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HOMEBUYERS' CHOICE  
AWARDS 2019  
POWERED BY ELIANT

## Homebuilding experience management firm Eliant announces winners of 23rd Annual Homebuyers' Choice Awards 2019

*The New Home Company comes in first among multi-divisional builders; Rosewood Homes named top single-division builder; Sabina Schleicher of Minto Communities-USA wins top individual honor*

**ALISO VIEJO, CA** – Homebuilders who provided their customers with the best purchase and ownership experiences, according to surveyed homebuyers, have been honored in the 23rd annual Eliant Homebuyers' Choice Awards.

The Homebuyers' Choice Awards are presented annually by Eliant ([www.eliant.com](http://www.eliant.com)), a customer experience management company that has been surveying buyers of new homes for more than 35 years. For 2019, the winning builders were determined by analyzing the results of 125,000 surveys administered to homebuyers from more than 150 major homebuilders across the U.S. 27 first place awards were given. Although 40% of Eliant's clients are east of the Mississippi, western builders dominated this year's awards.

The event's top award is The Eliant. A cumulative award given to builders who rate highest for Best Overall Purchase and Ownership Experience, this year's highest honor was awarded to The New Home Company and Rosewood Homes for the multi-division and single-division segments, respectively.

### Top Awards Recipients

**The New Home Company** was also honored with First Place awards for Purchase Experience, First Year Customer Service Experience, and First Year Quality among all large-volume builders. In addition, eight New Home Company representatives were identified by homeowners as the nation's best at delivering extraordinary customer experiences.

"We are thrilled to recognize The New Home Company for its focus on and ability to deliver excellence in customer satisfaction," said Bob Mirman, founder and chief executive officer of Eliant. Lawrence Webb, chairman and CEO of The New Home Company, added "The Eliant Award is the ultimate recognition of the service we provide because it is judged by our customers. Everyone at The New Home Company is committed to delivering outstanding customer experiences and this award is a great honor."

For the fifth time in 10 years Scottsdale, Arizona-based **Rosewood Homes** earned The Eliant award for the single-division builder segment. Rosewood Homes received a grand total of six Homebuyers' Choice Awards, winning First Place awards

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for Purchase Experience, First Year Customer Service Experience and First Year Quality among all qualifying medium-volume builders.

“This award can only be earned through an unwavering commitment to delivering outstanding customer service and we are honored to recognize Rosewood Homes for its excellence in exceeding homebuyers’ expectations,” declared Mirman. David Kitnick, president of Rosewood Homes, commented “We will never become complacent and we will always aim to deliver an unsurpassed level of service to our customer. This award reassures us that we are meeting our goals, and it’s great to be recognized at such a prestigious event.”

### Premier Awards Winners

Another clear homebuyer favorite was **Century Communities**, whose divisions received a total of thirteen awards, eight of which were premier awards (1st, 2nd, or 3rd place in each category) including First Place for Design Experience in both the medium and large builder categories. Century also received premier awards for Purchase Experience, First Year Customer Experience, First Year Quality and Percentage of Sales from Referrals.

Other highly awarded builders include **Grand Homes**, winning a total of eight awards, and the **TRI Pointe Group**, winning a total of seven awards. The majority of the TRI Pointe Group’s recognition was achieved in awards for First Year Customer Service and Percentage of Sales from Referrals. Grand Homes took First Place in Percentage of Sales from Referrals in the medium volume builder segment. The company’s Dallas-West division earned the Most Improved Division honor, based on homebuyer surveys from the 2017 to 2018 year.

**Irvine Pacific** won six awards, garnering three First Place Homebuyers’ Choice Awards in the high-volume segment. Other big winners in this segment included **William Lyon Homes** with five awards, and **The Olson Company** and **Minto Communities-USA** with four awards, respectively. In the medium-volume builder segment, **Giddens Homes** distinguished itself with four awards.

### Percent of Sales from Referrals Award

Eliant’s experience management solution helps builders improve their customers’ purchase and ownership experiences to such a degree that homeowners become a leading source of referral sales.

