Quality Mark (QM) Scheme
&
Survey Results on Workmanship



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OUTLINE

- Overview of Quality Mark (QM)
- Background of Homeowner Survey
- Survey Audience, Objectives & Methodology
- Study Response & Incidence of Samples
- Survey Findings



BCA QUALITY MARK

Overview of Quality Mark Scheme



- launched on 1 July 2002
- help developers meet the rising expectation of home owners for better quality homes
- encourage developers to consistently deliver quality homes





Overview of Quality Mark Scheme

- For new private residential projects
- Based on CONQUAS® standards
- Applicant – Developer or Builder
- https://www.bca.gov.sg/Professionals/IQUAS/IQUAS/StaticPages/thescheme.aspx



BCA QUALITY MARK

Overview of Quality Mark Scheme



- Internal Finish Assessment for **all** units
- 100% Water Ponding Test for **all** Bathrooms found in units
- In-Process Inspection on key trades
- Window Watertightness Test (Optional)



Background of Homeowner Survey

CONQUAS®

BCA

BCA QUALITY MARK



J.D. POWER
McGRAW HILL FINANCIAL | Asia Pacific



Survey Audience & Objectives

Targeted Audience

- Private property homeowners

Objectives

- To study homeowners' attitudes toward quality in homes
- To provide a reference quality benchmark
- To compare workmanship quality among QM, CONQUAS and non-QM/non-CONQUAS projects, their developers and contractors



Survey Methodology

- **Survey Audience** - Homeowners residing in properties **within 12 months of ownership (August 2013 -July 2014)**
- **Targeted Properties** - Private residential properties with 50 or more units (condominiums, executive condominiums, apartments and landed properties)



Fieldwork Approach:

- Online survey
- Flyers & invitations co-branded with BCA and JD Power
- Reminder postcards
- Survey offered in four languages

Respondent Helpline:

- Customer helpline number
- Two Email IDs (one from J.D.Power and one from BCA)

BCA + J.D. POWER

Fieldwork Periods:

- 5th-31st December 2014 (Pre-Test Phase)
- 6th February-22nd March 2015 (Main Phase).





Incentives:

6 @ Apple iPad Air 2 and 1@ Apple iMac.

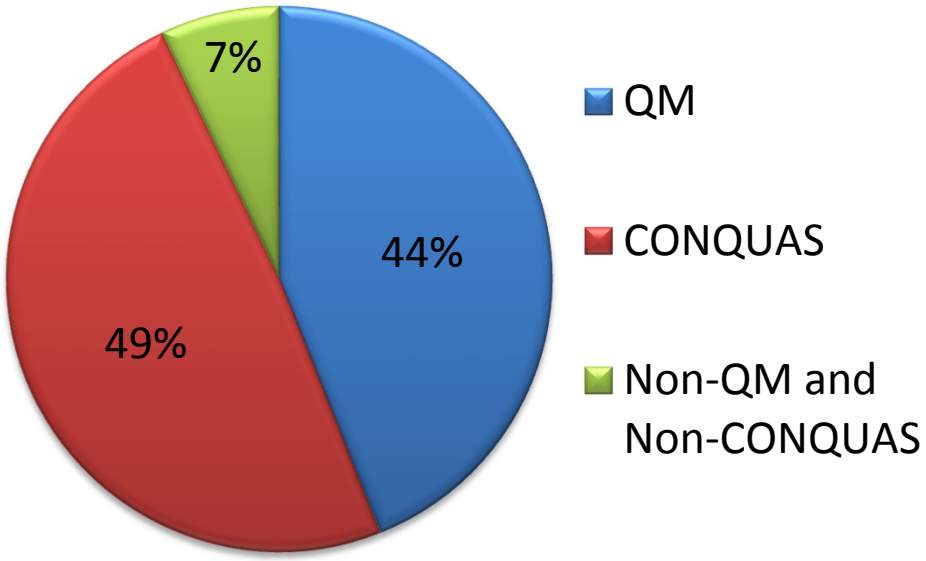
Study Response (Pre-Test and Main Phase)

	Count	Comment
Count of Completed respondents	1,990	• 40 cases were dropped due to non-bona fide data entry. Hence, 1,950 cases have been referred in this deck
Survey Incomplete	143	• Respondent didn't finalize the survey
Screened	266	• Unsupportive/old version web browser (38 cases) • Respondent did not own/jointly own property (57 cases) • Rented unit (135 cases) • Someone else lives in property (16 cases) • Not a residential property (1 case) • Respondent mentioned unit is HDB (19 cases)

Database Count: **11,098 Units / 41 Properties**
Study Responses: **1,990**
Response Rate: **17.9%**



