updated Homes England MIS system

After Sales, Reporting & Monitoring

- Following sale completion and handover the Leasehold/Housing Management team will introduce themselves to the shared owner to welcome them to their new home.
- Finance Team will report on sales performance to Homes England
- 3 weeks after sale completion the Sales team will email / email link to New Shared Owner Satisfaction Survey – captures satisfaction with sale process at time buyer moved into home i.e. info provided, ease of communication etc.

Capture Learning

- Three months after practical completion, Project Review meeting – Development & Sales
- Issues around construction that have arisen?
- Issues from customer satisfaction feedback?

Demand and sales period:

- Original budgeted sales period v actual sales period and reasons why
- Any delays to sales period i.e. legal delays, handover slippage
- What media worked well/less well for development?

Design & Specification

- What feedback – positive and negative – did we get from customers viewing the properties and from the buyers?

Key Performance Indicators

Headline KPIs:

- Average sale period v financial appraisal expectations
- First tranche sale % v expected
- Gross sales revenues v expected
- Number of unsold shared ownership homes (off plan and build completed)
- Customer Satisfaction overall

Key Performance Indicators ...(cont'd)

Market Insight Report – include the following:

- Number of enquiries per quarter (total and by site)
- Number of applications per quarter (total and by site)
- Most effective form of marketing in terms of lead generation
- Marketing cost per lead / cost per applicant / cost per sale
- Sites in order of popularity
- Locations in order of popularity
- Reasons by % for applicant failure (e.g. ineligible, insufficient deposit, mortgage access, bought from competitor...)

Closing Questions?

Thank you!

See you tomorrow at 9.20 am

