

HomeBUYERS' CHOICE AWARDS 2018

Homebuilders who delivered best customer experience honored with 2018 Eliant Homebuyers' Choice Awards

**MBK Homes earns top rating of
all multi-divisional home builders in the nation.**

**The Olson Company named top-rated
single division builder in the nation.**

ALISO VIEJO, CA – Homebuilders who provided their customers with the best purchase and ownership experiences—according to surveyed homebuyers—have been honored in the 22nd annual Eliant Homebuyers' Choice Awards competition.

The winning builders were chosen based on the results of 128,200 surveys which were administered to all recent home owners from over 156 major homebuilders across the U.S.

The Eliant awards are presented annually by **Eliant** (www.eliant.com), a customer experience management company that has been surveying buyers of new homes for over 34 years.

MBK Homes is the recipient of the “*The Eliant*” award for the Best Overall Purchase and Ownership Experience from among multi-division builders. In addition, MBK Homes was honored with sixteen awards including seven additional First Place awards among all Medium-Volume builders.

“MBK Homes is a clear industry leader in the delivery of consistent world-class customer experience,” declared Bob Mirman, founder and Chief Executive Officer of Eliant. Craig Jones, President of MBK Homes, added *“This top Eliant award is a fitting recognition of our team members’ commitment to delighting their customers. Everyone at MBK is extremely proud to have won this award.”*

The Olson Company is the recipient of “*The Eliant*” for Best Overall Customer Experience in the single divisional builder segment. The Olson Company was also honored with four additional First Place Awards among all qualifying Large-Volume builders. The Olson Company received a grand total of five Homebuyers' Choice Awards. *“Once again, The Olson Company has proven itself to be one of the undisputed leaders in the delivery of an extraordinary customer experience,”* stated Mirman. Scott Laurie, CEO of the Olson Company, said *“The Eliant Award is the ultimate recognition of the service we provide because it is judged by our customers. Everyone at The Olson Company is committed to our customers and this award is a great honor.”*

Century Communities won a total of fourteen Homebuyers' Choice Awards including the Most Improved Builder Award (Washington Division) for improvement from 2016 to 2017. Winning communities reached across all three builder segments (High Volume, Large Volume, and Medium Volume). *"In addition to highlighting our winning builders, it is also important to recognize those teams making progress in creating a customer service culture,"* according to Eliant's Bob Mirman. Ralph Baja, Century's National Director of Customer Relations and Process Improvement, said *"Century Communities takes pride in our focus on strong customer satisfaction in every phase of the home building experience. These multiple awards underscore our success in meeting this goal."*

Another clear customer favorite, the **TRI Pointe Group**, won a total of thirteen Homebuyer's Choice Awards, nine of which were Premier Awards (1st, 2nd, or 3rd Place in each category). *"We are thrilled to receive this recognition,"* stated Tom Mitchell, President and COO of the TRI Pointe Group. *"These awards are especially gratifying because they reflect our customers' recognition of our company-wide commitment to provide memorable experiences."*

Grand Homes, The New Home Company, William Lyon Homes, Minto Communities-USA, and **Robson Resort Communities** were recognized in both the Large and High Volume Builder segments. Minto Communities-USA received first place recognition for First Year Quality. The New Home Company and Robson Resort Communities received four Premier awards, Grand Homes received three while William Lyon received two Premier awards.

In the Medium Volume Builder segment, **Rosewood Homes** was honored with six Premier Awards. **Tim Lewis Communities** and **Giddens Homes** received four awards. **Grand Homes** was recognized a total five times in both the High and Medium Volume Builder segments.

In the all-important category of "Percent of Sales from Referrals," **Label & Co.** (Medium Builder segment), **McCaffrey Homes** (Large Builder segment) and **Irvine Pacific** (High Volume segment) scored the highest "Percent of Sales from Referrals. In 2017, McCaffrey Homes sold an astonishing 53% of their homes from referrals.

