Clear and truthful sales and advertising material

FACTSHEET: Right first time

Making the buying and selling of new-build homes fairer and more transparent relies on clear and truthful sales, marketing, and advertising materials, which is why it's included as a Code requirement. Providing misleading sales information or omitting information that may affect a buyer's decision is also covered by the Consumer Protection Regulations to help protect home buyers from unfair practices.

Here are some top tips to help you get it right first time:

1. Be transparent at the outset about what is and isn't included in a property.

2. Make potential buyers aware of anything that could affect their decision to purchase, including location information or ongoing costs associated with the development.

3. Share accurate and up to date information throughout the buying process with home buyers and record that you have done so. Keep notes of conversations with home buyers, including dates/times, who has spoken to them and about what.

4. Notify the buyer of any changes to the home's appearance, and/or fundamental changes made to the garden/landscape drawings or wider environment, preferably in writing.

5. If you substantially alter the size, appearance or value of the home from what was shown to the home buyer in the Reservation agreement and sale contract, you must inform the buyer and document their agreement to the changes in writing.

6. Address potential issues early on to reduce the risk of complaints arising. Follow up discussions in writing/email, including how any concerns raised have been addressed.

> "the information was not entirely clear and may, at the least, have caused confusion"
> IDRS Adjudicator

Resources:

- Code Requirements with Builder Guidance
- Starter Pack
- Adjudication Case Summaries
- Training
- Blog – What do agents need to know about the Code?

> "the kitchen installed did not represent the kitchen presented to the Home Buyer on the drawing at reservation" IDRS Adjudicator