

NOTICE THE
BERKELEY DIFFERENCE

*Buy a new home from us
with complete confidence*



Berkeley
Group

responsive

exemplary

professional

reliable

supportive

dedicated

efficient

experienced

committed

innovative

passionate

exceptional

Contents

01

BUYING A NEW HOME FROM BERKELEY

02

THE BERKELEY GROUP - AN INTRODUCTION

03

SUSTAINABLE FOUNDATIONS

04

AWARDS

*The idea of quality is at the heart of everything we do.
We are passionately committed to delivering new homes
that demonstrate quality for years to come.*



From the moment you arrive at one of our developments, you will notice the Berkeley difference. This won't just be in the quality of the craftsmanship, the stunning surroundings or the enviable location. There is something intrinsically special about the experience we offer you.

We don't think in terms of just bricks and mortar or landscaping. We think about creating exceptional places for you to call home.

Home (noun): the place where you feel most comfortable, safe and loved.

We will help and support you throughout the buying process, giving you peace of mind every step of the way. So welcome to Berkeley, please be assured you're in safe hands with us.

Computer generated image depicts The Corniche and is indicative only.



*We are a leading UK housebuilder,
dedicated to building exceptional
places for people to live.*

Our charter

*Our customers are at the heart
of all our decisions*

We aim to understand your needs and consistently meet or exceed your expectations. The service we provide is professional, efficient and helpful, to make the home-buying process as straightforward and enjoyable as possible. Our levels of customer service aim to be comparable to other premium brands.

When you buy a new home from Berkeley you can be safe in the knowledge that it is built to high standards of design and quality, has low environmental impact and that you will receive a professional, efficient and helpful service from us.

You will receive tailored information relating to your purchase and have a dedicated person to guide you through your buying journey and beyond.

95%
*of our customers
would be happy
to recommend us.**

*With total peace of mind thanks to
a ten year build warranty.*

*Source: Based on the results of a customer survey by In House Research, October 2020.



“Everything was easy and straight forward. The customer service was very good.”



01

**BUYING A NEW HOME
FROM BERKELEY**

“It was the ability of the Customer Service Team to anticipate customer needs in advance and be proactive and responsive to queries, that was central to the excellent experience.”



Committed to our customers

*We are with you from the start
to the end, and beyond*

We understand that buying a home is one of the most important decisions you will ever make. That's why we pride ourselves on dedicated customer service; devoting time to help find the right home for you.

