

Positive Steps for Change

“The Home Buying & Selling Group believes just three key steps create a positive home moving process for all.

1. Encourage sellers to appoint a conveyancer on day one of instruction.

Why?

- 24% of transactions fail because buyers chose a property that it not right for them. By reviewing the upfront information conveyancers can identify what the information is that would be material to the average buyer so that a summary can be displayed on the property advert, preventing the buyer making an offer on a property that they will later withdraw from or applying to the wrong lender for a mortgage. By providing the material information the stakeholders in the process will be more productive as transactions times and fall throughs are reduced so they can turn their pipelines.

2. Mandate a digital Property Pack with all upfront information accessible to all stakeholders in the transaction.

Why?

- To successfully deliver upfront information, we need a Property Data Trust Framework to authenticate the provenance of data collated, as per openbanking.org.uk. Indeed the digital landscape is already changing within Government departments such as the Land Registry. This is a great opportunity and we should not miss it.
- The fact that this is *Digital* means it is so much easier for the consumer to complete rather than a written form and also contains data pulled from public sector sources so reduces time taken by the customer. It also means that this data can be digitally shared between stakeholders, again simplifying and speeding the process.
- In Scotland, where they have a similar pack, transaction times are four weeks faster on average and average fall-through rates are 66% less than in England & Wales; in Australia, vendor disclosure states that transactions can be binding on offer with a six-day cooling-off period, resulting in fall-through rates less than 2%. In Norway, transactions can be binding on offer with a six-day cooling-off period – making fall-throughs negligible, with Digital ID reducing fraud by 1,000%.

3. Facilitate use of single Digital Identity available throughout the process.

Why?

- At present sellers and buyers can be expected to provide identity details multiple times during the home buying and selling process which is stressful and time-consuming. This increases the chance of fraud, which can take years to rectify. A unified digital verification process can be a viable alternative which will prevent seller impersonation fraud.

The result?

Through the above measures, collectively we can speed up the transaction process, giving all stakeholders the information they need to progress smoothly while drastically reducing fall-throughs, fraud and stress.

Where the industry has tested this, transaction times have been cut in half to around 12.5 weeks. Finally, as a by-product, this could free up £22 billion into our economy.

Let's work together to improve the industry for good.