Incidence of Samples

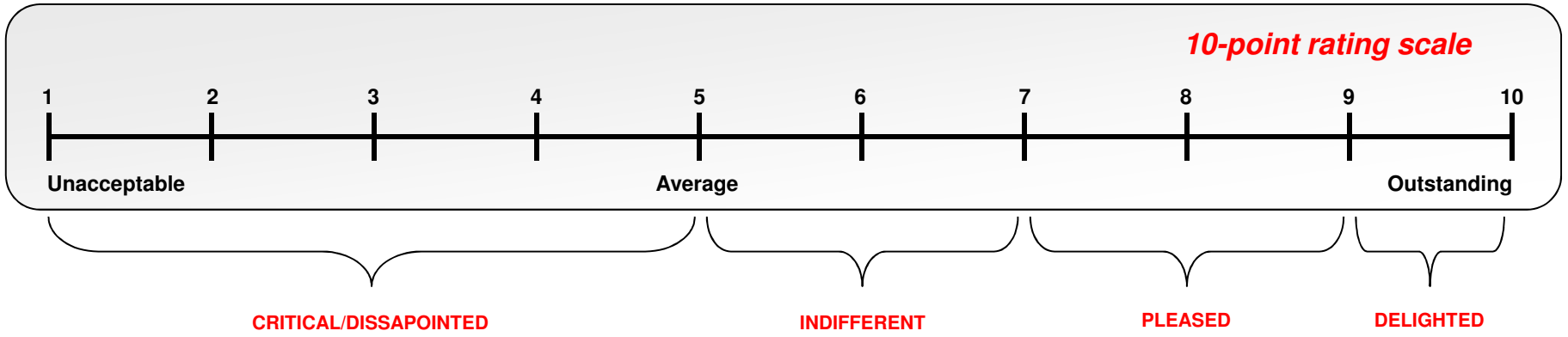


	Incidence	%
QM	857	44%
CONQUAS	955	49%
Non-QM and Non-CONQUAS	138	7%
Total	**1,950**	

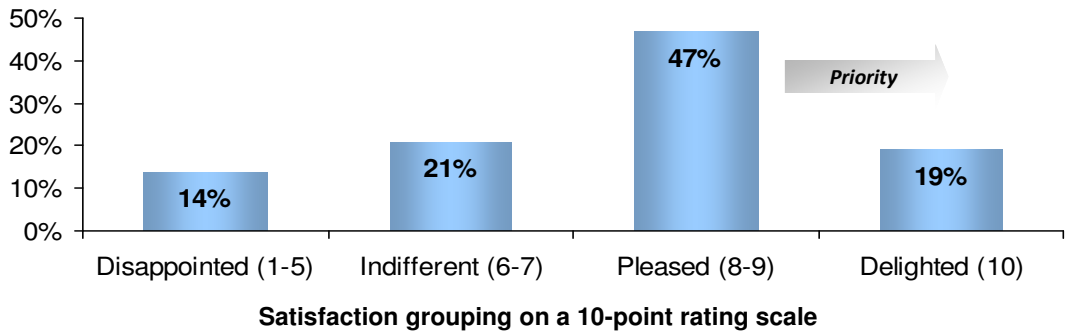


Customer Satisfaction Rating – The 10-Point Scale

Each respondent will evaluate all elements of the experience using a 10-point rating scale:



Example of a typical satisfaction spectrum



Satisfaction grouping on a 10-point rating scale

Shift customers further up the satisfaction spectrum

It is a common myth that the key to driving loyalty is to focus on lowering customer dissatisfaction.

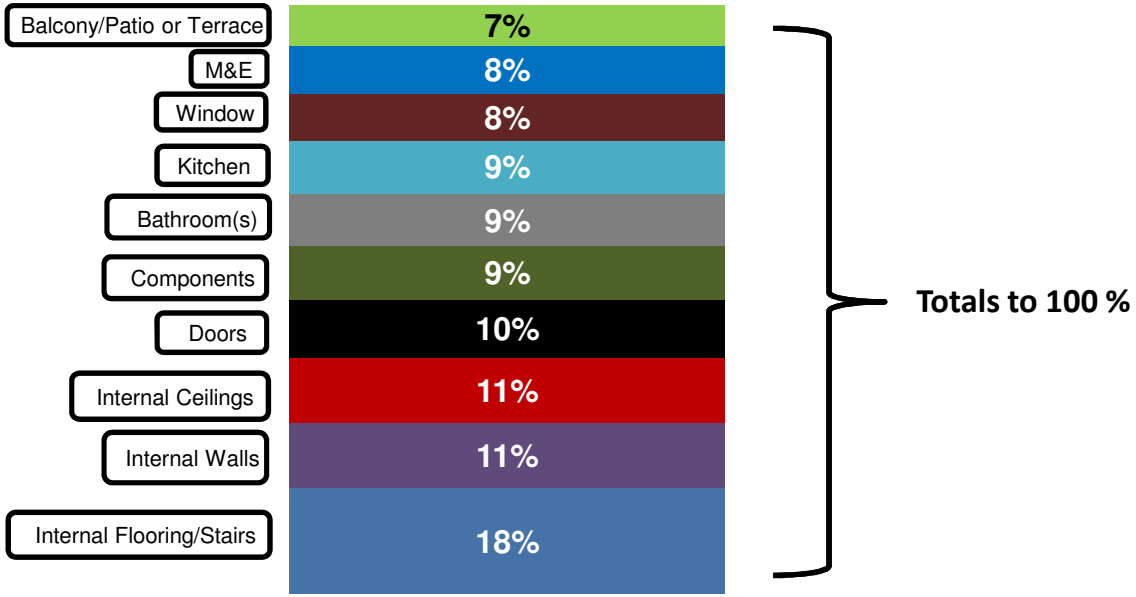
Overall, most customers are satisfied with the service/product experience and it is considerably more beneficial to target efforts on moving pleased customers into the delighted category than eliminating service dissatisfaction.

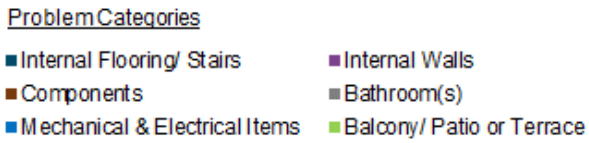
Delighted customers are entrenched customers!



