



HomeOwners Alliance

Media information 2022

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.

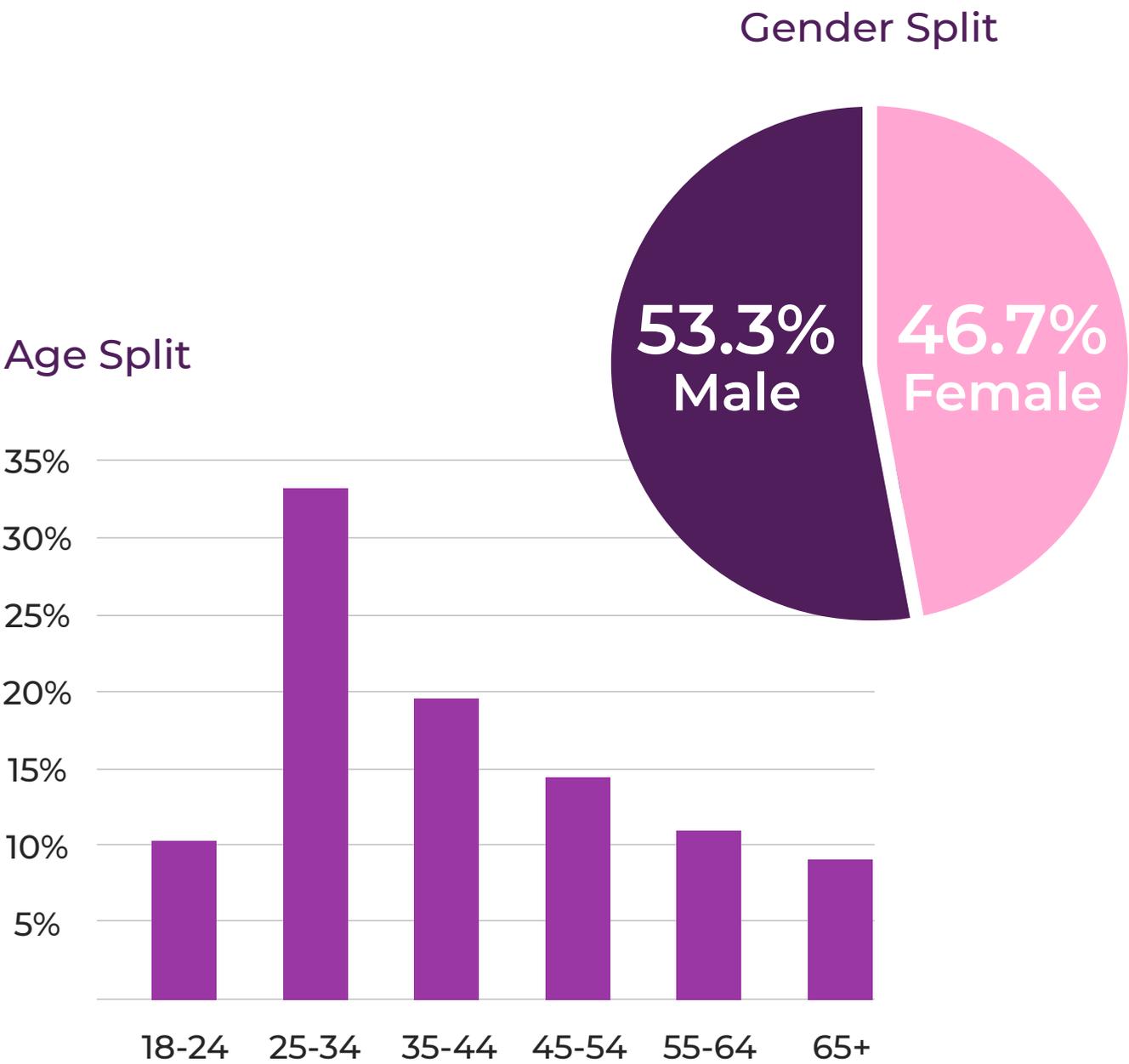
Our aim is to make homeownership a less stressful and a more rewarding experience.



Our brand reach



Demographic Information



All numbers are correct as of December 2020

Our Audience

Market overview

There are around 11 million UK residential property transactions a year and this includes 350k first time buyers. In addition, there are 7 million aspiring homeowners who are saving for a deposit to get onto the property ladder and 3 million who move every year who value our help and services. We cater for everyone in this market as well as advice and help for 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 and Lifetime ISA's initiatives. 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, 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 their freehold or extending their lease, 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.

