



Get smart



Chris Collinson, Sky Sales and Marketing Director explains how the company is helping developers to be smarter about home technology.



In February the government published its long awaited white paper, 'Fixing our Broken Housing Market', which sets out plans to reform the housing market and boost supply of new homes in England. The paper focuses on four areas: Planning for the right homes in the right places, Building homes faster, Diversifying the market, and Helping people now.

On publishing the document Prime Minister, Theresa May, said: "Today the average house costs almost eight times average earnings – an all-time record. As a result it is difficult to get on the housing ladder, and the proportion of people living in the private rented sector has doubled since 2000."

She continued: "I want to fix this broken market so that housing is more affordable and people have the security they need to plan for the future. The starting point is to build more homes. This will slow the rise in housing costs so that more ordinary working families can afford

to buy a home and it will also bring the cost of renting down. We need to build many more houses, of the type people want to live in, in the places they want to live. To do so requires a comprehensive approach that tackles failure at every point in the system."

Government figures published last November showed that in the last financial year nearly 200,000 homes were added to the UK housing stock. Furthermore, figures from the NHBC show that almost 36,000 new homes were registered in the UK in the third quarter of 2016. The NHBC's registration statistics are a lead indicator of UK house-building activity and show that the market has recovered well from a quiet period in July following market-wide nervousness after the EU Referendum.

Strong demand

The demand for new builds is strong and it's easy to see why. Figures from the Home Builders Federation (HBF)

show that energy efficiencies alone can see buyers saving up to £1,400 a year on utility bills when compared with the equivalent Victorian property. The HBF also claims that it can cost homebuyers almost £45,000 to upgrade an old home to the specification of a new build property.

It is this higher specification that makes new builds perennially attractive to buyers. Seeing just what a new build can offer also means that buyers can and do demand more from their property, making it increasingly important for developers to stay ahead of the curve in this competitive market.

A 2016 survey conducted by Opinion Matters on behalf of Sky showed us that almost 70% of people would like new build properties to be better equipped for modern living – this includes technology.



Smarter homes

Smart home technology is a huge growth area which gives developers the opportunity to ensure their properties stand out from the crowd. Our flagship product, Sky Q, offers state of the art wireless home entertainment and is a perfect product to attract buyers. The company's partnerships with many of the UK's major property developers ensure that homebuyers' expectations are met and that new builds are future-proofed to offer the very best in entertainment with Sky Q ready buildings.

We work closely with developers because research tells us it is not only an area of opportunity for us but it is also a key area where we can help developers to meet consumer demands and to improve their service offering, which all helps to achieve the coveted HBF five-star rating. We are also introducing a new approach to our partnership strategy that means we can offer financial incentives to developers for installing Sky Q.

Beat the Q

Sky Q means that viewers can experience the very best of Sky, on our best ever box. For the first time, you can access recordings anywhere around the home, pause a show in one room and carry on in another and much more. With Sky Q you can discover award winning entertainment in every room and on the move – all in Ultra HD. Our Sky Q mini boxes also boost Wi-Fi signals throughout a property.

Through our partnerships developers can get DSCR switches for free – these are Sky Q and legacy compatible multi-switches that must be installed instead of standard IRS multi-switches, in order to future-proof developments. If legacy systems are installed during a build there will be a cost when it becomes necessary to upgrade at a later date.

Installation support

During the install, housebuilders will have the back up of a Sky Specialist Install Team to ensure the system is up and running smoothly. Additionally, a dedicated account manager will ensure the process is hassle free. Once you've met your account manager you work together to decide how Sky can best deliver a spectacular experience for your customers. The account manager visits the stakeholders in your business and we design and print co-branded marketing materials to inform and promote our deals to your customers. Our



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dedicated team contact your customers to answer any questions and make sure they are happy to proceed.

Not only is the install simple and hassle free but for Sky customers the viewing experience will get even better throughout 2017 and beyond. We will launch voice search on Sky Q as well as broadcasting every Formula 1 race of the new season in UHD.

We also have exciting plans in place for the next financial year when we will launch our Sky TV service in the UK without the need for a satellite dish for the first time, opening up the full Sky TV service to millions of customers who either currently don't want, or can't have, a dish installed.

WANT TO KNOW MORE?

Chris Collinson is Sky Sales and Marketing Director. To find out how Sky can help you to make your property even more attractive to potential buyers, visit: communalTV.sky.com/property-developers.