Quality of Workmanship Index Weight

- Quality of Workmanship Weights are specific elements that comprise and drive satisfaction levels for the Index
- The index is a calculated measure of attribute scores (such as floor, bathroom, doors, components, etc.) weighted relative to the importance of each attribute to OSAT (Overall Satisfaction)

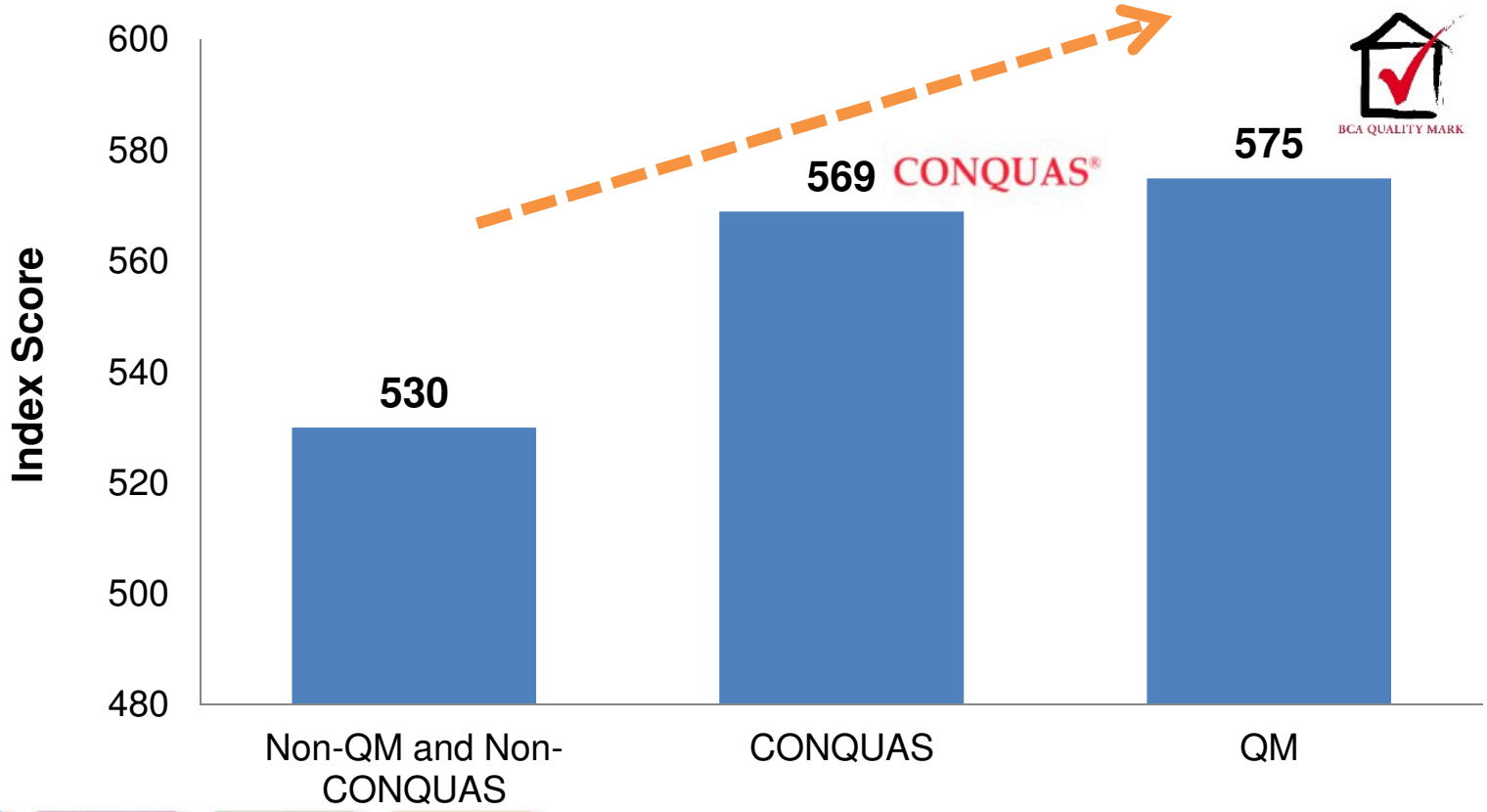






Overall Satisfaction with Quality of Workmanship

