

Unlocking the features of your home

Keepmoat Homes Case Study

To ensure a consistently high-quality handover experience for our customers, Keepmoat's Customer Services team developed a Hallmark Best Practice document, a detailed checklist, and a professional demonstration video.

The Hallmark Best Practice Guidelines document outlines the standards and procedures our teams must follow to deliver a seamless and informative home handover. Accompanying this is a structured checklist designed to guide our teams through every step of the customer demonstration process, ensuring nothing is overlooked.

Additionally, a professional guidance video was produced to illustrate a typical home demonstration. In the video, a couple is shown around their new home by a member of our Customer Services team, who walks them through the Demonstration Checklist. This includes a full tour of the property and practical guidance on key features such as operating the heating system. This initiative ensures that our Customer Services, Site Management, and Sales teams are fully equipped to provide an informative handover experience.

At our Gedling Green development – an all-electric Future Homes Standard pilot development, we created a new handover video tailored to the low carbon technologies in the home. The video is being shared with our private rental sector partners and their estate agents – so even if customers rent their homes through a third party rather than buying through Keepmoat directly, they are still guided in the advanced functionality of their new home and how to use it.

YOUR HOME DEMONSTRATION CHECKLIST

Newcomer: Estate:

House Type: Plot no.:

Purchase ID: Customer 1: Customer 2:

Full name(s):

Please tick or cross all items that have been explained or demonstrated.

	Yes	No
Basement		
Windows have been open and closed, safety and clearing	<input type="checkbox"/>	<input type="checkbox"/>
Trickle vents (large open to help home dry out)	<input type="checkbox"/>	<input type="checkbox"/>
Radon (ventilation) (how to operate)	<input type="checkbox"/>	<input type="checkbox"/>
Landscaping		
Light switch (for access only, no ladder or light)	<input type="checkbox"/>	<input type="checkbox"/>
Light (if all at insulation, great for energy efficiency)	<input type="checkbox"/>	<input type="checkbox"/>
Light (open house entrance on left to show how to use)	<input type="checkbox"/>	<input type="checkbox"/>
Bathroom		
Shower (how to operate and control temperature)	<input type="checkbox"/>	<input type="checkbox"/>
Tub (show how to use)	<input type="checkbox"/>	<input type="checkbox"/>
Hot water (how to use and be heated from the outside)	<input type="checkbox"/>	<input type="checkbox"/>
Exhaust fan (for ventilation and how to operate)	<input type="checkbox"/>	<input type="checkbox"/>

[Click here to download the full digital checklist](#)

