



# PROGRESS

an industry update on Home Information Packs

**Issue 8 : 19 March 2007**

[www.homeinformationpacks.gov.uk](http://www.homeinformationpacks.gov.uk)

## PROGRESS TOWARDS GO LIVE ON 1 JUNE

We are continuing to make good progress ahead of the introduction of HIPs on 1 June. The purpose of this bulletin is to bring you up-to-date with the latest headlines, with further information available on the Home Information Packs [website](#).

### National consumer campaign

**Full-page adverts** promoting Home Information Packs will start appearing in national newspapers from Sunday **25 March**, appearing in newspapers such as the Mail on Sunday, Sunday Express, Sunday Telegraph, Sunday Times, Independent on Sunday and the Observer. During the week of the 26 March they will run in the Daily Mirror, Daily Star, Daily Mail, Daily Express, Daily Telegraph, Times, Independent, Guardian, Metro, Londonpaper, London Lite and CityAM. They will then feature in the News of the World, Sunday Mirror, The People and Star on Sunday on Sunday 1 April.

### Campaign of direct marketing to estate agents and solicitors

The first in a series of **direct mail shots to estate agents**, *Home Information Packs: Is your business prepared?*, was sent out on 16 March. The mailer gave **advice** on what actions estate agents can take to get ready for the introduction of HIPs and detailed their **duties and legal obligations** under the legislation. You can see it [here](#).

Further mailings to estate agents and solicitors are planned to follow the laying of the HIPs Regulations at the end of March. Other mailings will include a starter pack of marketing materials for estate agents and others to use to promote packs and products which will help them explain HIPs to their customers.

### Update on the Area Trials

Approximately 2,200 HIPs have been claimed across the 8 area trials. 300 'Phase 2' incentives — where the mandatory components of the HIP are free, while the Home Condition Report (HCR) is paid for — have been claimed since 14 February.

Newcastle is continuing to lead in the numbers of incentives claimed. Early indicators from agents are that sellers are paying for the HCR rather than the HCR being rolled up in estate agent fees.

The numbers of participants registered increased dramatically in the lead-up to the estate agent training in Southwark and Wales. Both events were well attended with a good mix of estate agents and solicitors.

### **HIPs redress**

Estate agents wishing to find out how they go about joining the Ombudsman for Estate Agents' HIPs redress scheme before 1 June, when the requirement to belong becomes law, can now access information via a new HIPs Information Zone on the [OEA website](#).