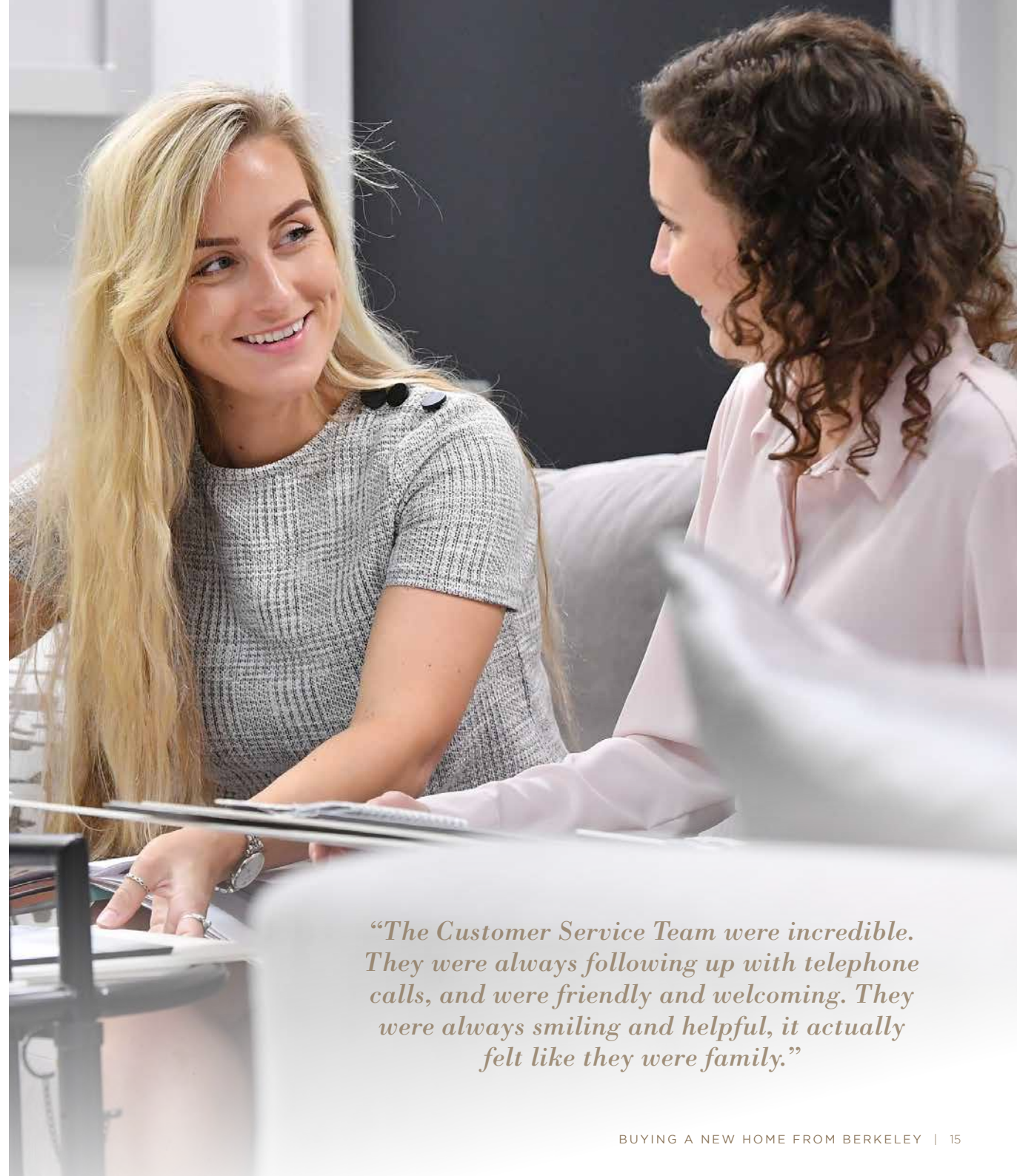
Our dedicated teams offer you tailored support and information, throughout your home-buying experience, so you can have complete confidence at every stage of the process.

Furthermore we have also achieved a 'world class' Net Promoter Score (an international measurement of customer experience) of 78.8* which far exceeds the construction industry average of 43*, putting us on a par with the most respected global and national companies for customer service excellence.

Photography depicts Fairmile Gate and is indicative only. *2020 surveys.



“The Customer Service and Customer Relations Teams have been absolutely exemplary and we have had such a wonderful experience. We don’t have words to express our appreciation and have been supported throughout with everything, from moving in to assembling furniture.”



We have processes to ensure we deliver exceptional customer service

Exceptional customer service is only possible with the right people and the right product, complemented by rigorously efficient processes and monitoring. These measures ensure your home will be finished to the highest of standards the day you move in.

Berkeley aims to build your home to a very high standard of design and quality, and has over 40 years of experience of delivering. When you buy a new home from us it comes with a 10 year warranty.

However, over and above this, we take a reasonable approach to resolving issues, even if they fall outside of the warranty criteria or time periods. In other words, we will stand by our product and endeavour to work with you to find an appropriate, fair and reasonable resolution to any issues that may arise in the future.

“The Customer Service Team were incredible. They were always following up with telephone calls, and were friendly and welcoming. They were always smiling and helpful, it actually felt like they were family.”

We are with you every step of the way

Dedicated teams that look after you

Reservation to exchange

From the moment you arrive at one of our sales and marketing suites, until exchange, a dedicated Sales Consultant will be on hand to help.

