



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 homeownership 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 homeownership a less stressful and a more rewarding experience.

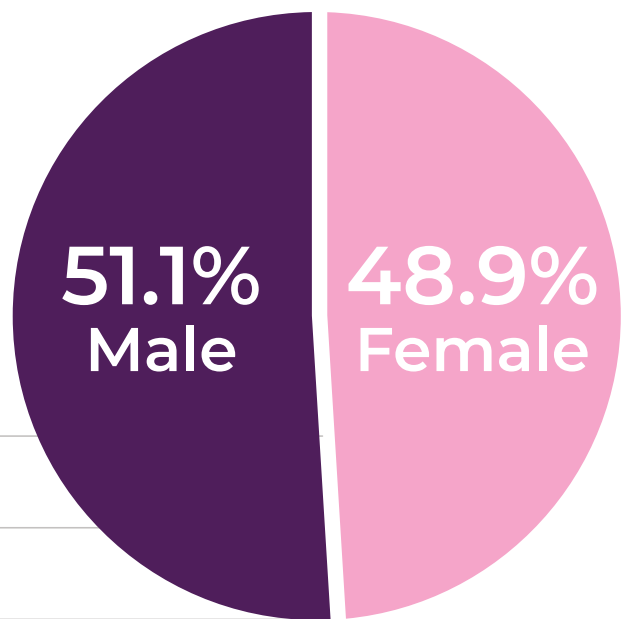


Our brand reach

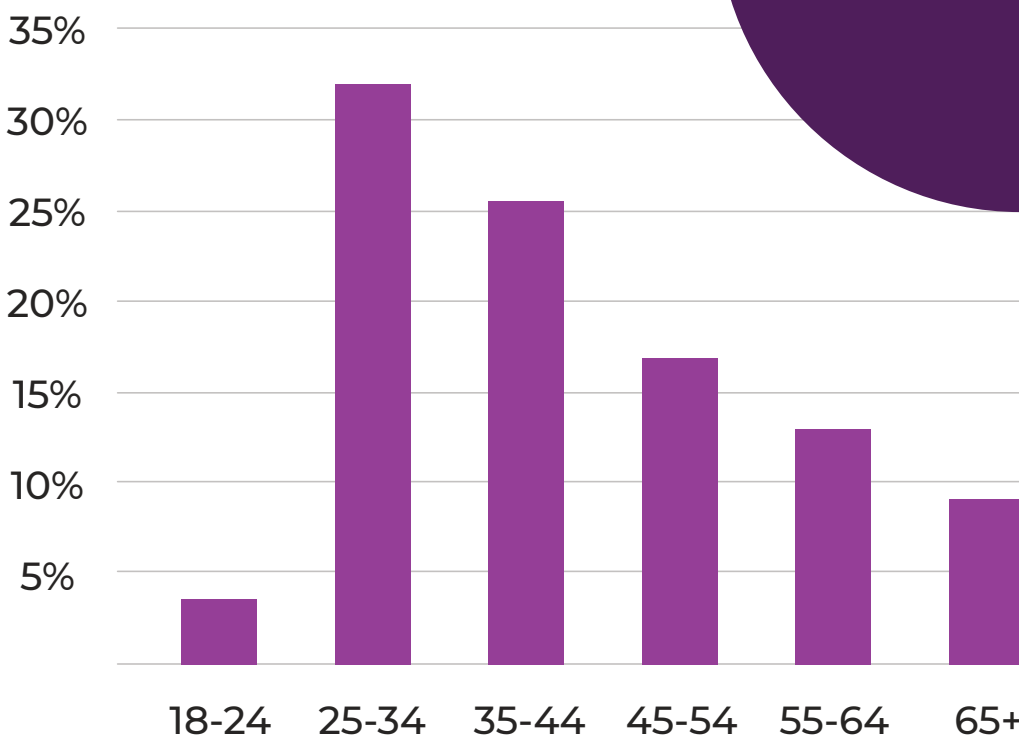


Demographic Information

Gender Split



Age Split



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 HomeOwners 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:

<https://hoa.org.uk/wp-content/uploads/2020/01/2019-HomeOwner-survey-report.pdf>

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

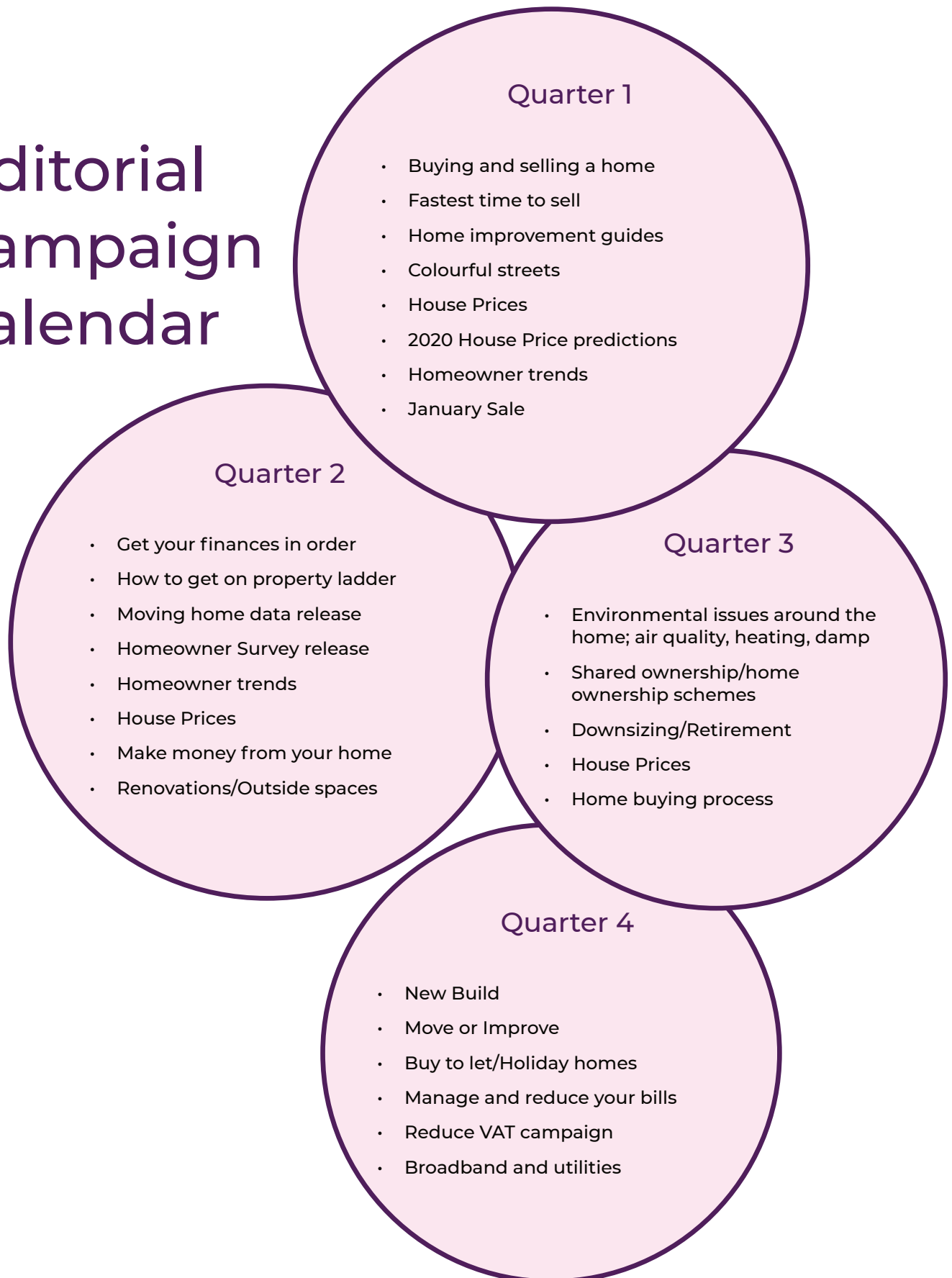
Newsletter feature

Annual homeowners survey sponsorship

Campaign sponsorship

Special report sponsorship

Editorial campaign calendar



Our coverage

BBC RADIO 4
YOU:YOURS

Pitfalls of Property Auction Websites
youtu.be

Edit from Radio 4, You and Yours, 11 Dec 2019. Paula Higgins, HomeOwners Alliance CEO discusses the pros and cons of property auction websites as they become...


Kirstie Allsopp @KirstieAllsopp
Following

Replying to @HenryPryor @HomeOwnersAll

Really can't see reservation agreements panning out. We need less hassle not more.

5:26 PM - 3 Nov 2017

ecoconnectevents · Follow
The Institution of Engineering and Technology (IET)



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ecoconnectevents CEO of The Homeowners Alliance, Paula Higgins who is speaking at Eco Connect London discusses what homeowners want and what the... more

14 JUNE 2017

HomeOwners Alliance @HomeOwnersAll

Advice on #buyingandselling from our CEO in the latest @guardian buff.ly/2viON8p



The Guardian

Henry Pryor @HenryPryor · 30 Dec 2018

How does the government help first-time buyers? Help to Buy loans & ISA, Shared ownership, Starter Homes under the spotlight by @BBCRealityCheck with comments from @HomeOwnersAll & me.