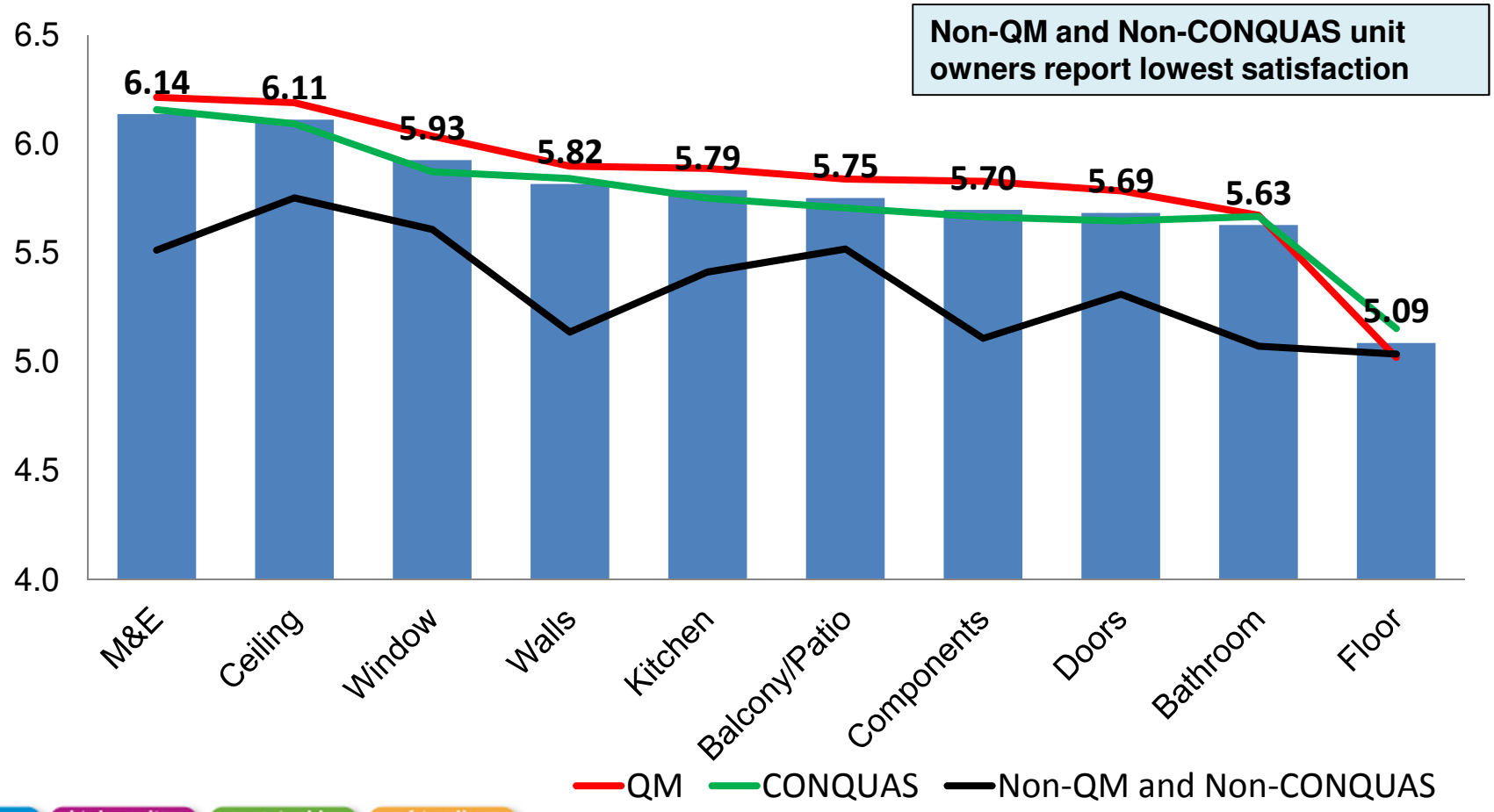
Higher Index Score → Higher Satisfaction





Note: Score ranges between 100 and 1,000 points ;

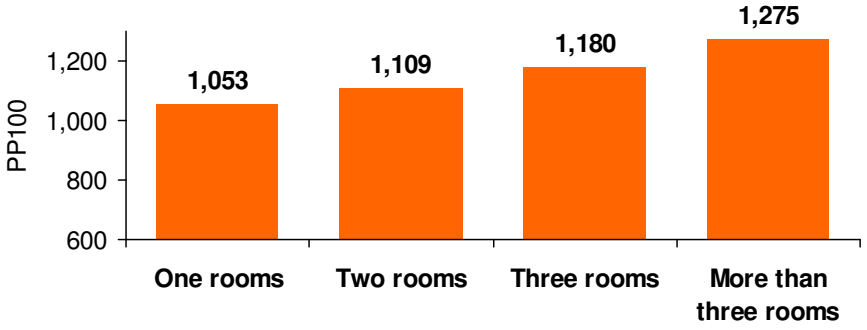
Attributes Satisfaction Scores



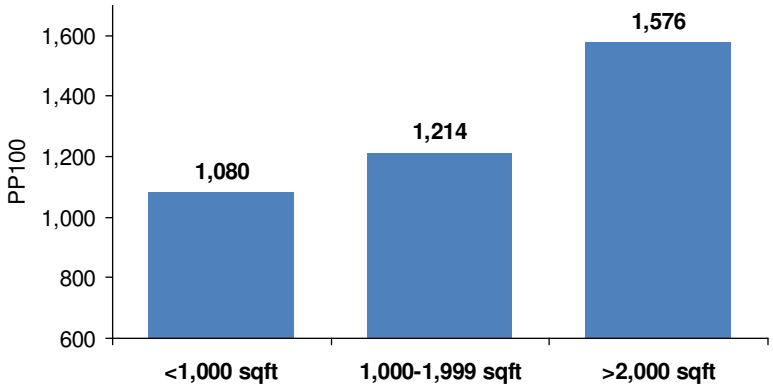


Note: Each respondent evaluates all elements of the experience using a 10-point rating scale, 1 is "Unacceptable", 5 is "Average" and 10 is "Delighted":