Eliant's builder clients are improving their customers' experience to such a degree that home owners are not only more willing to offer a referral, but more and more prospects are buying new homes due to these referrals. Each year, Eliant analyzes the "Percent of Sales from Referrals" from the ten highest rated builders: In 2009, 32% of these builders' sales were sourced from referrals, while in 2018, **41.7%** of their sales were from referrals, a 30% increase.

Eliant recognizes the nation's top performing field representatives in the areas of Sales, Construction, Design and Customer Service as voted by recent homebuyers. The spot for top sales representative yielded a two-way tie between Lucie Nguyen (**MBK Homes**, Southern California) and Mike Mahdi (**TRI Pointe Homes**, Northern California). Donna Roveda (**TRI Pointe Homes**, Southern California) was named top Design Consultant. The top Customer Service Representative was Alex Lujan (**MBK Homes**, Southern California). Allen Cumston (**Minto Communities-USA**, Florida) was named the nation's number one Construction Representative. From among thousands of their peers, these

About Eliant

Founded in 1984, Aliso Viejo, CA-based Eliant has long been recognized as the nation's leading provider of customer experience management services for U.S., Canadian, and Middle East building firms. The firm's world-class customer experience monitoring, training, and consulting services are considered to be the gold standard in the industry. Widely used by hundreds of home builders as well as lenders, escrow, design centers and sales agencies, Eliant's Customer Champion Certification programs provide training, testing, and survey-based Certification which motivates high levels of performance.

About loanDepot

As the nation's 5th largest lender, loanDepot has funded over \$100 Billion in residential loans since 2010. Of over 40 major lenders evaluated each year by Eliant, loanDepot is continually ranked in the top five for customer satisfaction. Their goal is to be the lender of choice for consumers and the employer of choice by being a company that operates on sound principles of exceptional value, ethics and transparency.

About First American Title

First American Financial Corporation, a leading global provider of title insurance, settlement services and risk solutions for real estate transactions. For more than a century, First American Title has served the needs of developers, home builders and property owners. Today, we are meeting your needs by changing the way business is done. We are the nation's leading provider of homebuilder title and closing services. We lead the industry in adaptation to changing business environments. We offer smarter processes, simpler systems, and faster closings. No matter the location or complexity of your development, our experts are ready to serve you.

About Front Steps – DwellingLive

FrontSteps, formerly dwellingLive, is the #1 homeowner portal and customer experience solution in the industry, voted by your peers. We are 5million homeowners strong and growing at a rate of 75,000 homeowners a quarter.

About Focus 360

Focus 360, based in Southern California with offices in multiple states, is an architectural visualization studio serving the real estate development industry. Home builders utilize their services due to their frustration with customers' inability to understand their unbuilt plans, or disappointed with the poor quality of their renderings. They're also concerned their sales centers are perceived as old fashioned, and they're looking to provide a more innovative, streamlined, interactive experience.

“Eliant 2018 Home Buyers’ Choice Awards” Winning Builders and Criteria

Eliant is proud to announce the 41 home-builder winners of the “*Eliant 2018 Home Buyers’ Choice Awards*,” in partnership with *loanDepot, Peninsula Publishing, Land Concern Landscape Architecture, Cove, Design Tec, Front Steps, Focus 360 and First American Title*.

The top national award - “**The ELIANT**” - has been presented to the two highest rated home builders based on customers’ ratings of the three “Key Measures” questions at Move-In and Year-End (Satisfied with Overall Quality; Builder Met Commitments; Customer’s Willingness to Recommend):

The “ELIANT” : Highest rating for “Overall Purchase & Ownership Experience”

- Single division home builder: **The Olson Company** - Seal Beach, CA
- Multiple division home builder: **MBK Homes - SoCal Division** - Irvine, CA

All other awards have been given for home buyers’ satisfaction with five key elements of the purchase and ownership experience. The six categories include:

