“Too Complicated”, “Slow”, “Needs Modernising”: YouGov Homeowner Survey Identifies Views Relating To Property Conveyancing, Based On Personal Experiences

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A new YouGov* online survey of UK-based homeowners, which has been commissioned by land, property and environmental data expertsLandmark Information Group, has identified that 42% felt their experience of the legal conveyancing process was too complicated and slow. In fact, only 4% of the homeowners interviewed felt the process was quick, compared to almost a quarter (23%) who felt it was in need of modernising.

With homebuyers becoming more aware of environmental risks that could affect properties following high-profile flooding events, the emergence of sinkholes and other such land-based risks, more than a third (37%) agreed that the home-buying process would be improved if all environmental search information was provided online, instead of through the post. To add to this, over a fifth of UK homeowners (22%) said they were confused and relied on the guidance provided by the solicitor when receiving the environmental search reports, in order to summarise the key findings and interpret the risks.

When asked whether enough environmental information is provided as part of the home-buying process, 785 people from the total 1,314 respondents provided an answer, of which 26% felt that not enough information was provided to them by their solicitor.

Talking through the findings, Angela Gordon-Lennox, Product Manager (Legal) of Landmark Information Group said: “With everything being 'digital' in today's world, people are used to carrying out transactions with speed and immediacy. It is therefore clear that with only 4% of homeowners saying that the legal conveyancing process is quick and 3% believing it is modern, changes need to happen in order to meet people's evolving needs and expectations. A fifth of homeowners surveyed (22%) want easy-to-read information, while 37% agreed or strongly agreed that the home-buying process would be improved if all environmental information from a conveyancing solicitor was provided via the Web instead of through the post.”

The findings follow the initial introduction of a new 'all-in-one' Environmental Report for the conveyancing industry – RiskView Residential – which also provides interactive links to an online portal, enabling homeowners to instantly visualise environmental risks on a digital map. Landmark is currently in the market-testing phase of RiskView Residential with a small number of UK-based search companies.

The aim of the new RiskView Residential service is to collectively present the findings previously provided in four separate legal reports in one order – this includes Flood Risk, Contaminated Land, Ground Hazards, and Energy & Infrastructure. The combined analysis is delivered in an easy-to-read lightweight PDF report, which includes interactive web-links enabling conveyancers and their clients to click-through and instantly view the data within an interactive online map, providing a 'next generation' service.

Adds Angela Gordon Lennox: “Landmark is currently market-testing RiskView Residential to a small-number of UK-based search companies in order to receive feedback on the digital service. So far, the feedback received is that not only does RiskView Residential help simplify the process, but it is the first radical step in taking conveyancing due-diligence into a fully digital age.”

For more information click on www.landmark.co.uk.

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Notes to Editors:

*. All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 1,373 UK homeowners. Fieldwork was undertaken between 23rd – 24th November 2015. The survey was carried out online. The figures have been weighted and are representative of all GB homeowners (aged 18+).

- Examples reports are available on request – either sample addresses or an address of your choosing
- Images are available on request.

Famous Addresses – Examples

To demonstrate how the RiskView Residential findings are presented in the online portal, we have conducted a search on three well-known addresses:

10 Downing Street, London, SW1A 2AA – while it passed the Flood and Contaminated Land searches, risks were identified relating to Energy & Infrastructure and Ground Hazards at this address. The details can be viewed via the RiskView Residential portal http://bit.ly/1OgBghj

Old Trafford Stadium, Manchester, M16 0RA – while it passed the Flood and Contaminated Land searches, and no risks relating to Energy & Infrastructure were identified, Ground Hazard risks have been raised as a concern at this address: http://bit.ly/1lNQajS

Buckingham Palace, London, SW1A 1AA – whilethe Palace passed the Flood and Contaminated Land searches, risks were identified relating to Energy & Infrastructure and Ground Hazards: http://bit.ly/1P9tK9e

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About Landmark Information Group:

Landmark Information Group, part of the Daily Mail General Trust, is the UK's leading provider of land and property search information, including digital mapping, environmental risk reports for property professionals.

Working closely with data providers including Ordnance Survey, the Environment Agency, the Coal Authority and the British Geological Survey enables Landmark to offer current and historical environmental risk management information and desktop mapping solutions for the property industry. Since 1995, substantial investment has been made in establishing the Landmark database, which is one of the largest geographical information databases in Europe.

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