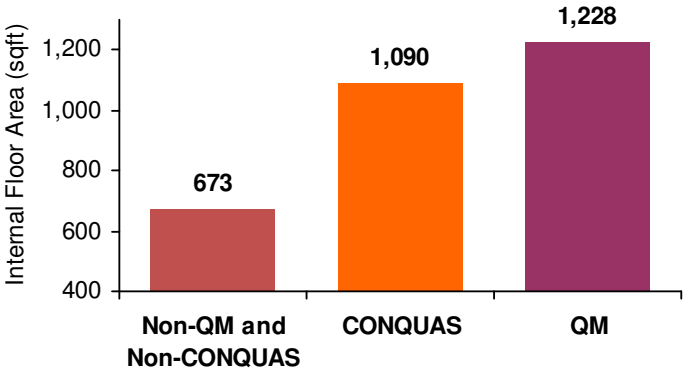
PP100



More Rooms = More Defects



Bigger Units = More Defects

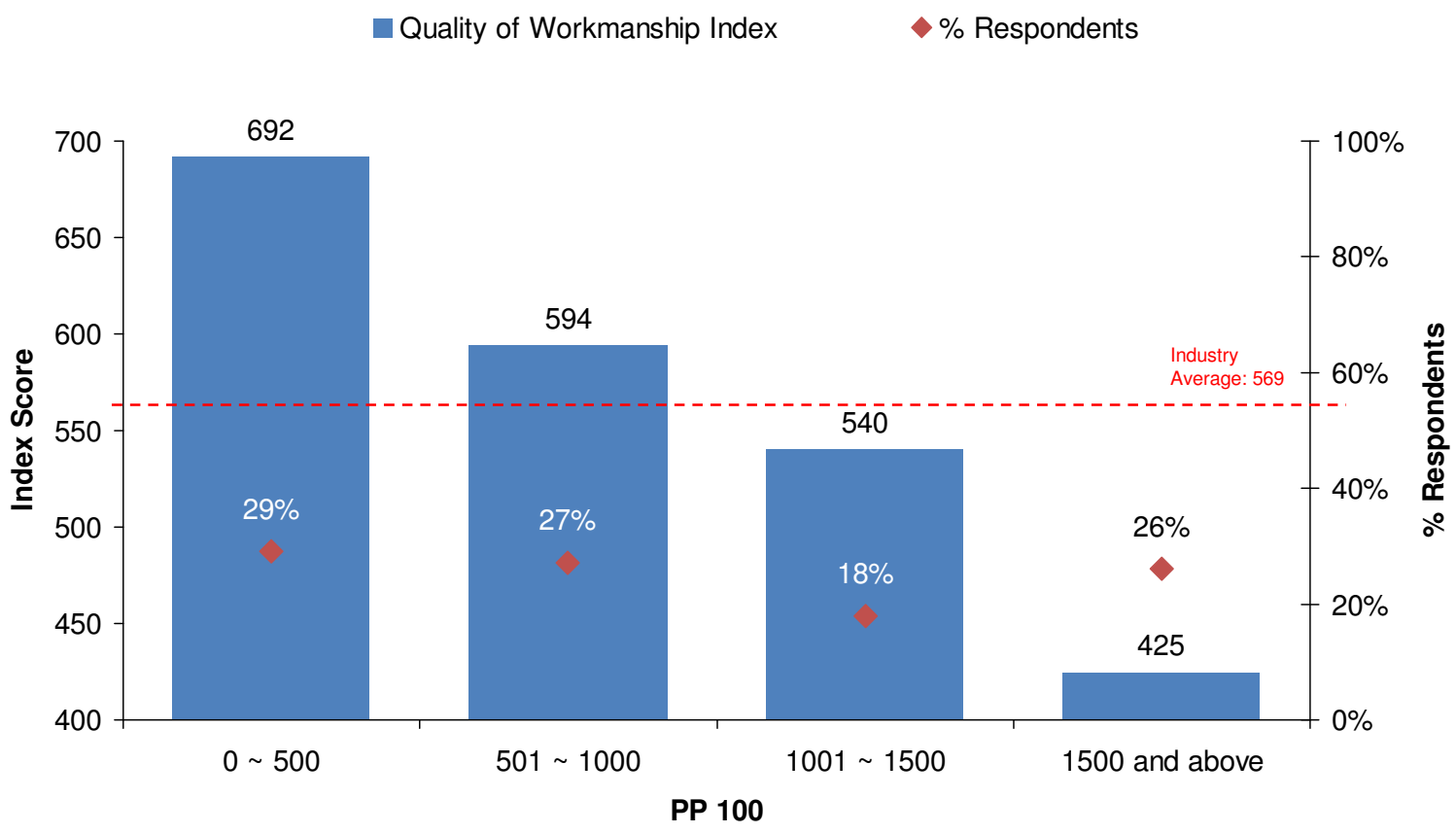


Average PP100/Sqft- 1.05	PP100/Sqft
QM	**0.94**
CONQUAS	1.11
Non-QM and Non-CONQUAS	1.75

- PP100=Number of problems experienced per 100 units for that property/developer/market.
- The lower the score, higher is the quality.