Our service starts with your first enquiry. Our Sales Consultants will be happy to discuss your requirements and answer your questions, using their in-depth knowledge to help you find the home that meets your needs.

Exchange to completion and beyond

Following exchange, our customer teams will ensure dedicated service up to legal completion and beyond.

Whichever part of Berkeley you are buying a home from, we are with you every step of the way. From exchange until completion you will get regular updates on how the construction of your home is progressing. There will always be someone on hand to answer any queries you may have.

Once you move in we will help you get settled. All our customers are offered a full home demonstration, so that you know how everything works.

All the teams are continually reporting, and feeding back, to Board-level directors.

Berkeley is committed to ensuring that you receive a high quality of service and product, and enjoy the experience of purchasing a new home.



People and technology

Harmonised to answer any questions you may have

When you buy a home, you want to know that there is someone on hand to help navigate you through the process. At Berkeley we have just that, teams of dedicated professionals whose only role is to help you. They provide a bespoke approach to suit you and your needs, much like our homes - there is no 'one approach fits all'.

Our committed customer teams are appointed for each part of your journey, so you always have an expert to talk to.

To work alongside the teams we have developed and utilised technology to keep you up to date. An example of this is our interactive online portal, MyHome Plus. This is an incredibly useful source of information, allowing you to receive updates, access documents and get in touch with us at every point of the journey.



“Berkeley provided the personal touch. They kept me updated about what was happening, although I was sometimes hard to reach. I never felt like I was being ignored. I felt well respected, well informed and well treated.”

02

THE BERKELEY GROUP
- AN INTRODUCTION

The quality and the differentiation of our product is key to our success. You can see it in everything we do, from the interior of your new home to the public open spaces that we create. Every detail is designed with your needs in mind.

40 years of experience and relentless passion for quality

Our experience shines through in everything we do

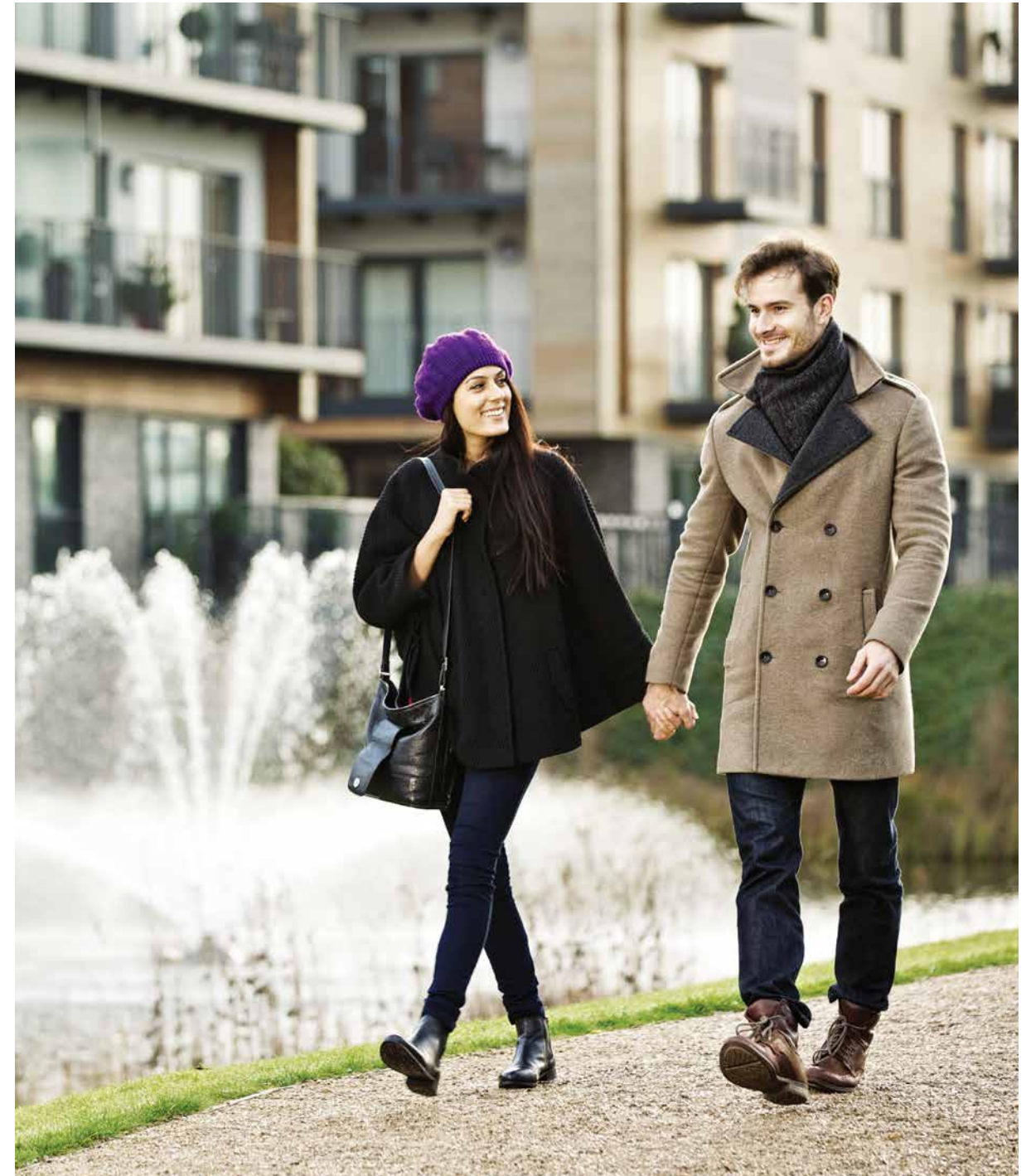
We are a business built over 40 years of excellence. We are passionate about placemaking. We focus all our efforts on creating stunning, successful places to live.