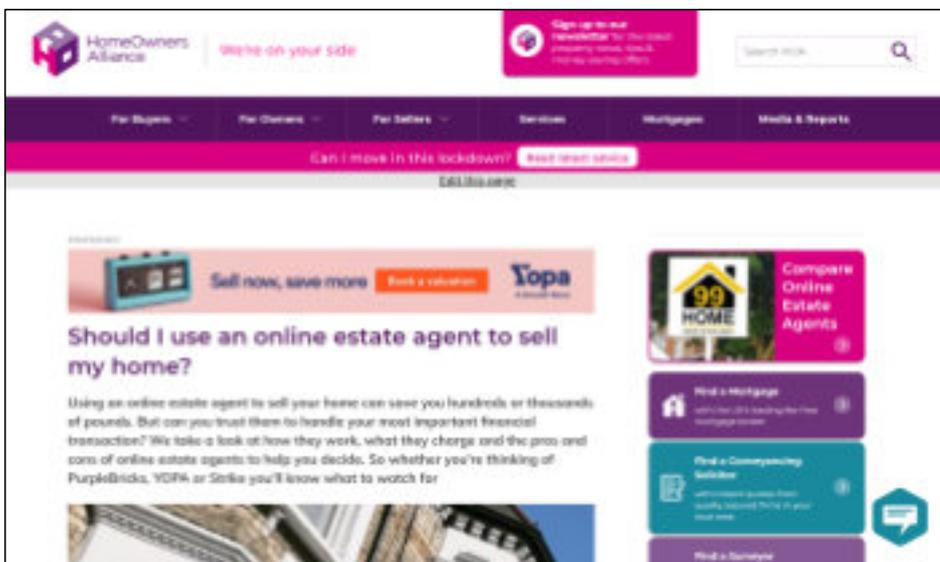
Home Improvers: The home improver is happy in their home and may at some point consider selling their house, but in the meantime they want to convert, renovate and extend to meet their immediate needs. They'll always be mindful that they're adding value but they want practical tips from us, rather than 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

Reach a highly targeted audience with banner adverts featured within specific content and guides, a great way of engaging with potential customers interested in topic related services.

Example of content with banner advert:



<https://hoa.org.uk/advice/guides-for-homeowners/i-am-selling/should-i-use-an-online-estate-agent/>

Advertising, sponsorship and partnership opportunities - continued

Sponsorship of special reports and research

With up to **446,500*** unique site visits a month and 74% of those visitors coming to read our content, sponsorship of an article is a great way to get your brand, service or product seen by our audience. The content will sit in [The Voice](#) and [Latest News](#) sections of our website as well as showcased on our homepage.

Articles will also be shared to our newsletter subscribers as part of our weekly newsletter. With 50,000 subscribers, our newsletter regularly gets in excess of 20% open rate (above industry average) and a click rate of 21% or more.

Sponsored articles must be compliant with Google guidelines (ie include nofollow links only) and ASA guidelines (be marked as sponsored).

*Figure for July 2020

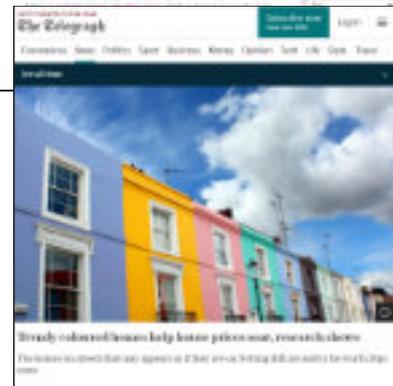
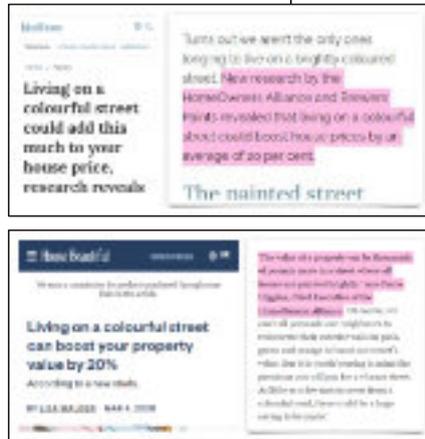
Special report sponsorship

If you're looking to conduct research or need help with producing a bespoke report, we have a wealth of industry related survey experience to help you to develop, research, produce and launch your idea.

Example - Homes on Colourful streets worth thousands more

<https://hoa.org.uk/2020/03/homes-on-colourful-streets-worth-thousands-more/>

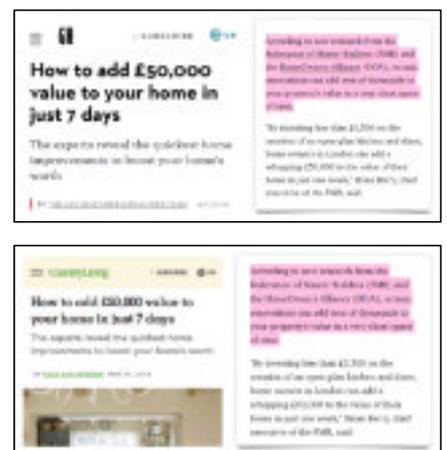
This was a lighthearted piece of research that gave our sponsors, Brewers Decorating, the opportunity to reach their ideal demographic with practical advice and tips. Covered by Ideal Home; House Beautiful; Real Homes, Telegraph, Daily Mail and others.