Quality of Workmanship: By Overall PP100



Satisfaction decreases with increasing defects reported per unit



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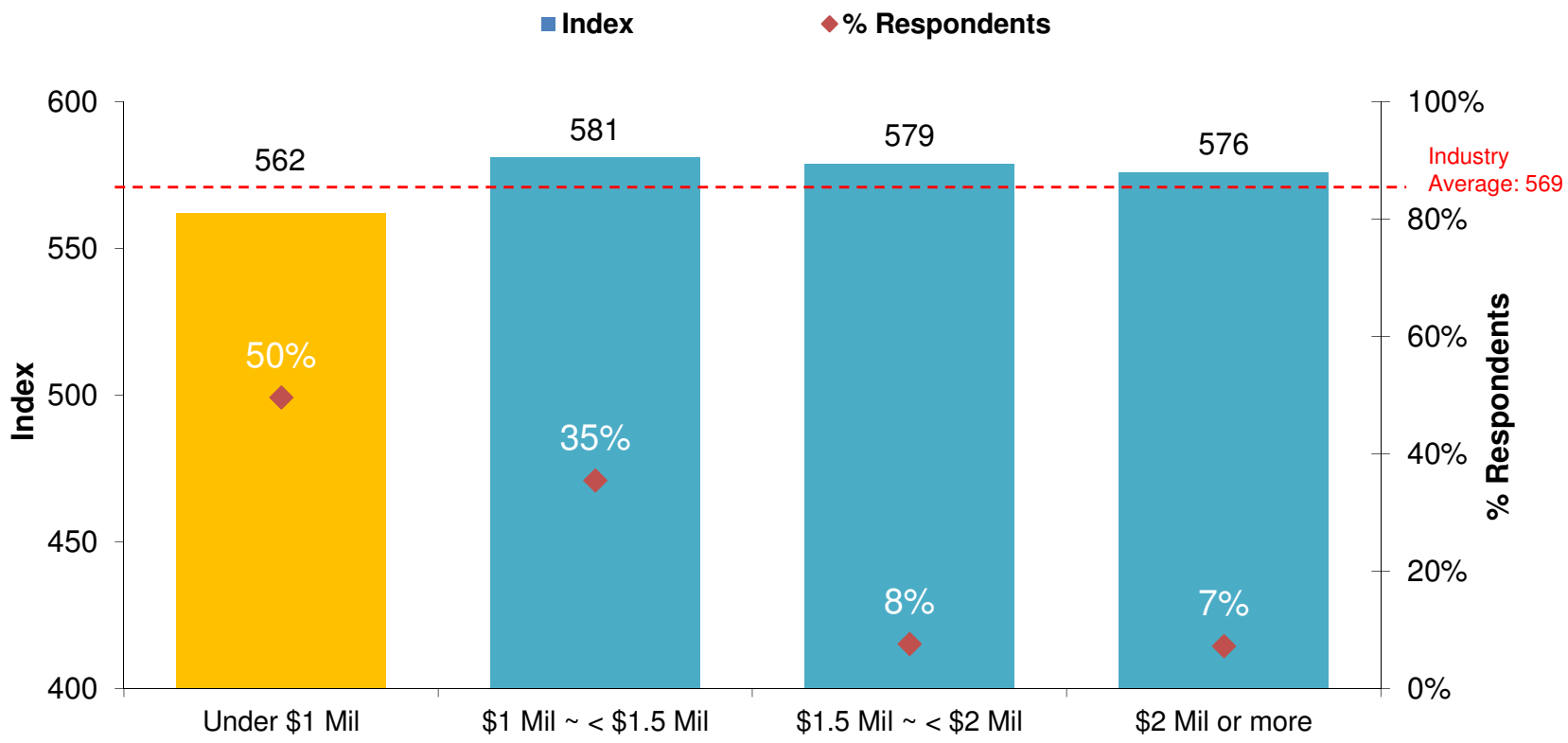
Price of Property Vs Satisfaction



Note: An Index is a benchmark used to compare performance. Score ranges between 100 and 1,000 points



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Top 10 - Most Bothersome Problems

S/N	Defect/Problem	Incidence
1	Tiles cracked/chipped/dented/scratched	7.1%
2	Misaligned or uneven flooring	6.6%
3	Water drainage issue (water ponding) in bathroom	4.1%
4	Water seepage/leakage in bathroom	2.9%
5	Discoloured tiles or wood flooring	2.9%
6	Window(s) don't open/close easily	2.6%
7	Stained tiles or wood flooring	2.5%
8	Door(s) don't open/close easily	2.4%
9	Cracked/chipped areas on the walls	2.3%
10	Others	25.0%

"My penthouse roof leaks"
-Owner, Condo G

"Lock of balcony sliding door is faulty"
-Owner, Condo H

"There were marker markings on the walls, when the unit was handed over"
-Owner, Condo I

Selected Verbatim

"Scratches on window glass panels"
-Owner, Condo A

"Poor floor grouting in living room"
-Owner, Condo B

"Lots of paint stains on flooring, walls, window and door frames and bathroom fittings"
-Owner, Condo C

"Chipped toilet wall tiles"
-Owner, Condo D

"Master bedroom toilet floor as well as living and dining floor patchy. Needs rebuffing.
-Owner, Condo E

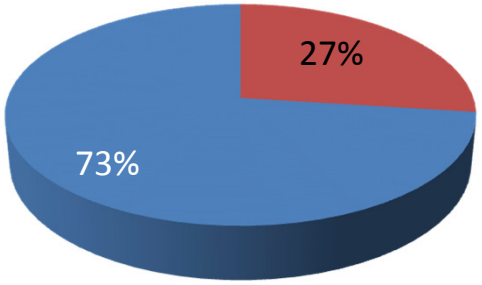
"Hairline cracks have appeared on the ceiling and wall of the mater bedroom and living room"
-Owner, Condo F



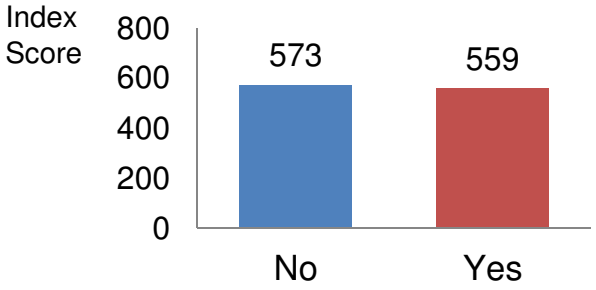
Awareness of Quality Mark (1/2)

Have you heard of the Quality Mark (QM) for Good Workmanship Scheme?

