



In association with:



The Alberta  
New Home  
Warranty  
Program

## Press Release

### **J.D. Power and Associates Reports:**

### **NuVista Homes Ranks Highest in Satisfying New-Home Buyers in the Calgary**

### **Single-Family Home Market; Landmark Homes Leads in the Edmonton Single-Family Home Market**

**TORONTO: 19 September 2008** — NuVista Homes and Landmark Homes rank highest in satisfying buyers of new single-family homes in Calgary and Edmonton among production builders with 100 or more annual closings, respectively, according to the J.D. Power and Associates 2008 Alberta Single-Family New-Home Builder Customer Satisfaction Study<sup>SM</sup> released today in association with The Alberta New Home Warranty Program.

Conducted in the province of Alberta for the first time in 2008, the study measures [new-home buyer satisfaction](#) throughout the entire purchase and early ownership experience among builders who are members of The Alberta New Home Warranty Program. In the study, buyers are asked to evaluate their builder in eight factors. In order of importance, they are: home readiness; service/warranty staff; sales process/staff; construction/site team; workmanship/materials; price/value; physical design; and design process. J.D. Power and Associates also conducts a multi-family new-home builder study in Alberta.

NuVista Homes achieves a score of 786 to rank highest in new-home buyer satisfaction in the Calgary market and performs particularly well in five of the eight factors that contribute to overall satisfaction: home readiness; service/warranty staff; sales process/staff; construction/site team; and workmanship/materials. Innovations by Jayman (731) and Baywest Homes (704) follow NuVista in the Calgary market rankings.

Landmark Homes achieves a score of 693 to rank highest in new-home buyer satisfaction in the Edmonton market, performing particularly well in five of eight factors that contribute to overall satisfaction: home readiness; service/warranty staff; sales process/staff; construction/site team; and workmanship/materials. Homes By Avi (668) and Sterling Homes (650) follow Landmark in the Edmonton market rankings.

“We congratulate the highest ranked builder members and commend them for a job well done,” said Schuyler Wensel, president and CEO of The Alberta New Home Warranty Program. “We believe that the true value of the customer satisfaction study lies in the knowledge it provides to both home buyers and our builder members. This knowledge allows them to make better and more informed decisions.”

The study finds that overall satisfaction in the Calgary new single-family home market is 625 on a 1,000-point scale, while satisfaction averages 612 in the Edmonton market. Overall new-home buyer satisfaction has a particularly strong impact on the likelihood of customers to recommend their builder. Buyers who report being “delighted” with their home-buying experience make five times more positive recommendations to their friends, relatives and colleagues than buyers who say they are “indifferent” about their home-buying experience.

“When prospective buyers are in the market for a new home, they often look to a trusted source to assist with their decision-making process, and builder referrals are a key source of information,” said Marc Thibault, senior manager of the real estate practice at the Canadian office of J.D. Power and Associates. “In many cases, buyers tend to purchase from builders with a track record of high customer satisfaction performance. Testimonials provide consumers with the confidence they need to make one of the most significant financial decisions of their lives. In the future, buyers also will have access to Power Circle Ratings on the Web sites of both J.D. Power and Associates and

The Alberta New Home Warranty Program, which will provide indicators of a builder's customer satisfaction performance to further assist with their difficult decision."

The study also finds that less than one-half of new single-family homes in the Alberta market (47%) are delivered when promised. Among those homes that are late, the average delay is nearly 4 months (15 weeks). When delays occur, new-home buyers are most satisfied with builders that proactively communicate the construction status of their home throughout the building process—not just at the beginning and end.

"The negative impact of delays on overall satisfaction can be lessened when the builder is proactive with status updates, despite whether construction is on schedule or not," said Thibault. "New-home buyers invest large amounts of time, energy and money in the purchase of their new residence, and delays can be both costly and inconvenient. Therefore, buyers need to be kept apprised of construction progress in order to coordinate the many details involved in taking possession of their new home."

The 2008 Alberta Single-Family New-Home Builder Customer Satisfaction Study is based on responses from 5,765 buyers within the Province of Alberta who purchased newly built single-family detached and semi-detached homes. The study was fielded from July 2007 to July 2008. For comprehensive information on Alberta, Greater Toronto Area and Ottawa-Carleton builders, visit the J.D. Power Consumer Centre at [www.jdpower.com/canada](http://www.jdpower.com/canada).

#### **About The Alberta New Home Warranty Program**

The Alberta New Home Warranty Program was established in 1974 by Alberta home builders to provide a package of warranty protections and encourage improved performance for the new home building industry. In addition to providing warranty services, The Program offers its Builder Members an array of tools and services to enhance their expertise and supports the relationship between Builder Members and their homebuyers. The Program has over 700 Builder Members who are committed to the business of home building. Additional information and a complete list of participating builders can be found at [www.albertanewhomewarranty.com](http://www.albertanewhomewarranty.com).