The Berkeley Group is an award-winning company, with a proven track record of delivering on our promise of building exceptional places for people to live, work and enjoy, with sustainability in mind.

Over the years we have stayed true to our values. Our passion for great places, having integrity, showing respect for people, thinking creatively and achieving excellence through detail.



Photography depicts the feature lake at Stanmore Place and the Piazza at Goodman's Fields and is indicative only.



Knowing the detail

*Focusing on areas we know, ensures
we deliver a great customer experience*

Operating through six autonomous brands, across London, Birmingham and the South East, our teams are able to build up such a good level of knowledge that they really do 'know the detail' on every home. This ensures we are able to deliver the Berkeley difference to every customer.



Proud members of the Berkeley Group

Berkeley
Designed for life

St Edward
Designed for life

St George
Designed for life

St James
Designed for life

St Joseph
Designed for life

St William
Designed for life

www.berkeleygroup.co.uk

Photography depicts Beaufort Park and is indicative only.





Creating and enhancing communities

Another noticeable Berkeley difference

On every scheme, our goal is to create a strong community and a place where people enjoy a fantastic quality of life. No two developments are the same; each is tailored to the context.

It takes drive, passion and relentless attention to detail to deliver bespoke, quality, new developments with the appropriate amenities, open space and infrastructure for all to enjoy – all of which Berkeley has in abundance.

Photography depicts an event at Goodman's Fields and is indicative only.



Attention to detail

*It's all the little things that make
the big difference*

At Berkeley, we are involved in some of the most ambitious, ground-breaking and inspiring property developments in the country. As much as we're experts at the big things, we know all too well the value of the finer details.

Whether it's the specific plans for regenerating a brownfield site to help the wildlife return and flourish, or choosing the right fixtures and fittings for our homes, we are constantly focused on quality.

A great home is not just about the view or the size of the rooms. It's about sustainable products, efficient technologies, reduced impact on the wider environment; even the style of the kitchen cabinets and handles. It all adds up to the bigger picture, and it's where we make a difference.