N=1950

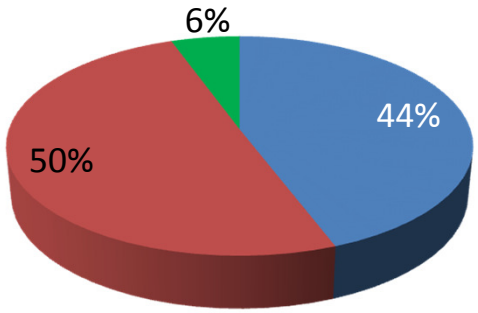


Yes
No



How familiar are you with the Quality (QM) for Good Workmanship Scheme?

N=527 (Base is 27% of total respondents, who said "Yes" in previous question)



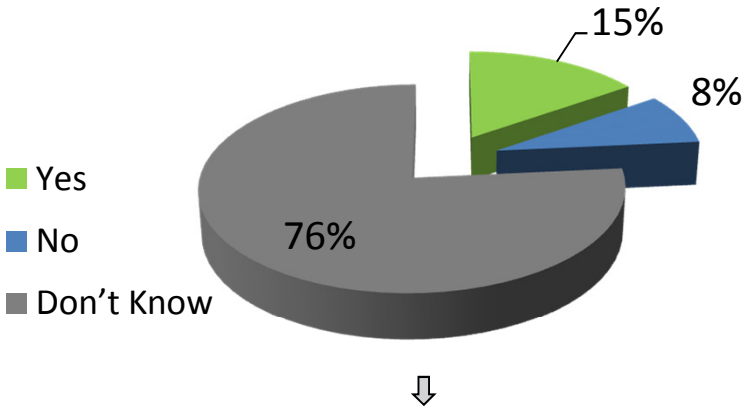
Not at all familiar
Slightly familiar
Very familiar



Awareness of Quality Mark (2/2)

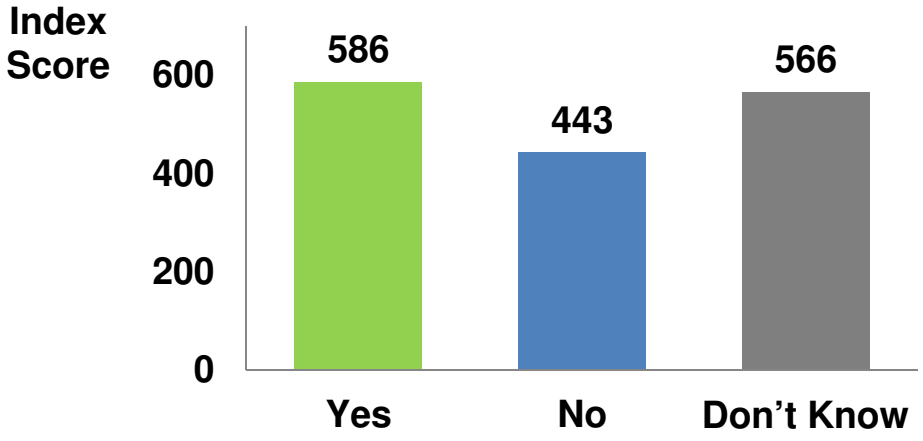
Is your property Quality Mark (QM) certified?

N=527



85.2% = QM is "Very/Somewhat Important" (n=81)

Residents who are aware their property is QM certified are more satisfied with quality of workmanship



Note: 44% of total respondents own QM certified units



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Will You Pay More for Quality Mark?

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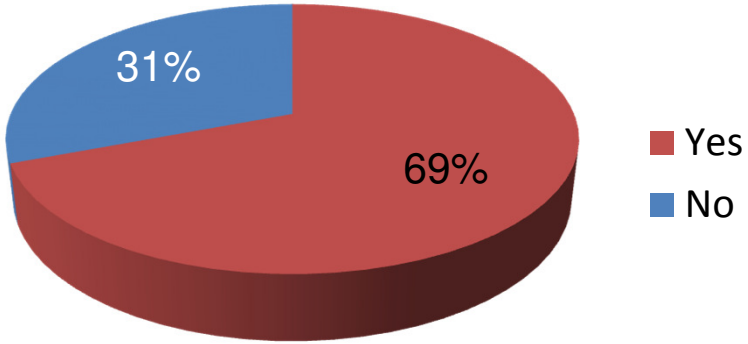
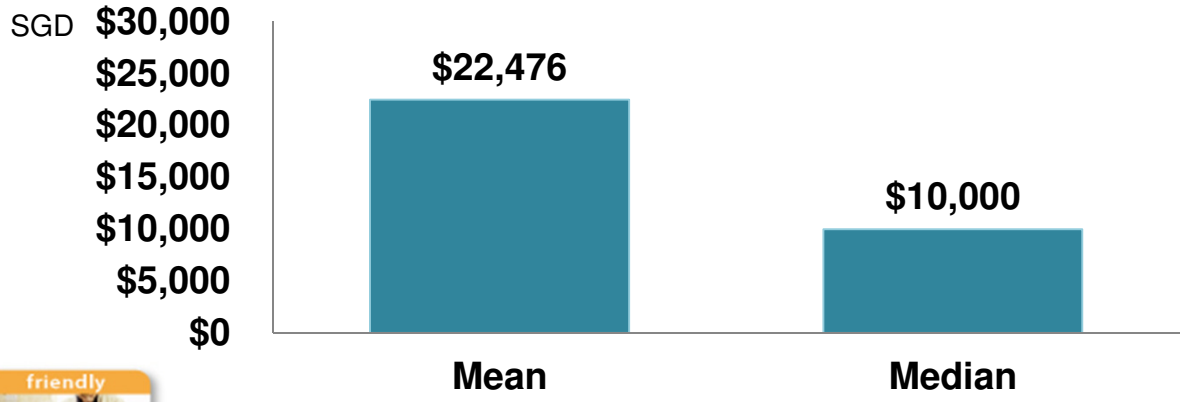
In the future would you be willing to pay more for a property that is Quality Mark (QM) certified?

