HomeOwners Alliance
Media information 2020

hoa.org.uk
Who we are

Our Co-Founder and CEO
Paula Higgins

“The HomeOwners Alliance helps people make smart choices at every step of the homeownering journey – whether buying, selling, owning or improving their homes”

We are the go-to site for home related expert advice and to shop around for the services you’ll need at all the key moments of buying, selling and owning a home.

Our aim is to make homeowners a less stressful and a more rewarding experience.
Our brand reach

- 575,000 Average monthly page views
- Over 3.5 million unique visitors a year
- PR REACH over 400 media mentions in 2019
- Ranked #1 with Google search for over 4,800 search terms
- 1000 consumer pages, excellent SEO & DA
- 50,000 Newsletter subscribers
- 5,000 Engaged social media followers
Demographic Information

Gender Split

51.1% Male
48.9% Female

Age Split

18-24: 5%
25-34: 30%
35-44: 25%
45-54: 15%
55-64: 10%
65+: 5%
Our Audience

Market overview

There are over 1 million residential property transactions a year. 365k first-time buyers exist in the market and 7 million aspiring homeowners who want to save for a deposit and get onto the property ladder. 160k new homes were completed last year, adding to the housing stock [and yet another 3 million moves who need help and services]. We cater for everyone in this market, as well as those already established in their properties.

Home buyers

The Struggling First Time Buyer: It’s hard to get on the property ladder, with raising a deposit and high house prices presenting the biggest hurdles. Many first-time buyers find the costs and process overwhelming. But mortgage rates are low, low deposit options and part-buy schemes are available, alongside the government’s Help to Buy initiative and the Bank of Mum and Dad. We help first time buyers understand the pros and cons of the different options, how they work and what they need to watch out for with our expert, insightful advice. We also help them save money at all the critical stages of finding a solicitor, getting a survey, getting the best mortgage deal and more.

The Downsizing Older Buyer: Many homeowners have already been through the home-buying process before but not for many years. They are now at the stage of downsizing, but the property market is still a maze and they need guidance on the process, from choosing where to move to financing their next purchase. They also need expert advice on the pros and cons of buying a new build or retirement home, tax implications of their move, later life lending, equity release, and how best to balance that with funding their retirement and helping their family.

The Second Stepper: Our second steppers have been through the home moving process not that long ago but are now looking to stretch themselves financially and buy a larger home. They are a little more savvy this time round but need advice on where to move, remortgaging, Buy to Let, how to sell a home and how to manage a property chain.
Our Audience - continued

Home sellers

**The Second Stepper:** Our second steppers are savvy and do a lot of research, especially when it comes to protecting their biggest asset. They have been through this process before and understand the costs involved. Their main goal therefore is to get the best possible price for their home whilst saving money on estate agent fees and all the other stages of the home selling process. They’ll want information from finding estate agents, how to speed up the process, what price to sell for, contracts, instructing conveyancers, remortgage and removals.

**The Older Seller:** The older seller has been through the home selling process before but suddenly in later life may find themselves moving to release equity for retirement, to “right-size” their home or even to help their children or grandchildren get on the property ladder. They often find our site searching for advice on finding and instructing an estate agent, later life lending, equity release, inheritance tax and more.

Home owners

**Technically needy:** Some of our homeowners have very specific problems, they may need advice on noisy neighbours, indemnity insurance, buying or extending their freehold, problems with a new build home, maintenance fees and ground rents. They come to us to find practical advice to help them address their problems.

**Home managers:** the home manager is happy in their home but wants to make sure that they’re on top of their bills and maintenance of the property. They come to the Home Owners Alliance for advice on switching suppliers, reducing bills, switching their mortgage, how to make money from their home and general advice on managing their home checklist.

**Home improvers:** the home improver is happy in their home and may at some point consider selling their house, but in the meantime they want to convert, renovate and extend to meet their immediate needs. They’ll always be mindful that they’re adding value but they want practical tips from us, rather than inspiration on how to go about a project. Content such as planning permission, structural engineers, how to find an architect, finding a builder, how to protect your money as well as fund home improvement projects are all types of advice that they seek.
Advertising, sponsorship and partnership opportunities

Banner advertising or featured links
Reach a highly targeted audience with banner adverts featured within specific content and guides, a great way of reaching core, engaged readers interested in topic related services.

Sponsorship of special reports and research
Benefit from our wealth of research experience and direct access to relevant users to provide you with statistics and qualitative and quantitative research to amplify your brand message. Opportunities exist to sponsor our annual homeowners survey or bespoke projects where we’ll work with you on a collaborative content approach. All of our research campaigns will feature as part of our PR programme to generate further reach and awareness.

Sponsorship of advice content
74% of our visitors come to the website to read our content so sponsorship of advice content is a great way to benefit from the traffic coming to the site on relevant topics. The content will sit in the voice and latest news sections of our website https://hoa.org.uk/media-centre/latest-news/.

Weekly newsletter sponsored feature
With 50,000 subscribers to our weekly newsletter, we regularly get in excess of 20% open rate (above industry average) and a click rate of 21% or more. This is a great way to reach a captive audience with your brand message whether that’s a promotion or content driven. There are two options for sponsorship here: a sponsored newsletter feature which can be promotional or content lead with a direct link to your call to action, or a sponsored content piece for the website to which the newsletter points to.
Advertising, sponsorship and partnership opportunities - continued

Annual homeowners survey sponsorship

Every year we take the pulse of the nation to understand the latest homeownership issues and trends. The 2020 Homeowner Survey will be the 8th in the series, including seven years of tracking UK housing concerns. We track and report changes in trends to attitudes and experiences of homeownership and the process of buying and selling. Additionally, the survey is designed to allow flexibility to probe specific and topical homeownership issues of interest.

The findings from the research are published in tranches to provide interesting news stories for press coverage so sponsorship of the survey is a fantastic way to generate additional PR in conjunction with credible research from the HomeOwners Alliance. See the following example of the 2019 Homeowner Survey report:

Bespoke research campaign sponsorship

Opportunities exist to conduct research of your own or to work with us on existing research campaigns. These campaigns are turned into press releases and content which gets shared for maximum PR exposure, branding and traffic opportunities.

Contra marketing opportunities

If you are limited on budget but have assets to swap we’re open to working in a content marketing partnership capacity. We work with many brands to help generate content for their websites (and vice versa) in exchange for links back to our website, features on newsletter and social media sharing.
Advertising, sponsorship and partnership opportunities - continued

Prices available upon request - sarah@hoa.org.uk

- Exclusive advertiser top banner
- Advertiser embedded link/ button
- Sponsored advice content piece
- Sponsored advice content piece and newsletter promotion
- Newsletter feature
- Annual homeowners survey sponsorship
- Campaign sponsorship
- Special report sponsorship
Editorial campaign calendar

Quarter 1
- Buying and selling a home
- Fastest time to sell
- Home improvement guides
- Colourful streets
- House Prices
- 2020 House Price predictions
- Homeowner trends
- January Sale

Quarter 2
- Get your finances in order
- How to get on property ladder
- Moving home data release
- Homeowner Survey release
- Homeowner trends
- House Prices
- Make money from your home
- Renovations/Outside spaces

Quarter 3
- Environmental issues around the home; air quality, heating, damp
- Shared ownership/home ownership schemes
- Downsizing/Retirement
- House Prices
- Home buying process

Quarter 4
- New Build
- Move or Improve
- Buy to let/Holiday homes
- Manage and reduce your bills
- Reduce VAT campaign
- Broadband and utilities
Contact us

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