1. The Purchase Experience (on Eliant’s ‘Move-In Survey’)
2. The Design Selection Experience (on the Move-In Survey)
3. First-Year Customer Service Experience (from Eliant’s ‘Mid-Year’ and ‘Year-End Surveys’)
4. First-Year Quality (from the ‘Year-End Survey’)
5. Highest Percent of Sales From Referrals (from the Move-In Survey: “*Were you referred to this builder by a friend?*”)

In these categories, awards have been given to builders in each of three ‘size’ segments based on total 2017 closings:

- **High Volume Home Builders or Divisions:** 276+ homes closed
- **Large Home Builders or Divisions:** 126-275 homes closed
- **Medium Home Builders or Divisions:** <125 homes closed

Eliant also recognizes the “Most Improved” builder divisions.

The top field representatives in the areas of Sales, Construction, Design and Customer Service received awards. These representatives have been identified by homeowners as the best in the nation at delivering an extraordinary customer experience by homeowners in 2017.

Winners of the “*Eliant 2018 Home Buyers’ Choice*” awards are based only on scores from all surveys received from January 1-December 31, 2017, regardless of closing date.

**The 2018 Homebuyers’ Choice Award luncheon to honor our award winners:
February 20, 2018 at Seven Degrees- Laguna Beach, CA.**

41 Home builders receiving Premier Awards (First, Second, Third Place) or Honorable Mention awards include (in alphabetical order):

- Alvarez Construction Company - Louisiana
- Brookfield Residential - Bay Area
- Brookfield Residential - Southern California
- Camelot Homes - Arizona
- Century Communities - NorCal - Bay Area
- Century Communities - NorCal - Central Valley
- Century Communities - Southern California
- Century Communities - Tennessee
- Century Communities - Washington
- Classic Homes - Colorado
- Gentry Homes - Hawaii
- Giddens Homes - Austin
- GL Homes of FL - Tampa
- GL Homes of FL - Palm Beach Adult
- Grand Homes - Dallas - East
- Grand Homes - Dallas - North
- Irvine Pacific - Irvine
- Keystone Homes - Arizona
- Label & Co. - Florida
- Landmark Homes
- Mainvue Homes - Seattle/Dallas
- MBK Homes - Northern California
- MBK Homes - Southern California
- McCaffrey Homes - Fresno

- Minto Communities-USA - Florida
- Meridian Mark Management- Potterhill Homes - Ohio
- Robson Resort Communities - Arizona/Texas
- Rosewood Homes - Phoenix
- StyleCraft Homes - Virginia
- The New Home Company - Northern California
- The New Home Company - Southern California
- The Olson Company - Southern California
- Tim Lewis Communities - Northern California
- TRI Pointe Group - TRI Pointe Homes - Colorado
- TRI Pointe Group - TRI Pointe Homes - Northern California
- TRI Pointe Group - Pardee Homes - Las Vegas
- TRI Pointe Group - TRI Pointe Homes - Southern California
- William Lyon Homes - Colorado
- William Lyon Homes - Northern California
- William Lyon Homes - Southern California
- Woodside Homes - Fresno

“Eliant’s 2018 Home Buyers’ Choice Awards”

In partnership with *Loan Depot, Peninsula Publishing, Land Concern Landscape Architecture, Cove, Design Tec, Front Steps, Focus 360 and First American Title.*

Homebuyers’ Ratings of ‘The Purchase Experience’

High Volume Builders (276+ closings in 2017)

First Place: TRI Pointe Group - TRI Pointe Homes - Southern California

Second Place: Brookfield Residential - Southern California

Third Place: Robson Resort Communities - Arizona/Texas

Honorable Mention (HM):

- Century Communities - NorCal - Bay Area
- TRI Pointe Group - TRI Pointe Homes - Northern California
- Classic Homes - Colorado Springs
- William Lyon Homes - Southern California

Large Volume Builders (126-275 closings in 2017)

