

MARCH 2021

**QUORN DEVELOPER SECURES FIVE STAR STATUS FOR
RECORD 16TH CONSECUTIVE YEAR**

The [McCarthy Stone](#) team in Quorn is celebrating after being awarded a Five Star customer satisfaction rating in an independent survey announced by the Home Builders Federation (HBF) for the 16th year running.

The only developer or housebuilder of any size or type to achieve this accolade each year since the survey launched 16 years ago, McCarthy Stone achieved an overall customer satisfaction score of 93%.

Mill Gardens and *Farnham House* Retirement Living bungalows and apartments on Loughborough Road in Quorn are carefully designed for the over 60s to provide the very best in independent living within a safe and secure environment, with the opportunity to benefit from companionship when desired, as well as privacy when needed.

The Five Star customer satisfaction rating is the highest award any new homes developer can achieve and is only awarded when more than nine out of ten customers would recommend a company to a friend. It is an annual survey carried out by the HBF, involving 541 purchasers of McCarthy Stone's homes in 2020.

Samantha Watkins, Deputy Divisional Sales and Marketing Director for McCarthy Stone, said: "Everyone at McCarthy Stone prides themselves on offering the very best service and products to our homeowners at all times, so we are thrilled to have been awarded the full Five Stars from the HBF once again.

"Our homeowners have always been at the heart of our business, and this has never been more important than during the last year and through the challenges we have all faced. Our team in Quorn continues to ensure that the safety and wellbeing of our homeowners is their utmost priority – and to provide the support our homeowners need to live independently as part of a thriving retirement community."

The HBF award recognises McCarthy Stone's commitment to maintaining consistently high standards of build quality and delivering excellent customer service over the long-term, with particular

emphasis on the developer's commitment to guiding home buyers through the purchasing process, including the provision of post-sales support.

Stewart Baseley, Executive Chairman at the Home Builders Federation, said: "The survey demonstrates that the industry is delivering an excellent level of service in the opinion of over 90% of its customers. The fact that we have seen four successive years of improved satisfaction levels shows the clear focus builders have been putting on the customer. That this level of satisfaction has been delivered during a pandemic that saw sites closed and builders unable to access homes for a period makes it even more of an achievement.

"The industry remains committed to maintaining the significant progress of recent years and fully supports moves to put an independent New Homes Ombudsman in place to strengthen customer protections and continue to drive up standards."

Once complete, the development will offer a choice of thoughtfully-designed bungalows and apartments. *Farnham House* apartments will benefit from a 24/7 call system and camera entry system, as well as a House Manager to provide that extra peace of mind when it comes to safety and security, along with a stylish homeowners' lounge, hotel-style guest suite and landscaped gardens. Each individual freehold property at *Mill Gardens* will also enjoy its own private rear garden and a driveway with maintained front gardens, and selected bungalows will also have a garage.

Mill Gardens and *Farnham House* are situated in the heart of Charnwood Forest and just off the High Street, meaning all daily necessities are within easy reach. When it comes to eating out, you'll be spoilt for choice. The local area offers everything from traditional English pubs to contemporary cafes and restaurants.

Prices for a two-bedroom bungalow at *Mill Gardens* currently start at £374,950, whilst prices for a one bedroom apartment at *Farnham House* currently start at £194,950 and from £327,950 for a two-bedroom apartment.

To find out more about McCarthy Stone in Quorn, please call 0800 201 4811 or go to www.mccarthyandstone.co.uk/.

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For further information, please email Sophie Carter at McCann PR at Sophie.Carter@mccann.com

Notes to Editors

McCarthy Stone is the UK's leading developer and manager of retirement communities, with a significant market share. The Group buys land and then builds, sells and manages high-quality retirement developments. It has built and sold more than 58,000 properties across more than 1,300 retirement developments since 1977 and is renowned for its focus on the needs of those in later life.

There is growing demand for retirement communities. There are currently 12.2 million people aged 65 or over, rising to 17.4m by 2043, representing a 43% increase¹. For those aged 85 or over, the increase will be larger, from 1.6m to 3.0m, representing an 87% increase. Research shows that 33% of those aged 65 or over are interested in moving, equating to c.4 million people².

McCarthy Stone has two main product ranges – Retirement Living and Retirement Living PLUS – which provide mainly one and two-bedroom apartments across the country with varying levels of support and care for older people. Retirement Living developments provide independence in private apartments designed specifically for the over-60s, as well as facilities such as communal lounges and guest suites that support companionship. Retirement Living PLUS developments, which are designed specifically for the over-70s, offer all of this plus more on-site facilities such as restaurants, well-being suites and function rooms. Importantly, they also provide on-site flexible care and support packages to assist those needing additional help.

All developments built since 2010 are managed by the company's in-house management services team, providing peace of mind that it will look after customers and their properties over the long term. This is a key part of how McCarthy Stone seeks to enrich its customers' lives. This commitment to quality and customer service continues to be recognised by residents. In March 2021, the Group received the full five-star rating for customer satisfaction from the Home Builders Federation for the 16th consecutive year – making it the only UK developer, of any size or type, to achieve this accolade.

For further information, please visit www.mccarthyandstone.co.uk

¹ ONS population projections (2018)

² YouGov research for McCarthy Stone (2019)