



Homebuilders who delivered best customer experience honored with 2012 Eliant Homebuyers' Choice Awards

Rosewood Homes wins top Eliant award for third consecutive year

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 2012 Eliant Homebuyers' Choice Awards competition.

The winning builders were chosen based on the results of more than 68,000 surveys which were administered in 2011 to all recent home owners from over 170 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 28 years, in partnership with **Real Estate Temps** (www.realestatetemps.com), a Newport Beach, CA-headquartered firm that provides licensed real estate sales agents to home builders.

For the third consecutive year, **Rosewood Homes** (Scottsdale, AZ) is this year's recipient of the "*The Eliant*," the Best Overall Purchase and Ownership Experience award for single division builders in the U.S. and Canada. This is the first time that a builder has won this prestigious award in three consecutive years. In fact, Rosewood Homes' overall customer satisfaction rating was the highest of any of the 128 participating North American builders receiving a sufficient number of surveys to qualify for this 15th annual competition. Rosewood Homes was also ranked No.1 for First Year Quality among all participating builders.

"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 Olson Company (Seal Beach, CA) was the other recipient of "*The Eliant*" for Best Overall Customer Experience in the multi-divisional builder segment. This firm has developed an unusually loyal following by consumers interested in an "above-and-beyond" home buying experience. In the Large Builder segment, **The Olson Company** was ranked No.1 by homebuyers for the Purchase Experience and Construction Experience. The firm was also honored with second place awards for First-Year Quality, Design Selection Experience and the Customer Service Experience.

The **Olson Company** – like many new-age home builders – has clearly developed stronger relationships with its customers. "In each of the last three years, our top ten rated builders have improved from an average of 32.1% of sales from referrals to over 41% this year," said Mirman.

Of all builders, one of the clear customer favorites was highly rated Denver, CO-based **Richmond American Homes**. Four of its divisions (California, Nevada, Tucson, and Delaware Valley) dominated several award categories; the company won 20 of the 63 "premier awards" (1st, 2nd, or 3rd place) in each category, plus nine Honorable Mentions. Mirman pointed out that "Richmond American Homes has demonstrated an uncommon level of consistency in delivering outstanding customer experiences across many regions and differing buyer segments."

Pardee Homes (Los Angeles, CA) has once again confirmed its reputation as one of America's top home builders, with seven premier awards (plus six Honorable Mentions) being captured by its divisions in Las Vegas, San Diego, Los Angeles, and the Inland Empire (CA). In the Large Builder segment, Pardee Homes' San Diego division was once again ranked number one in the all-important category of "Percent of Sales from Referrals," with an impressive 44.8% of its sales sourced from home owner referrals and local word-of-mouth.

A total of 44 different builders or divisions were recognized for their excellence in one or more customer-experience categories, including Honorable Mentions. Builders with notable levels of customer satisfaction included: **Ryland Homes** (Tampa, FL; communities in 13 states; 10 awards); **William Lyon Homes** (Newport Beach, CA; divisions in California, Arizona and Nevada; 7 awards); **Robson Communities** (Sun Lakes, AZ; communities in Arizona and Texas; 6 awards); **Minto Communities** (Coconut Creek, FL; 5 awards); **Grand Homes** (Dallas, TX; 5 awards).

"No one understands more about a home's quality or the customer service experience than the people living in the new home," added Beth Phillips, Senior Vice President of Real Estate Temps. "Home builders are developing new ways to truly delight homebuyers so they become 'customer advocates' who actively promote their new neighborhood to their friends."

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



About Eliant

Founded in 1984, San Clemente, CA-based Eliant has long been recognized as the nation's leading provider of specialized consumer research services for the North American home building industry. The firm offers world-class customer experience monitoring services via e-mail, mail, or telephone to many of the nation's top home building firms, currently in 37 states and Canada. Other services include focus groups, exit-interviews, and highly acclaimed customer experience management training and consulting. Eliant has earned an international reputation by providing a wide range of sophisticated customer experience management strategies for home builders, lenders, escrow firms, design firms and other companies interested in improving their customers' loyalty.

About Real Estate Temps

Founded in 1990, Real Estate Temps (RET) was the first company to exclusively specialize in providing licensed real estate sales agents for home builders on an hourly basis, thereby reducing their overhead costs. Additionally, Real Estate Temps has placed more sales professionals with homebuilders for regular permanent employment than any other new home staffing company in Arizona, Nevada, and California. The firm also provides sales agents to resale home brokerage firms, to foreclosure and home auction companies, to commercial/industrial agents, and to mortgage companies. RET is an "Eliant Certified" firm.

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