We also know that even if the quality of build is fantastic, if the quality of service you receive is not excellent, the pleasure of your new home will be diminished. That is why we put as much attention into our service as we do detail into our finishes.

*"Your projects are very well managed
and the finishes are excellent.
Overall, very professional."*



03

SUSTAINABLE FOUNDATIONS

Creating places that make people feel special is the most challenging and important thing that we do. We design entire lifestyles from the ground up, by placing world-class architecture at the heart of inspiring and enjoyable public and private spaces.

A force for good

A home built by us and bought by you contributes more than you might think

Placemaking is a force for good in this country. Not only creating new homes and strong communities but also generating jobs and growth for the local economy. Making our society better in many different ways.

Establishing beautiful places with nature at their heart. Restoring natural habitats and in doing so protecting and enriching the environment. Our aim is for the places we create to have more biodiversity than when we started.

Creating successful places transforms people's lives, from the country to the suburbs and from rural hamlets to the high street. It is good for the people who live and work in each community, and it benefits countless others who can enjoy the fantastic new public realm; playing in the parks and using new shops and facilities, with improved public transport and services all funded by new Berkeley developments.

With this in mind, we are very proud of our 40 years of placemaking. As a business, we strive to learn more and listen to what people say, want and need. We celebrate the communities we have built together and will always remember the importance that housebuilding has on all of our lives. There is a lot for everyone to be proud of, including you - so, thank you.



Transforming tomorrow

At Berkeley Group our passion and purpose is to build quality homes, strengthen communities and improve people's lives. We are innovating, pushing boundaries and taking action to ensure we have a long-term, positive impact that is good for our customers, the communities we touch, our business and the world around us.

We transform underused sites into exceptional places and we're also transforming the way we work; embracing technology and raising standards, as we continue to deliver an outstanding customer experience and create high-quality homes that delight our customers.

Our Vision 2030 is our ten year plan which sets out how we will achieve this.



Transforming Places

Working with local people and partners we create welcoming and connected neighbourhoods where you can be proud to live.



Transforming Lifestyles

Taking action on climate change and giving you ways to live more sustainably. We're building efficient homes that use less energy over their lifetime, with sustainable travel choices on the doorstep.



Transforming Nature

Creating beautiful places with habitats that help nature to thrive, meaning that every site is left with more nature than when we began.



Transforming Futures

Helping people to reach their potential through apprenticeships and training, and programmes supported by the Berkeley Foundation.



Please scan this QR code for more information on how we are TRANSFORMING TOMORROW



04
AWARDS

*“You’re the best on
the market.”*

An award-winning approach

Berkeley aims to be the best in everything we do

Our whole philosophy is built on putting our customers at the heart of every decision we make. That enables us to provide world-class customer service.

We do what we do because we are passionate about placemaking, not for the awards. That said, that doesn't mean we don't want to be the best at what we do. We take pride in every award we win because it spurs us on to continually do better.

From landscaping to building, sustainability to customer service, interior design to exterior architecture, we have won awards and accolades.

Berkeley are proud of the recognition our homes and developments receive in all areas:



Photography depicts Kidbrooke Village and is indicative only.

Always improving

Our vision is to be a world-class business

To be world-class we need to develop, and therefore we are always looking to improve what we do, so we would like to hear about your experience with us.

Please contact us by visiting our website berkeleygroup.co.uk or speak to your Sales Consultant.

All quotes are from previous purchasers and were obtained during their post completion survey. The information mentioned in this document may be time dependant and was correct at time of issuing. 08CA/0621

OUR VISION  TRANSFORMING TOMORROW

 **Investor in Customers***
Gold 2020

www.berkeleygroup.co.uk
Proud to be members of the Berkeley Group of companies
Berkeley St Edward St George St James St Joseph St William

CONSUMER CODE FOR HOME BUILDERS
www.consumercode.co.uk



responsive

exemplary

professional

reliable

supportive

dedicated

efficient

experienced

committed

passionate

innovative

exceptional

www.berkeleygroup.co.uk