N=1,950



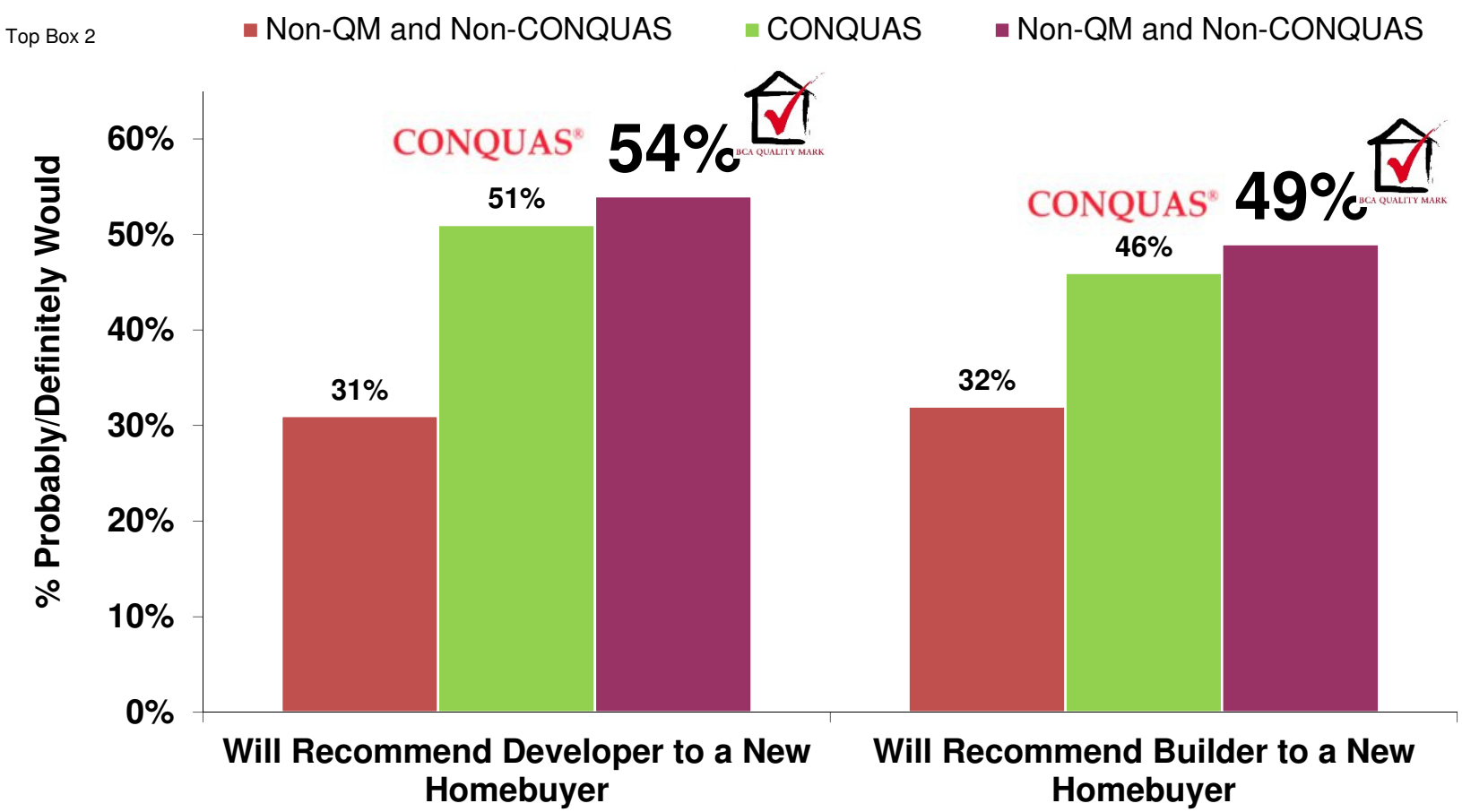
How much extra would you be willing to pay for a property that is Quality Mark (QM) certified?

N=1,350





Advocacy Intentions





Key Findings- Benefits of Owning a QM Certified Property

- **QM property owners are most satisfied**
- **PP100 psf** for QM properties is **15% less** than **CONQUAS** properties and **46% less** than **Non-QM and Non-CONQUAS** properties (Lower PP100 psf=Less defects)
- Homeowners willing to pay **extra $10,000 (median)** for **QM certified property**
- **54% of QM certified property owners will recommend** their developer to a new home buyer
- **49% of QM certified property owners will recommend** their builder to a new home buyer







Key Findings- Others

- **Floor is the most important** area (18%) driving customer experience with quality workmanship.
- Homeowners more sensitive to **Ceiling Defects** than previously thought
- **Highest satisfaction rating on M &E items; least satisfaction with Floor**.
- **Awareness of Quality Mark** is low
- Homeowners of properties $1million and below are generally less satisfied.







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Thank you



We shape a **safe**, **high quality**, **sustainable** and **friendly** built environment.