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The Alberta
New Home
Warranty
Program

Press Release

J.D. Power and Associates Reports:

Cedarglen Homes, Mattamy Homes and Morrison Homes Achieve Builder of Excellence Distinctions in the Calgary Single-Family Home Market

WESTLAKE VILLAGE, Calif.: 14 April 2012 — Three homebuilders, Cedarglen Homes, Mattamy Homes and Morrison 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 2012 Alberta Single-Family New Home Builder Customer Satisfaction StudySM.

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

To achieve this distinction, a homebuilder 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.

"Top performing builders typically deliver homes both on schedule and without any outstanding construction issues," said Dale Haines, senior director of the real estate and construction practice at J.D. Power and Associates.

According to Haines, many builders will request their buyers attend a 'pre-drywall orientation' or a 'frame walk'. This is the builder's opportunity to confirm with the buyer the construction options and materials selections they've made. However, it is also a home buyer's best opportunity to understand the construction quality of their home. This extra step drives higher customer satisfaction by highlighting signs of quality construction and offering transparency.

"The Professional Home Builders Institute is proud to be able to offer customer satisfaction surveying to all Alberta new-home builders," says Angela Tripathy, Chief Corporate Officer. "Congratulations to the 2012 Builder of Excellence. Customer satisfaction will set you apart in this industry!"

About J.D. Power and Associates

Headquartered in Westlake Village, Calif., J.D. Power and Associates is a global marketing information services company providing 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 annually. For more information on [car reviews and ratings](#), [car insurance](#), [health insurance](#), [cell phone ratings](#), homes and more, please visit JDPower.com. J.D. Power and Associates is a business unit of The McGraw-Hill Companies.

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employees across more than 280 offices in 40 countries. Additional information is available at <http://www.mcgraw-hill.com/>.

J.D. Power and Associates Media Relations Contacts:

John Tews; Troy, Mich.; (248) 680-6218; media.relations@jdpa.com

Syvetril Perryman; Westlake Village, Calif.; (805) 418-8103; media.relations@jdpa.com

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