












Reasons to believe in Homefit






We are proud to have the market leading proposition and you should ensure customers' understand what B&Q offers as standard.

Our competitors would love to be able to copy us!

-  **B&Q established since 1969** – Our brand has been recognised for over 40 years as one consumers trust and value
-  **Most experienced national retailer** – 750,000 completed installation projects over 25 years
-  **Installer surveys** – Managed by B&Q to ensure consistent standards and quotes
-  **Locally project managed service** – Our installation teams operate locally to our customers and we co-ordinate all elements of the project to ensure it runs smoothly
-  **5 year installation guarantee** – Confidence in our teams that is underwritten by a market leading guarantee that has no exclusions. Use this in conjunction with the kitchen-compare and bathroom compare sites to emphasise the difference between our guarantee and others.
-  **Externally accredited installation service** – We work with several key partners and have achieved numerous awards that demonstrate our drive for excellent standards and service
-  **In partnership with Which? Trusted Traders** – All Homefit approved installation businesses have been through a rigorous assessment process that includes a face-to-face interview and reference checks
-  **Ethical and non-profit waste removal** – We are the only national services provider to offer an ethical, non-profit making waste disposal service on our key lines. We remove waste and protect our customers against potential fly tipping incidents, WEEE regulations ensure a green footprint
-  **Money protection** – Our consumers can be confident in purchasing. Any money paid is protected by consumer protection insurance should B&Q cease to trade.
-  **10 year product guarantee** – On kitchen and bathroom projects
-  **Kitchen-compare.com and Bathroom-compare.com** – An independent website dedicated to help customers see the real price paid at the major retailers. B&Q is consistently the lowest price

Our competitors cannot offer a serious challenge to our 'Designed For You' proposition.

Homefit vs competitors

	5 year workmanship guarantee	The furniture ombudsman	ISO 9001	Insurance protection	Which? Trusted Traders	Product price match
	✓	✓	✓	✓	✓	✓
John Lewis	✗	✗	✓	✗	✗	✗
	✗	✓	✓	✓	✗	✗
	✗	✓	✗	✗	✗	✗
	✗	✓	✗	✗	✗	✗
	✓	✗	✗	✗	✗	✗
Independent	?	?	?	?	?	?

Helping the customer make informed decisions

Help customers by asking these qualification questions:

Have you chosen your tiles, flooring and lighting yet?

Where else have you looked?

When do you see yourself in your new room?

What style's are in your home now
Modern?
Contemporary?

Why are you changing the kitchen or bathroom?

How do you currently use your kitchen - Just Cooking? Eating? Entertaining?

Who is going to install this for you?

Do you know we Offer a FREE design and planning service?

How are you thinking about financing your project?

Do you have an understanding of cost?

Is this a space for you or for the whole family?

How many people use your bathroom?

What else can I help you with?

Helping the customer make informed decisions

Ensure you ask questions like these to our customers when understanding their installation requirements.

DIY / Friend / Relative



The customer is thinking of buying supply only and fitting themselves or have their friend/relative fit for them

- Have they got the tools or the ability?
- Who's help would they need to enlist, gas, electrics?
- Will they be accredited?
- How much could it finally cost?
- How long will it take, and will it ever get finished?
- What will you have to sacrifice? Time, hobbies?
- If it goes wrong are they insured

Local fitter / yellow pages



The customer is thinking of buying supply only and having it fitted by a local fitter

- After initial quote, likelihood of hidden extra charges?
How much will it cost?
- Are they accredited?
- Who would handle any disputes?
- Would there be a 'real guarantee'?
- Have you seen their work?
- Do you know they are reliable?

Professional service

The customer is thinking of buying a professional service, but thinks it may be too expensive

- There is a real guarantee! (5 years on workmanship)
- Most experienced market leaders
- The customer will know how much they are paying
- The work will be completed within agreed time frame
- The work carried out is by our Which? Trusted Traders accredited installers and covered by B&Q's own insurance
- Finance options
- Fixed pricing
- Independent protection and resolution via The Furniture Ombudsman

Homefit
 tradesmen - fixed prices

Customer advisor in-store wheels

Pocket wheel

This pocket wheel is issued to showroom colleagues via the showroom manager and should be carried at all times.

It should be used as a prompt to initiate installations conversation, and as a reminder of our unique selling points.



B&Q 10 year guarantee on kitchen and bathrooms

We have listened to our customers' feedback and the majority tell us that they expect a guarantee when purchasing a kitchen or bathroom.

So what does a good guarantee look like?

Although the length of a guarantee is important to our customers, the most important element is what is included and what is excluded. Customers have told us they expect a kitchen or bathroom guarantee to be 7 years or more, and include the majority of the kitchen or bathroom, i.e. cabinets, worktops, sinks, taps.

How will our guarantee stack up?

Our guarantee will be really simple - 10 years on all kitchens and bathrooms with a minimum amount of exclusions possible. So for example where Wickes and Ikea may exclude some items such as doors or drawer fronts, they will be covered by the 10 year B&Q guarantee.

How does a customer claim under the guarantee?

For the customer and store the process is the same – should the customer wish to make a claim under the terms of the guarantee they should contact a local B&Q store. They will need to provide a copy of the original receipt or other reasonable proof of purchase.

Please note only customers who make a purchase on or after 5th October 2012 will be able to claim under the ten year warranty. It should not be applied to purchases made before this date



Cooke & Lewis and B&Q Bathrooms

Includes: baths, sinks, ceramic toilet pans and cisterns, taps, shower mixer controls, shower trays, cabinets, cabinet hanging brackets, hinges, cabinet panels, adjustable legs, door and drawer fronts.

Cooke & Lewis and IT kitchens

Guarantee includes: cabinets, door and drawer fronts, cornices and plinths.