BBC NEWS

What help can first-time house buyers get?
Which government schemes do people use most when trying to get on the housing ladder?

BBC.CO.UK

The Telegraph

News Politics Sport Business Money Opinion Tech Life Style Travel



First time buyers to get 30 per cent discount on new-build homes

First Homes scheme will primarily benefit key workers in their home towns

The Ministry of Housing, Communities and Local Government will carry out a consultation to decide what proportion of new-build properties should be offered at a discount.

Independent surveyors will determine the market value of the properties before the discount is calculated.

The MHCLG said the discount would apply "in perpetuity", meaning a covenant on the property would force each owner to sell it on with a 30 per cent discount so that the benefit is passed down the generations.

If the property increases in value, the owner will pocket two-thirds of the profit, helping them to buy their next home, with one third being wrapped into the discount. Surveyors will revalue the property and re-apply the discount every time the home is sold.

Ministers will set a cap on the price of new build homes that qualify for the scheme, which is yet to be determined.

The average price of a new-build home is £314,000, meaning a 30 per cent discount would equate to £94,000. In Cornwall, the figure is £248,000, meaning a saving of £74,000.


Paula Higgins, Chief Executive of the Homeowners Alliance, welcomed the scheme but said she would make sure the Government delivered "what it says on the tin".

THE TIMES

Mortgage deposits: the £100 legal fee for help from the family

First-time buyers are being stung with extra solicitors' charges for family gifted deposits

Kate Palmer
January 18 2020, 12:01pm, The Times



First-time buyers are being charged up to £100 by law firms if they use money from their parents or grandparents for a deposit, even though this involves little or no work for solicitors. They can also be required to pay up to £50 for lawyers to fill in a simple form that is sent to banks and building societies when using money from a Help to Buy or Lifetime Isa.

If you use the money before the age of 60 for anything other than buying a house, however, you have to pay a 25 per cent exit penalty. HMRC has charged **savers £9 million in penalties** since Lifetime Isas were set up in 2017.

"It's crucial that buyers cast a critical eye over quotes to ensure they won't be hit with extra fees," says **Paula Higgins of the Homeowners Alliance**, a campaign group. "The good news is that the charge for releasing Help to Buy Isa funds is capped at £50 plus tax."



this morning

Nightmare Neighbours 08000 30 40 44


Phone-in lines are open until 11.15. Terms and Conditions at [BBC.com/terms](#)

EXPRESS

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Home Life & Style Property



House for sale? How to spend £2,800 and add £55,000 to the value of your property

Modern Law Magazine @ModernLawMag

Our current Conveyancing Awards judging panel ... more to be announced soon!
Delighted to welcome @R5TOW @thomeycroft_uk / @eddiegoldsmith @GWLegal / Simon Law - @DC_Law / Paula Higgins - @HomeOwnersAll / @katefaulkner / Mike Harlow - @HMLandRegistry 🤗🤗

miconveyancingawards.co.uk

The Judges...



Sun NEWS FABULOUS MONEY TECH TRAVEL MOTORS DEAR DEIDRE

Cut VAT on extensions campaign

A THIRD of home-owners are paying cash to avoid paying VAT on home improvements, a shock study from the HomeOwners Alliance has found.

The Alliance is now campaigning for VAT costs on home improvements to be slashed to five per cent so more Brits can afford the work and to boost Treasury takings.

The top excuse for VAT-dodgers was that they could not afford alterations if they had to pay 20 per cent tax on top.

Find out more at <https://hoa.org.uk/campaigns/cut-vat-on-extensions>

Ideal Home

HOME NEWS BUYING GUIDES LIVING ROOM BEDROOM KITCHEN BATHROOM GARDEN + ROOMS REAL HOMES ADVICE

TRENDING: TRENCH CLEANING HACK SPACE-SAVING TRICK FOR STORAGE WORST DECORATING TRENDS SHOPPING EDIT: BEST TABLE LAMPS

Home / News

The home improvement that adds £48,000 to the value of your home in SEVEN days - and it's MUCH cheaper and easier than you think!

BBC



Paula Higgins
CEO, HomeOwners Alliance

BBC LONDON

Contact us

Sarah Potter - Head of Marketing

sarah@hoa.org.uk