



# WV Living Sales Policy

Accountable body: WV Living Company Board

Responsible individual: Managing Director

## 1. Policy Statement

1.1. WV Living builds high quality homes for sale. It will seek to follow best practice in its sales activity and will be open and transparent when marketing and selling properties.

1.2. Except for homes built for previously identified needs, or groups of individuals, (for example retirement apartments), WV Living will make its homes for sale available to all. It will ensure that its marketing and sales operations have a strong presence among Wolverhampton's diverse community.

1.3. WV Living will ensure that its agents and contractors adhere to the same standards of professionalism and behaviour as those followed by Company or Council staff. All agents are required to sign up to the Council's Code of Conduct which is included as a standard requirement in WV Living tender documentation. Appointed agents will also be required to sign up to the Council's Equality and Diversity Principles.

1.4. WV Living will guide buyers throughout the purchase of their home and for the required defect period under the Consumer Code for Housebuilders.

## 2. Background and Scope

2.1. Buying a home is the largest investment many people will make. It can also be one of the most stressful. Through its sales policy WV Living aims to reduce the anxiety and difficulties buyers face by offering an open, transparent, and supportive service throughout the purchase and after-sales period. WV Living will follow best practice and appropriate codes of practice to do this. This may be accessed via the web address below or opening this hyperlink. [Home - Consumer Code](https://consumercode.co.uk)

<https://consumercode.co.uk>

2.2. This policy covers WV Living's approach to sales and providing customer services to people wishing to buy one of our homes.

### 3. Sales and customer service practice

3.1. Apart from properties built for a specific group of people, for example retirement apartments, WV Living will welcome buyers from all groups and will treat all buyers equally and as individuals.

3.2. WV Living and its appointed agents and contractors will adopt and follow the requirements of the Consumer Code for Housebuilders. [Home - Consumer Code](https://consumercode.co.uk)

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3.3. WV Living will work openly and professionally with the professional advisers appointed by buyers.

3.4. WV Living will keep customers informed throughout the sales process and will be transparent in its pricing and charges.

3.5. WV Living will seek to meet agreed construction timescales. Where this is not possible buyers will be informed of the delay along with reasons for it and a revised timetable for completion.

3.6. WV Living may provide to buyers, a list of individual solicitors or companies that have demonstrated they meet the high standards of conduct and customer care demanded by the Company. However, these are not recommendations nor is any sale dependent upon the use of these companies. WV Living and its agents will not enter into any contractual arrangements to formally introduce buyers to companies without the express agreement of the Board.

3.7. WV Living will provide a named contact for all buyers who will be available at designated times to respond to buyer queries, requests and visits.

3.8. WV Living will record, retain and process information from buyers in accordance with the requirements of GDPR and information security policies.

3.9. WV Living will ask customers to formally approve any changes in specification or design if this is appropriate and if the customer has entered into a full reservation agreement in respect of the property.

3.10. WV Living will ensure it complies fully with all HMRC requirements regarding anti money-laundering and proceeds of crime requirements.

3.11. WV Living aims to build homes for individuals and families to buy. Where any buyer wishes to acquire more than three market sale dwellings on a single site, Board approval of the sale will be required.

3.12. Where a buyer is dissatisfied with any aspect of WV Living's service they may complain. WV Living will respond constructively and quickly to all complaints and, will agree steps to resolve the complaint in line with the Company's complaints policies.

3.13. If the customer remains dissatisfied they may take their complaint to the Homes Warranty provider and/or the Consumer Code's Independent Dispute Resolution Service.

3.13. WV Living will endeavour to undertake regular surveys of buyers to understand how the Company can improve its services. All surveys and records kept will be carried out in accordance with GDPR.

3.14 WV Living will ask its customers to participate in the Home Builder's Federation National New Homes Customer Satisfaction survey.

#### **4. Accountability and Responsibility**

4.1. The Board of WV Living is accountable for the company's Sales Policy which requires approval by the Council. Responsibility for ensuring the policy is implemented and appropriately managed rests with the Managing Director. All employees and individuals working with or on behalf of the Company are responsible for adhering to the requirements of this policy.

4.2 This policy will be reviewed at least once every three years or at shorter intervals when the operating environment or services offered by WV Living change.

Date Policy approved: 1 September 2022

Date of Council Consent: 26 April 2023

To be reviewed: 1 September 2025