



Homebuilders who delivered best customer experience honored with 2013 Eliant Homebuyers' Choice Awards

Rosewood Homes (AZ) named top-rated builder for fourth consecutive year

The New Home Company (CA) earns top rating of all multi-divisional home builders

SAN CLEMENTE, CA – U.S. and Canadian homebuilders who provided their customers with the best purchase and ownership experiences—according to surveyed homebuyers—have been honored in the 2013 Eliant Homebuyers' Choice Awards competition.

The winning builders were chosen based on the results of more than 76,500 surveys which were administered in 2012 to all recent home owners from over 148 major homebuilders across the U.S. and Canada.

The Eliant awards are presented annually by San Clemente, CA-based **Eliant** (www.eliant.com), a customer experience management company that has been surveying buyers of new homes for 27 years. This year's awards are sponsored by two firms widely acclaimed for delivering an extraordinary customer experience to their homebuyers: **Real Estate Temps**, headquartered in Newport Beach, CA, and **imortgage**, headquartered in Scottsdale, AZ. Each of these firms has earned the prestigious "Eliant Certified" designation as providing top-of-class customer experiences and being the highest rated firms in their industry segments.

For the fourth consecutive year, **Rosewood Homes** (Scottsdale, AZ) is the recipient of the "The Eliant" award for the *Best Overall Purchase and Ownership Experience* category for single division builders in the North America. This is the first time that a builder has won "The Eliant" in four successive years. Rosewood Homes' First Year Quality rating was the highest of any of the 126 participating North American builders receiving a sufficient number of surveys to qualify for this 16th annual competition. Rosewood Homes was also honored with a Second Place award for *Customer Service* among all qualifying builders.

"Once again, Rosewood Homes is the undisputed leader in the delivery of an extraordinary customer experience," declared Bob Mirman, founder and Chief Executive Officer of Eliant.

The New Home Company (California) was the recipient of “The Eliant” for *Best Overall Customer Experience* in the multi-divisional builder segment. In the Medium Builder segment, **The New Home Company** was also ranked No.1 by homebuyers for *Design Selection Experience* and *Construction Experience*. The firm also earned the Second Place award for *First-Year Quality*. The New Home Company received a total of 11 Homebuyers’ Choice Awards.

Of all builders, one of the clear customer favorites was Newport Beach-based **William Lyon Homes**. The company won 10 “Premier Awards” (1st, 2nd, or 3rd Place in each category), plus 10 Honorable Mentions for a total of 20 Homebuyers’ Choice Awards.

Ryland Homes (Tampa, FL) confirmed its reputation as one of America's top home builders, with four Premier Awards plus 11 Honorable Mentions.

In the Large Builder segment, **McCaffrey Homes**[®] was ranked No. 1 in the all-important category of “*Percent of Sales from Referrals*,” with an impressive 47.5% of its sales sourced from home owner referrals and local word-of-mouth.

Castle & Cook (Hawaii), in the Medium Builder segment, scored the highest *"Percent of Sales from Referrals"* with 48.2%.

The Olson Company (California) continued its strong performance among large builders with First-Place rankings for *Construction Experience* and *Customer Service*.

In its first year of being rated in the Eliant system, **TRI Pointe Homes** (California) managed to impress by earning a First-Place ranking in homebuyers' satisfaction with their *Purchase Experience*.

Eliant's builder clients are improving their customers' experience to such a degree that home owners are not only more willing to offer a referral, but more and more prospects are buying new homes due to these referrals. Each year, Eliant analyzes the "Percent of Sales from Referrals" from the 10 highest rated builders: In 2009, 32% of sales were sourced from referrals, while in 2012, 43% of sales were from referrals, a 34% increase in just 3 years.

A total of 42 different builders were recognized for their excellence in one or more customer-experience categories, including Honorable Mentions. Builders with exceptional levels of customer satisfaction included: **Robson Communities** (Sun Lakes, AZ, with communities in Arizona and Texas, 7 awards); **Minto Communities** (Coconut Creek, FL, 7 awards); **MBK Homes** (California, 6 awards); **Brookfield Homes** (California, 6 awards); and **Grand Homes** (Texas, 5 awards).

Information on the survey methodology and a complete list of winning home builders is available at www.eliant.com.

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Overall Home Purchase & Ownership Experience ("The Eliant")

Multi-Divisional Builders (regardless of sales volume)

First Place: The New Home Company

Second Place: Robson Communities

Third Place: William Lyon Homes

Honorable Mention:

- Tim Lewis Communities - Roseville, CA
- Brookfield Homes
- Ryland Homes

Single Division Builders (regardless of sales volume)

First Place: Rosewood Homes - Scottsdale, AZ**

Second Place: McCaffrey Homes - Fresno

Third Place: Camelot Homes - Arizona

Honorable Mention:

- Wathen Castanos Hybrid Homes - Fresno
- Minto Florida
- Classic Homes - Colorado Springs

**** Highest customer rating of all North American builders being evaluated**

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