



Home Buying Truths

More than **1 in 8** Brits decided to buy their home before they even viewed it⁽¹⁾



On average, Brits spend only **25 minutes 30 seconds** viewing a potential property before making a decision



This is **less time** than we spend watching an episode of Coronation Street



We spend **5 minutes and 30 seconds** more time considering buying a car than a house



And only **7 minutes 30 seconds** more deciding on a house purchase than buying a pair of jeans

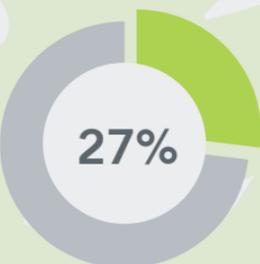
With the average UK home costing around **£250,000**⁽²⁾ the decision cost of this purchase equates to approximately

£9,804

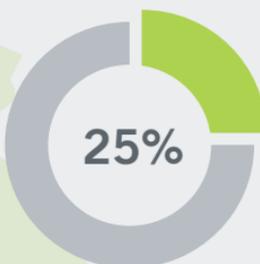
per minute⁽³⁾ for a home some will own for an entire lifetime



The main reasons Brits don't spend more time viewing a property include:



27% felt pressure from an estate agent



A quarter were unsure as to how to arrange a further viewing



1 in 10 didn't leave enough time



The average Barratt Home buyer views a new home for approximately **120 minutes**⁽⁴⁾



A **5% deposit** on the Help to Buy scheme can make a Barratt Home more affordable

For further information please contact Emma Pritchard at 3 Monkeys on **020 7009 3806** and barratthomes@3-monkeys.co.uk.

NOTES TO EDITORS

Barratt Homes

⁽¹⁾The research was carried out by One Poll on behalf of Barratt Homes, in August 2014 among 2,000 adults; additional research carried out by SIRC on behalf of Barratt Homes, August 2014, among 2,000 UK adults

⁽²⁾The ONS 2013 average house price is £250,000

⁽³⁾The decision cost of a new home was calculated as follows - average cost of a property (£250,000) divided by time spent viewing a property (average of 25 minutes and 30 seconds) = £9,804

⁽⁴⁾Based on the average time spent during c.500 independent mystery shop customers who intended to purchase a Barratt Home before and during reservation 2014

Barratt Developments PLC has sold 14,838 homes in the year to June 2014, making it the biggest housebuilder by volume in Britain. Barratt Developments was awarded a maximum five star rating for the fifth consecutive year in the 2014 Home Builders Federation Customer Satisfaction Survey. Site managers working for Barratt Group won 90 awards for quality workmanship in the 2014 NHBC Pride in the Job Awards. Barratt has won more Pride in the Job awards than any other housebuilder for the last ten years. Barratt is the only housebuilder to provide a five year warranty on the fixtures and fittings in its new build homes at the time of purchase.