This generative referral cycle is captured in the Percent of Sales from Referrals awards category. Taking home First Place was **Grand Homes** in the medium-volume segment, **McCaffrey Homes** in the large-volume segment, and **Irvine Pacific** in the high-volume segment. McCaffrey Homes sold 48% of their homes from referrals in 2018.

Each year, Eliant analyzes its builder clients’ sales from referrals. In 2009, 32% of the top ten builders’ sales were sourced from referrals. This year the number has grown to 42.4%, a more than 30% increase. These numbers indicate that top-performing builders are increasingly implementing Eliant’s key referral driver recommendations.

### Individual Representative Awards

The Eliant Homebuyers’ Choice Awards also recognize the nation’s top performing sales, construction, design and customer service field representatives as voted by homebuyers who purchased new homes in 2018. More than 4,600 representatives were evaluated in Medium (MR) and High (HR) response categories.

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The recipient of the 2019 First American Customer Experience Leader of the Year Award was **Sabina Schleicher**, Customer Excellence Manager, from **Minto Communities-USA**. Sponsored by First American Title Company, this award recognizes exemplary leadership in customer experience excellence across all qualifying builders.

The top sales representative race was a two-way tie between Farrah Larson of **The New Home Company-Southern California** and Terri Mendoza of **Irvine Pacific** (MR), and Heidi Chiang and Leticia Romero, both from **MBK Homes/The New Home Company** (HR). Joy Gorey of **The New Home Company-Southern California** (MR) and Angela Rinaldi of **Minto Communities-USA** (HR) were named top design representatives. The top customer service representatives were Haissam Baayoun of **Irvine Pacific** (MR) and Paul Drake of **Century Communities-Central Valley** (HR). Finally, Melvin Barahona of **Century Communities-Houston** (MR) and Scott Law of **MBK Homes/The New Home Company** (HR) were named the nation's number one construction representatives.

"It's an honor to recognize the individuals on the frontlines of delivering extraordinary customer experiences everyday, as identified by real homeowners," stated Fernanda Luick, Eliant's vice president of operations and client relations.

"In addition to highlighting our winning builders, it is also important to recognize those companies making progress in creating a customer-centric culture," said Eliant Vice President of Innovation, Eric Mitchell. The 2019 award for the Most Improved Builder was given to **Grand Homes-Texas West Division**.

A total of 43 builder divisions were top-five finalists in one or more customer experience categories. Builders with consistently high levels of customer satisfaction included: **Century Communities** (13 awards), **Grand Homes** (eight awards), and **TRI Pointe Group** (eight awards). **Rosewood Homes** (six awards), **Irvine Pacific** (six awards), **The New Home Company** (five awards) and **William Lyon Homes** (five awards).

The Homebuyers' Choice Awards 2019 were sponsored by **loanDepot**, **First American Title**, **My Home's Story**, **LJP Construction**, and **JWilliams Staffing**. For a complete list of winners and detailed selection criteria, visit [Eliant.com/choice-awards](http://Eliant.com/choice-awards).

### [About the Homebuyers' Choice Awards](#)

For nearly 25 years the Eliant Homebuyers' Choice Awards has been the arbiter of superior customer experience in the homebuilding industry. Powered by Eliant's best-in-class technology, reliable data, and actionable insights, the awards consist of 12 categories, each reflective of the values, opinions and experiences of more than 125,000 recent homebuyers from 150+ major new homebuilders across the U.S.

### [About Eliant](#)

Established in 1984 as the original homebuyer survey company, Eliant has evolved into a full-service experience management partner to the homebuilding industry. Powered by superior assessments and best-in-class technology, Eliant offers homebuilders, vendors, trades, lenders and consumers reliable answers to their most critical homebuilding and home buying questions. Headquartered in Aliso Viejo, CA, Eliant is the parent of the annual Homebuyers' Choice Awards, arbiter of homebuyer satisfaction in the homebuilding industry.