#### **About J.D. Power and Associates**

Headquartered in Westlake Village, Calif., J.D. Power and Associates is a global marketing information services company operating in key business sectors including market research, forecasting, performance improvement, training and customer satisfaction. The company's quality and satisfaction measurements are based on responses from millions of consumers annually. J.D. Power and Associates is a business unit of The McGraw-Hill Companies.

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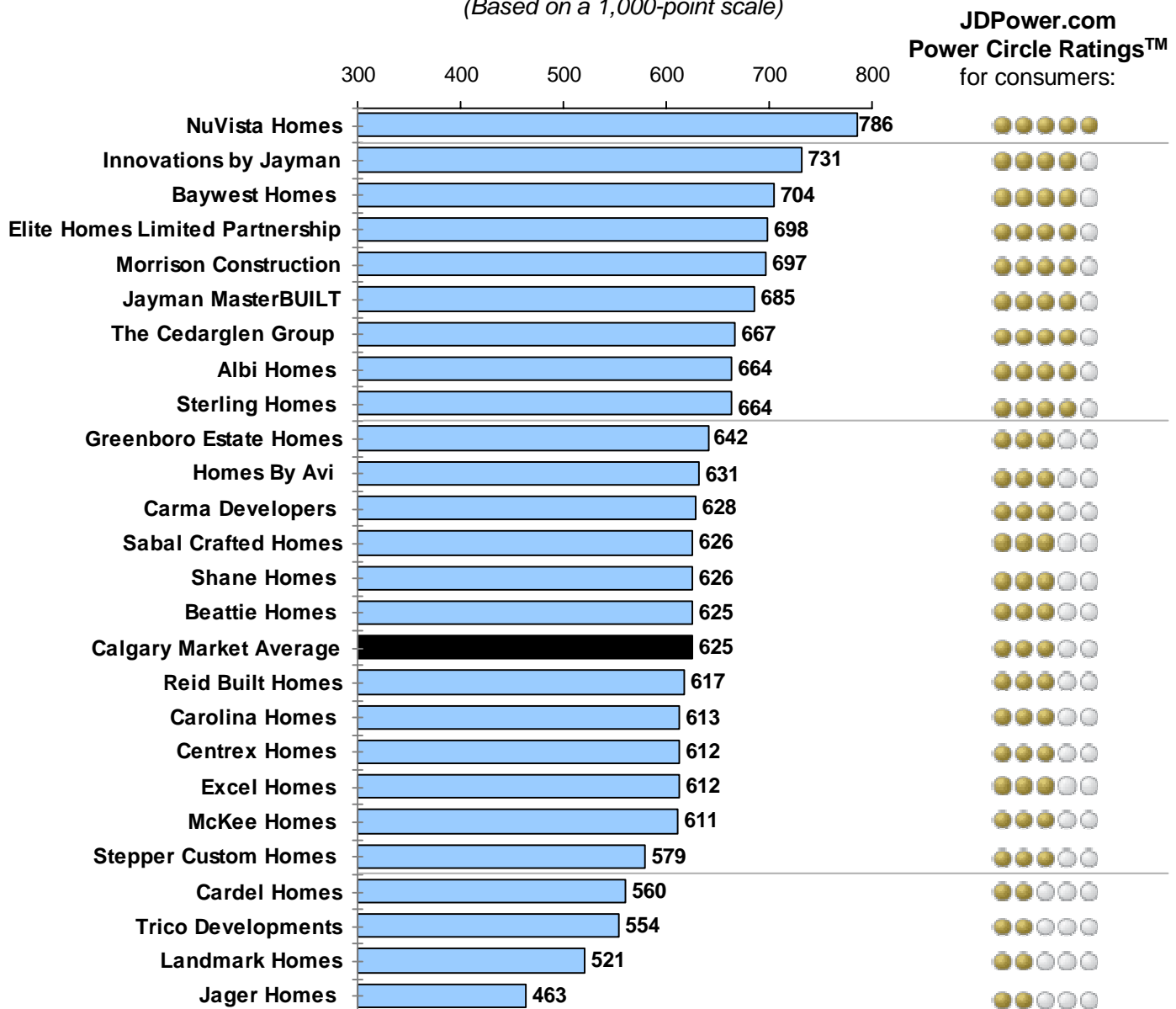
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NOTE: Two charts follow.

# J.D. Power and Associates 2008 Alberta Single-Family New-Home Builder Customer Satisfaction Study<sup>SM</sup>

## Overall Satisfaction Index Ranking Calgary

(Based on a 1,000-point scale)



Included in the study but not ranked due to small sample size are: Broadview Homes, Genesis Builders Group, Lifestyle Homes and Today's Homes

Source: J.D. Power and Associates 2008 Alberta Single-Family New-Home Builder Customer Satisfaction Study<sup>SM</sup>

