



New Homes Quality Code: a simple guide for homebuyers

What is the Code?

The **New Homes Quality Code** (the Code) ensures better protection for people buying new homes in the UK. If you are buying a new build home, this Code is here to make sure your experience is fair and transparent.

The Code is a set of rules developers must follow when selling new build homes and supporting their customers. It aims to protect buyers and raise standards across the homebuilding industry.

All developers listed on the [Register of Developers](#) must follow this Code and accept the decisions of the [New Homes Ombudsman Service](#).

10 The 10 Key Principles

1. **Fairness** – Treat customers fairly from start to finish.
2. **Safety** – Build homes that meet all safety rules and regulations.
3. **Quality** – Deliver completed homes to a high standard.
4. **Service** – Provide trained staff and avoid pushy sales tactics.
5. **Responsiveness** – Handle customer questions and complaints promptly.
6. **Transparency** – Be clear about pricing, fees, and future costs.
7. **Independence** – Encourage buyers to use independent advice.
8. **Inclusivity** – Support vulnerable buyers and provide accessible information.
9. **Security** – Have financial protections in place, including for refunds and complaints.
10. **Compliance** – Follow the Code and Ombudsman decisions.

Part 1: Selling a New Home

- Developers must provide the customer with **all the information they need to make a fully informed decision** about purchasing their new home.
- Marketing must be **clear, accurate, and fair**.
- No **high-pressure sales tactics** are allowed.
- Buyers must be **free to choose their own solicitors and other advisers**.
- Any referral fees or incentives must be **disclosed**.
- **Vulnerable customers** must receive extra support.
- Details like size, tenure, costs, and warranties must be **clearly provided**.

Part 2: Legal Documents, Information, Inspections and Completion

- A formal **reservation agreement** must be signed that includes a **14-day cooling-off period**.
 - Buyers must get a full picture of **all costs**, including:
 - Ground rent
 - Service charges
 - Ongoing maintenance costs
 - Developers must keep the customer and their legal representative, **informed throughout their purchase**, especially about build progress, the expected completion date, and any major changes.
 - Before completion, buyers can arrange for an **independent inspection** of the property.
 - Homes and their surroundings must be **complete and safe** before buyers can move in.
 - Developers must provide information about the **warranty**, plus a **home demonstration**, and a **health and safety file**.
-

Part 3: After-Sales Service & Complaints

- Developers must provide **2 years of after-sales service**.
 - They must **fix any snags or defects** within 30 days (or explain the reason for any delay).
 - There must be a clear **complaints process** with timelines:
 - Acknowledgement within 5 days
 - A “path to resolution” within 10 days
 - A full response within 30 days
 - 8-week update if not resolved
 - If unresolved after 8 weeks, complaints can be referred to the [New Homes Ombudsman](#).
-

Part 4: Financial Protection & Customer Rights

- Developers must have **insurance or other protection** in place to cover refunds and deposits.
 - The Code **does not replace legal rights**. Buyers can still take issues to court if needed.
-

Key Takeaways for Buyers

- Ask for the **Code** (available for free).
- Do not feel pressured – **take your time**.
- Choose your **own legal adviser**.
- Keep all **paperwork** and **emails**.
- If something does not feel right, **raise concerns** early.
- Insist on **regular updates about progress** and when you will be moving in.
- Visit the [New Homes Quality Board website](#) for full details and support.