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## Homebuilding experience management firm Eliant announces winners of 25th Annual Homebuyers' Choice Awards

*For the second consecutive year, The New Home Company and Olson Homes earned top honors, taking home The Eliant at this year's Homebuyers' Choice Awards. Scott Smith of Grand Homes was named Customer Experience Leader of the Year.*

**ALISO VIEJO, CA** – The winners of the 25th annual Homebuyers' Choice Awards were announced online on March 4th, 2021 in lieu of an in-person event due to safety precautions for Covid-19. This year's builders and individual representatives were honored for their exceptional performance and unwavering commitment to deliver a positive homebuyer experience—especially in the challenging circumstances of the past year.

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

**The New Home Company**, a long-standing participant in the Eliant Home multi-stage homebuyer assessment and experience management program, was also honored with first place awards for *Purchase Experience*, *Design Experience*, *First Year Quality*, and *First Year Customer Service Experience* among all large-volume builders. In addition, six representatives from **New Home Company** earned premier awards (1st, 2nd, or 3rd in each category) for sales, design, and customer service in both Northern and Southern California markets.

"To receive *The Eliant* again this year is a great honor," says Leonard Miller, President and CEO of The New Home Company. "We understand that buying a new home is a huge milestone in people's lives, and I'm proud to work with a team that goes above and beyond to ensure the best possible home buying experience for our customers."

**Olson Homes**, a Southern California-based builder, once again earned *The Eliant* for the single-division builder segment. Olson Homes received a total of six Homebuyers' Choice Awards, winning first place in *First Year Customer Service Experience*, *First Year Quality*, *Best Customer Communication*, and *Customer Service Representative of the Year* categories.

"We're excited to have won such a prestigious award for the second year. This past year has been particularly challenging for everyone, so this award is testament to the perseverance, commitment, and hardwork of our team," said Scott Laurie, President and CEO of Olson Homes.

**Scott Smith** from **Grand Homes** received the *Customer Experience Leader of the Year* award, an accolade that recognizes exemplary leadership in customer experience excellence across all qualifying builders.

“While we had to forgo an in-person celebration this year, it’s still an incredible honor to acknowledge these companies and individuals whose core values, skills, and commitment to homebuyers continue to set the bar higher,” commented Luick.

#### About the Eliant Homebuyers’ Choice Awards

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 13 categories, each reflective of the values, opinions, and experiences of more than 170,000 recent homebuyers from 185 major new homebuilders across the U.S. The 2021 Homebuyers’ Choice Awards was sponsored by Peninsula Publishing. For a complete list of winners and detailed selection criteria, visit [Eliant.com/choice-awards](https://eliant.com/choice-awards).

#### 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.

