



In association with:



PROFESSIONAL HOME BUILDERS INSTITUTE OF ALBERTA



The Alberta  
New Home  
Warranty  
Program

## Press Release

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

### **Brookfield Homes, Innovations by Jayman and Sterling Homes Achieve Builder of Excellence Distinctions in the Calgary Single-Family Home Market**

**WESTLAKE VILLAGE, Calif.: 13 April 2013** — Three builders of new single-family homes—Brookfield Homes, Innovations by Jayman and Sterling Homes—have been recognized as J.D. Power Builders of Excellence for providing outstanding service and high customer satisfaction, according to the J.D. Power and Associates 2013 Alberta Single-Family New-Home Builder Customer Satisfaction Study<sup>SM</sup> released today.

The study measures satisfaction among new homebuyers throughout the new-home purchase and early-ownership experiences with builders in Calgary, and is conducted in association with the Professional Home Builders Institute of Alberta.

To achieve this distinction, a home builder must perform within the top 20 per cent of customer satisfaction scores, which are based on benchmarks established in J.D. Power and Associates' customer satisfaction research. Customer satisfaction is measured across eight factors: builder's service/warranty staff; builder's sales process/staff; home readiness; construction site/team; workmanship/materials; price/value; physical design elements; and design centre/décor centre.

Compared with the Calgary regional average, Brookfield Homes, Innovations by Jayman and Sterling Homes all perform particularly well in construction site/team; home readiness; service/warranty staff; builder's sales process/staff; and workmanship/materials.

"New-home builders increasingly recognize the value of post-delivery contact and follow-up, which study data shows as being one of the key factors contributing to the increased levels of customer satisfaction this year," said Dale Haines, senior director of the real estate and construction practice at J.D. Power and Associates. "Not only is overall customer satisfaction with new-home builders in the Calgary market up from 2012, the Calgary market's performance has reached the highest levels of customer satisfaction since 2008."

According to Haines, high levels of customer satisfaction may also be attributed to Calgary-area builders' continued improvements in home quality, on-time delivery and post-possession follow-up.

"Builders who take the proactive step of reaching out to their customers shortly after possession to resolve outstanding issues typically achieve higher customer satisfaction scores," said Haines.

"Congratulations to the 2013 Builders of Excellence. The Professional Home Builders Institute of Alberta is proud to offer customer satisfaction surveying to all Alberta new-home builders," says Angela Tripathy, chief corporate officer at The Professional Home Builders Institute. "Receiving this award proves that the builder has embraced the core values of service excellence and made them an integral part of their customer care experience."

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

Headquartered in Westlake Village, Calif., J.D. Power and Associates is a global marketing information services company providing forecasting, performance improvement, social media and customer satisfaction insights and solutions. The company's quality and satisfaction measurements are based on responses from millions of consumers

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The McGraw-Hill Companies (NYSE: MHP), a financial intelligence and education company, signed an agreement to sell its McGraw-Hill Education business to investment funds affiliated with Apollo Global Management, LLC in November 2012. Following the sale closing, expected in early 2013, the Company will be renamed McGraw Hill Financial (subject to shareholder approval) and will be a powerhouse in benchmarks, content and analytics for the global capital and commodity markets. The Company's leading brands will include: Standard & Poor's, S&P Capital IQ, S&P Dow Jones Indices, Platts, Crisil, J.D. Power and Associates, McGraw-Hill Construction and Aviation Week. The Company will have approximately 17,000 employees in more than 30 countries. Additional information is available at [www.mcgraw-hill.com](http://www.mcgraw-hill.com).

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