

Why developers should spend more on doors

By Elizabeth Assaf from door manufacturers Urban Front.



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The reality is that the market is a tough one at the moment. Everyone is worried about the implications of Brexit and some are really careful about spending their hard-earned cash. This begs the question: why would any developer spend more on products like doors if they don't have to? A door is 'a door' right?

In this article, I'm hoping to sway any of you developers out there to the idea that doors form an important part of the fabric of a building and are just as essential to performance and maintenance as other main elements in a new build.

Making sure you stand out as a developer and that your buyer then stands out in turn is definitely the way forward. Robin Squire, Regional Managing Director of Acorn Property Group in Bristol believes that there is "No doubt at all that buyers are becoming more savvy, the majority - certainly after a certain price point are looking for better quality, better designed products and are less willing to compromise". Mr. Squire goes on to comment that "We have always believed people will pay a premium for a better specification, it's not just all about built in coffee machines and bling items either, they do really care about the quality of the fabric of the building not just the finishing items".

We all appreciate that added value and differentiation are essential but what could a good quality door add to your build? Here is a list that I hope you all agree is worth considering:

As a developer:

- If you are investing in quality, you are investing in peace of mind for your buyer and yourself
- Showing your buyers that you care with better door Security and therefore 'the buyers safety' is a real added bonus
- A front door is the first thing they see and therefore sets the tone to the rest of the building
- You are investing in how well the product performs over time in terms of maintenance and functionality on their behalf
- You care about detail and quality
- There will be less snagging and less call back

Recently, Show Home Magazine wrote about ZPG property groups' *Insights into New Homes Buyers 2018* report. A nationally representative sample of 600 respondents, all of whom had either bought a home in the last year or intend to do so to showcase what buyers at different life stages are looking for from a new-build home.

Chris Browne, the Sales Director of ZPG's New Homes division said, "When it comes to building and selling new homes, a one-size-fits-all approach will not work for developers. Our research reveals that buyers at different stages of life have clear, and differing, preferences for new homes and therefore developers need to keep their target market at the forefront of their mind – both when building and marketing these properties."

The Study revealed the following results:

Top new-build perceived advantages

- 36% Easy to maintain
- 30% Choose your own colours and finishes
- 28% Latest technology and modern features

Top new-build perceived disadvantages

- 37% Too uniform and samey
- 35% Expensive for what you get
- 27% Not built to a high-quality spec

It's clear that a more savvy buyer is emerging and Teresa Ralph of TG Designer Homes based in Kent is sure that "People are realising the need for quality and are more understanding that it comes at an increased price". When questioned about the importance of differentiation in today's market in comparison to the past few years she comments: "in the past we have offered a higher quality but had to absorb the price differential ourselves in order to compete in the housing market. However, in recent years we have found that our overall product is more niche and people are prepared to pay more in order to buy something that is different to the 'norm' and that they can be proud to own".

So, if a door is the first thing a buyer sees and experiences on their visit to a new home, surely creating a beautiful entrance can be the difference between a house being just that or someone's dream home.

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