First Place: The Olson Company - Southern California

Second Place: Century Communities - NorCal - Central Valley

Third Place: The New Home Company - Southern California

Honorable Mention (HM):

- Landmark Homes
- Brookfield Residential - Bay Area

Medium Volume Builders (<125 closings in 2017)

First Place: MBK Homes - Southern California

Second Place: MBK Homes - Northern California

Third Place: Rosewood Homes - Phoenix

Honorable Mention (HM):

- Label & Co.
- Camelot Homes

The Design Selection Experience

High Volume Builders (276+ closings in 2017)

First Place: TRI Pointe Group - Pardee Homes - Las Vegas

Second Place: Minto Homes - Florida

Third Place: Robson Resort Communities - Arizona/Texas

Honorable Mention (HM):

- Century Communities - NorCal - Bay Area
- TRI Pointe Group- TRI Pointe Homes - Southern California
- William Lyon Homes - Southern California

Large Volume Builders (126-275 closings in 2017)

First Place: Century Communities - NorCal - Central Valley

Second Place: The Olson Company - Southern California

Third Place: The New Home Company - Southern California

Honorable Mention (HM):

- McCaffrey Homes - Fresno
- The New Home Company - Northern California

Medium Volume Builders (<125 closings in 2017)

First Place: MBK Homes - Southern California

Second Place: Goes to 2 Builders:

- Rosewood Homes - Phoenix
- Giddens Homes - Texas

Honorable Mention (HM):

- Century Communities - Southern California
- Century Communities - Tennessee

Overall First-Year Quality

High Volume Builders (276+ closings in 2017)

First Place: Minto Communities-USA - Florida

Second Place: TRI Pointe Group -TRI Pointe Homes - Northern California

Third Place: Robson Resort Communities - Arizona/Texas

Honorable Mention (HM):

- Irvine Pacific - Irvine, CA
- William Lyon Homes - Southern California

Large Volume Builders (126-275 closings in 2017)

First Place: The Olson Company- Southern California

Second Place: Grand Homes - East (Dallas)

Third Place: Century Communities - NorCal - Central Valley

Honorable Mention (HM):

- MainVue Homes - Seattle
- McCaffrey Homes - Fresno

Medium Volume Builders (<125 closings in 2017)

First Place: MBK Homes - Southern California

Second Place: Keystone Homes - Arizona

Third Place: Rosewood Homes - Phoenix

Honorable Mention (HM):

- Tim Lewis Communities - Northern California
- Giddens Homes - Texas

The First-Year Customer Service Experience

High Volume Builders (276+ closings in 2017)

First Place: TRI Pointe Group - TRI Pointe Homes - Northern California

Second Place: Irvine Pacific - Irvine, CA

Third Place: William Lyon Homes - Southern California

Honorable Mention (HM):

- TRI Pointe Group - TRI Pointe Homes - Southern California
- Minto Communities-USA - Florida

Large Volume Builders (126-275 closings in 2017)

First Place: The Olson Company - Southern California

Second Place: Grand Homes - East (Dallas)

Third Place: Century Communities - NorCal - Central Valley

Honorable Mention (HM):

- TRI Pointe Group - TRI Pointe Homes - Colorado
- The New Home Company - Southern California

Medium Volume Builders (<125 closings in 2017)

First Place: MBK Homes - Southern California

Second Place: Rosewood Homes - Phoenix

Third Place: Giddens Homes - Texas

Honorable Mention (HM):

- Tim Lewis Communities - Northern California
- Grand Homes - North (Dallas)



Highest Percent of Sales from Referrals

High Volume Builders

First Place: Irvine Pacific - Irvine, CA (44%)

Second Place: Century Communities - NorCal - Bay Area (37%)

Third Place: TRI Pointe Group - TRI Pointe Homes - Southern California (33%)

Honorable Mention (HM) at:

- GL Homes of FL – Tampa (33%)
- Woodside Homes – Fresno (32%)

Large Volume Builders

First Place: McCaffrey Homes - Fresno (53%)

