



The customer view: Kirkby Homes

A BLP Case Study



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IS MANAGED
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An easy process with every development

Kirkby Homes (Sunningdale) Limited specialises in luxury and bespoke developments, from high-specification apartments through to multi-million-pound houses; and for the last four years has used only BLPSECURE. Every home delivered comes with a 10-year Warranty, providing buyers with peace of mind, to match the extremely high quality of the home they purchase. As far as Kirkby Homes (Sunningdale) Limited are concerned BLP Insurance “ticks all the boxes” in delivering customer satisfaction.

Meet Kirkby Homes (Sunningdale) Limited

Kirkby Homes (Sunningdale) Limited, based in Ascot, Berkshire, is passionate about quality. Every individual in the team, from the site team to the office staff, shares a passion to over-deliver against customer expectations.

This is an emotion that drives the company's business model – a commitment to delight customers, rather than maximise profitability by compromising on quality components, no matter how acceptable the practice may be of delivering in line with industry standards.

Kirkby Homes (Sunningdale) Limited treats standards as a baseline that the company is committed to surpassing. It's evident, just by taking a cross-section of the company's many prestigious developments, that this goal is consistently achieved:

Hannover House: A conversion and extension of offices. The development of 16 No. luxury 1, 2 and 3-bedroom apartments in Virginia Water, Surrey.

Winchfield Lodge: A unique conversion and refurbishment near Hartley Whitney, Hampshire. Kirkby Homes (Sunningdale) Limited has transformed a historic manor house, known as The Lodge House, into 3 and 4-bedroom houses. The development also comprises 12 No. additional units, which include flats, semi-detached and detached houses.

Queen Mary's College: This was part of the college grounds which Kirkby Homes (Sunningdale) Limited developed into 6 No. town houses in Basingstoke.

The meaning of quality

"Quality, in our opinion, brings its own rewards, on many levels. With BLP we feel there's a level of quality to their service that matches the service we wrap around our developments. All our projects are subject to very high specifications and doing this pays dividends in so many ways.

We have never had to make a claim against a BLP policy, for example. Our business, because of this approach, nearly always comes from personal recommendation. Somebody buys a house or an apartment, they love it, and they spread the word. It's the same with BLP. Claims are just one aspect of insurance. As important are the critical comfort factors, which are about reassurance both for our customers and for our business."

The importance of simplicity

"Kirkby Homes (Sunningdale) Limited has minimal customer interactions when it comes to after-sales. This bucks the trend in the construction sector, where ongoing involvement to help sort out customer problems after customers have taken possession is treated as a given; an integral part of the experience.

You always have to have a Plan B though. Offering a 10-year Warranty with each home provides reassurance, and we are convinced that because it's BLP then that reassurance is perceived as being of the same high level of quality as the Kirkby Home.

Kirkby Homes (Sunningdale) Limited has a lot of development on its books. The office and the sites are constantly buzzing with activity. With its focus on being the best in all it does, the atmosphere within the business is one of unwavering focus on attention to detail.

With BLP the process is just smooth. Nothing gets held up. There's no red tape. It's simple, more than sufficient, and delivered with a sense of involvement from BLP."



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“It’s not just that processes were simpler, which made you wonder why it couldn’t be that way with all insurance providers, but they had a personal way of doing business, a dedicated account manager, competitive cost structure, and a genuine interest in our business. They made us feel important, and that has made BLP important to us. We’ll never revert to another insurance provider. Going forward, BLP will get all our properties.”



The shape of the future

We asked a Kirkby Homes (Sunningdale) Limited representative if they anticipated an ongoing relationship with BLP?

“When the Company switched to BLP four years ago we were motivated by two factors. One was cost. We had been with a well-known major player in residential warranty insurance before then, but their costs were always increasing, year in year out.

“We also decided that the faceless approach such companies adopt, wasn't for us. We value our business and like to think that providers we work with value it too. We weren't getting that feeling. We were just a cog in a machine. This really did change when we moved to BLP.

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Alternative thinking from BLP

blpinsurance.com

BLP is managed by Thomas Miller. BLP market-exclusive policies are underwritten by Allianz Global Corporate & Specialty SE, an AA rated global insurer and are underpinned by an independent technical appraisal aimed at minimising defects right from the design stage.