Example - How to add £50k to the value of your home in just 7 days

<https://hoa.org.uk/2018/03/add-50k-in-7-days-value-to-your-home/>

By joining forces with the Federation of Master Builders and the Guild of Property Professionals, we produced a list of quick low cost home improvement projects that would be ideal for those wanting to sell or invest in their home. Articles were published in many of the home-type publications such as Countryside Living and Good Housekeeping as well as dozens of local news stories.



Advertising, sponsorship and partnership opportunities - continued

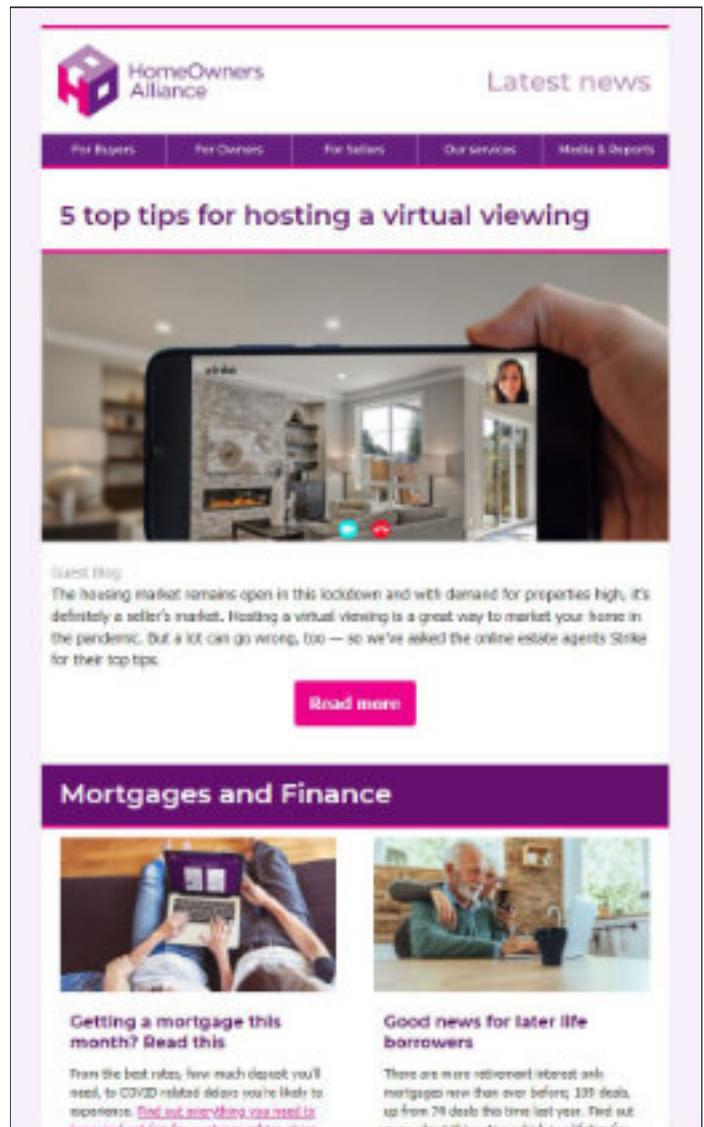
Newsletter feature only

We also offer brands the opportunity to have a feature within one of our weekly newsletters, driving our subscribers straight to your site. This is a great way to reach our active subscribers (50,000 subscribers, 20% open rate, 21% ctr). It works equally well whether you're looking to entice new customers with promotional offers, brand awareness or product/service education.

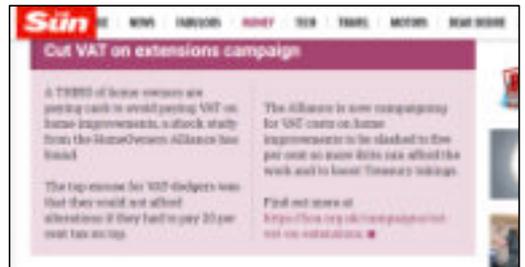
Example of newsletter with sponsored feature:
<https://bit.ly/3uvROea>

Advertising rates (exclusive of VAT)

Banner advertising	£250 per month, per banner
Sponsored article + newsletter promotion	£750
Newsletter feature only	£500



Our coverage



Contact us

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