Second Place: Alvarez Construction Company - Louisiana (45%)

Third Place: William Lyon Homes - Northern California (44%)

Honorable Mention (HM):

- Gentry Homes - Hawaii (41%)
- GL Homes of Florida – Palm Beach Adult (37%)

Medium Volume Builders

First Place: Label & Co. - Florida (47%)

Second Place: MBK Homes - Southern California (35%)

Third Place: Century Communities - Southern California (33%)

Honorable Mention (HM):

- Meridian Mark Management - Potterhill Homes - Ohio (32%)
- Century Communities - Tennessee (32%)

Most Improved Builder

First Place: Century Communities - Washington

Second Place: Grand Homes - North-East (Dallas)

Third Place: StyleCraft Homes - Virginia

Honorable Mention (HM):

- Tim Lewis Communities - Northern California
- William Lyon Homes - Colorado

Sales Representative of The Year:

First Place: Goes To 2 Sales Representatives (TIE for 1st place):

- Lucie Nguyen - MBK Homes - Southern California
- Mike Mahdi - TRI Pointe Group - TRI Pointe Homes - Northern California

Third Place Goes to 2 Sales Representatives (TIE for 3rd place):

- James Coleman – Century Communities – NorCal - Central Valley
- Heidi Chiang - MBK Homes - Southern California

Honorable Mention (HM) Goes to 3 Sales Representatives (TIE for 5th place):

- Sheril Alexandre - MBK Homes - Southern California
- Jennifer Park - MBK Homes - Southern California
- Debbie Dennison - William Lyon Homes - Southern California

Construction Representative of The Year:

First Place: Allan Cumston - Minto Communities-USA - Florida

Second Place: Scott Rothra - Rosewood Homes - Phoenix

Third Place: Jamie Twigg - Classic Homes - Colorado Springs

Honorable Mention (HM):

- Rob Cunningham - William Lyon Homes- Southern California
- Scott Law - MBK Homes - Southern California
- Eric Galley - Minto Communities-USA - Florida

Design Representative of The Year:

First Place: Donna Roveda - TRI Pointe Group - TRI Pointe Homes - Southern California

Second Place: Angela Rinaldi – Minto Communities-USA – Florida

Third Place: Brandee Tweten - Robson Resort Communities - Arizona/Texas

Honorable Mention Goes to 3 Construction Representatives (TIE for 5th):

- Jen Jaco Gilham - MBK Homes - Southern California
- Tessa Korkowski - Brookfield Residential - Southern California
- Kristie Janko-Ruddell - The New Home Company - Northern California



Customer Service Representative of The Year:

First Place: Alex Lujan - MBK Homes - Southern California

Second Place: Brian Bauer - The New Home Company - Northern California

Third Place: Sheila Morris - TRI Pointe Homes - Northern California

Honorable Mention Goes to 3 Construction Representatives (TIE for 5th):

- Robert Lilly - MBK Homes - Southern California
- Jeff Bolton - Grand Homes - East (Dallas)
- Matt Gallagher - MBK Homes - Southern California

Customer Experience Leader of the Year:

Ralph Baja - Century Communities

Overall Home Purchase & Ownership Experience (“*The Eliant*”)

Single Division Builders (regardless of sales volume)

First Place: The Olson Company - Seal Beach, CA

Second Place: Rosewood Homes - Phoenix, AZ

Third Place: Minto Homes - Coconut Creek, Florida

Honorable Mention (HM):

- Giddens Homes - Austin, TX
- McCaffrey Homes - Fresno, CA
- Irvine Pacific - Irvine, CA

Multi-Divisional Builders (regardless of sales volume)

First Place: MBK Homes - Irvine, CA

Second Place: The New Home Company - Aliso Viejo, CA

Third Place: TRI Pointe Group - Newport Beach, CA

Honorable Mention (HM):

- Tim Lewis Communities - Roseville, CA
- Grand Homes - Dallas, TX

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