### Power Circle Ratings Legend

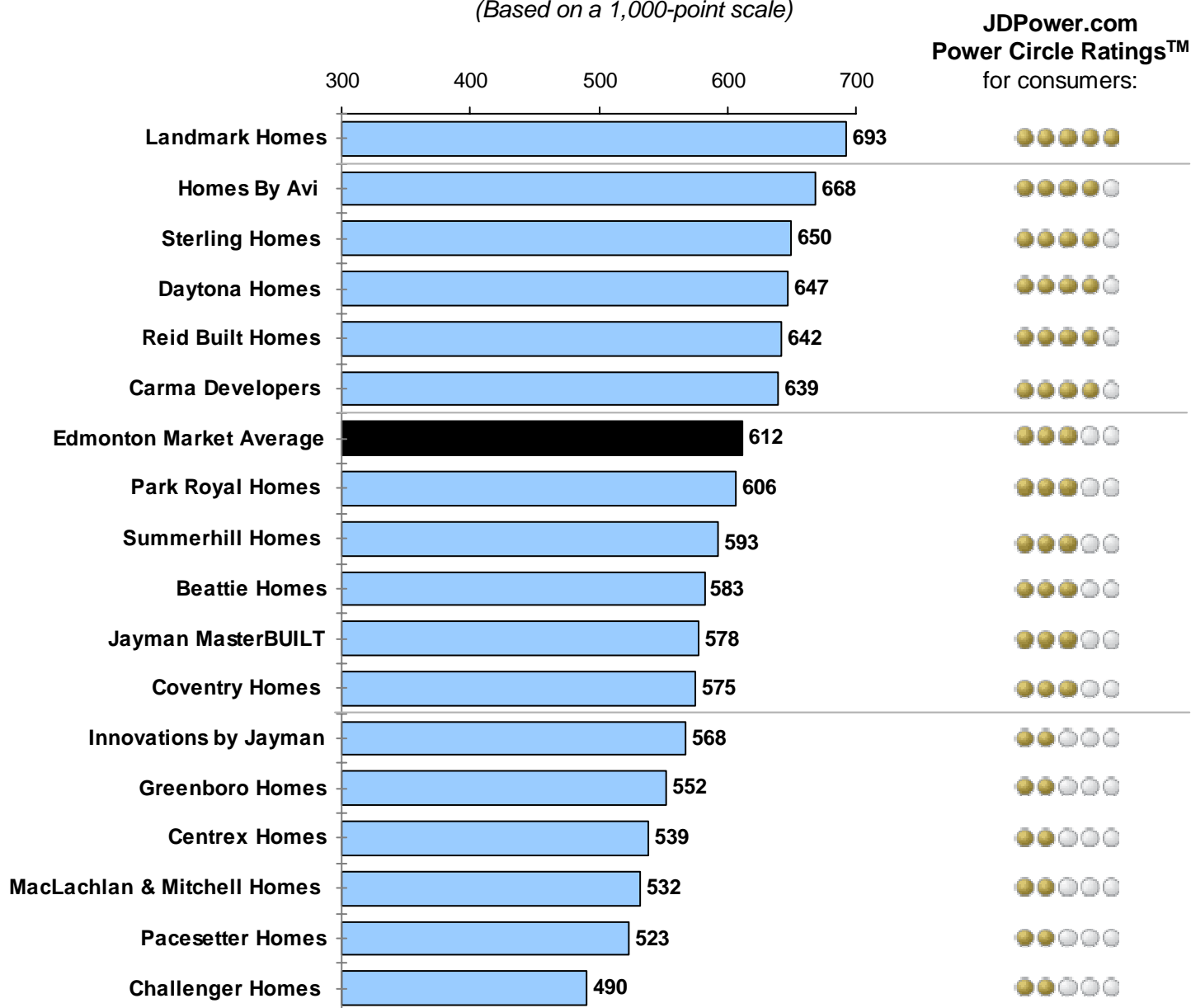
- 5 gold circles: Among the best
- 4 gold circles, 1 silver circle: Better than most
- 3 gold circles, 2 silver circles: About average
- 2 gold circles, 3 silver circles: The rest

Charts and graphs extracted from this press release must be accompanied by a statement identifying J.D. Power and Associates as the publisher and the J.D. Power and Associates 2008 Alberta Single-Family New-Home Builder Customer Satisfaction Study<sup>SM</sup> as the source. Rankings are based on numerical scores, and not necessarily on statistical significance. JDPower.com Power Circle Ratings<sup>TM</sup> are derived from consumer ratings in J.D. Power studies. For more information on Power Circle Ratings, visit [jdpower.com/faqs](http://jdpower.com/faqs). No advertising or other promotional use can be made of the information in this release or J.D. Power and Associates survey results without the express prior written consent of J.D. Power and Associates.

# J.D. Power and Associates 2008 Alberta Single-Family New-Home Builder Customer Satisfaction Study<sup>SM</sup>

## Overall Satisfaction Index Ranking Edmonton

(Based on a 1,000-point scale)



Included in the study but not ranked due to small sample size are: Best Communities by Landmark, Homexx Corporation, Lincolnberg Homes and Look Homes.

Source: J.D. Power and Associates 2008 Alberta Single-Family New-Home Builder Customer Satisfaction Study<sup>SM</sup>

### Power Circle Ratings Legend

- 5 Gold Circles: Among the best
- 4 Gold Circles: Better than most
- 3 Gold Circles: About average
- 2 Gold Circles: The rest

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