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HOMEBUYERS' CHOICE AWARDS 2021

OVERVIEW

For 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 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.

HOSTED BY

Eliant, Inc.

WEBSITE[Eliant.com/choice-awards/](https://eliant.com/choice-awards/)**EVENT DETAILS**

March 4, 2021

SELECTION CRITERIA

The top honor at the Homebuyers' Choice Awards—**The Eliant**—is presented to the two highest-rated home builders based on customers' ratings of three key measures in the **Eliant Home** multi-stage survey series. Captured at move-in, mid-year, and year-end, the measures are:

1. Home quality satisfaction
2. Builder met commitments
3. Customer's willingness to recommend

All other awards are given for homebuyers' satisfaction with five key elements of the purchase and ownership experience.

The categories are:

4. The Purchase Experience (Move-In Survey)
5. The Design Selection Experience (Move-In Survey)
6. First Year Customer Service Experience (Mid-Year and Year-End Surveys)
7. First Year Quality (Year-End Survey)
8. Percent of Sales from Referrals (Move-In Survey: "Were you referred to this builder by a friend?")

SELECTION
CRITERIA CONT.

Eliant also recognizes the Most Improved Builder, based on year-over-year homebuyer survey response data.

The top individual representatives in the areas of sales, construction, design and customer service also receive awards. Homebuyers rated these representatives as the best in the nation at delivering extraordinary customer experiences.

Winners of the *Eliant Homebuyers' Choice Awards 2021* are based on scores from all surveys received from January 1, 2020–December 31, 2020, regardless of closing date.

BUILDER CATEGORY
SEGMENTS

Award categories are broken into three segments based on total 2020 closings. First, second, third and honorable mention awards are given to builders in each of the three segments per builder award category.

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

2021 AWARD WINNERS

PURCHASE
EXPERIENCE

High-Volume Builders

First Place: Irvine Pacific

Second Place: Minto Communities - USA

Third Place: Green Brick Partners, CB JENI Homes

Fourth Place: Robson Resort Communities

Fifth Place: Tri Pointe Homes, San Diego

Large-Volume Builders

First Place: The New Home Company, Southern California

Second Place: The New Home Company, Northern California

Third Place: Century Communities, San Antonio

Fourth Place: (TIE)

- Signature Homes
- View Homes, Horizon View Homes

Medium-Volume Builders

First Place: Camelot Homes

Second Place: Label & Co.

Third Place: Rosewood Homes

Fourth Place: Olson Homes

Fifth Place: The New Home Company, Arizona

DESIGN EXPERIENCE

High-Volume Builders

First Place: Irvine Pacific
Second Place: Robson Resort Communities
Third Place: Minto Communities - USA
Fourth Place: Stylecraft, Southern Texas
Fifth Place: Tri Pointe Homes, Las Vegas

Large-Volume Builders

First Place: The New Home Company, Southern California
Second Place: FCB Homes
Third Place: Century Communities, Southern California
Fourth Place: Century Communities, San Antonio
Fifth Place: Century Communities, Tennessee

Medium-Volume Builders

First Place: Label & Co.
Second Place: Akel Homes
Third Place: Camelot Homes
Fourth Place: HistoryMaker Homes, Rendition Homes
Fifth Place: Rosewood Homes

FIRST YEAR QUALITY

High-Volume Builders

First Place: Century Communities, Austin
Second Place: Irvine Pacific
Third Place: Century Communities, Central Valley
Fourth Place: Minto Communities - USA
Fifth Place: Wathen Castanos

Large-Volume Builders

First Place: The New Home Company, Southern California
Second Place: Grand Homes, North-East
Third Place: Keystone Homes - North Carolina, East
Fourth Place: Ence Homes
Fifth Place: Gentry Homes, Ltd

FIRST YEAR QUALITY

CONT.

Medium-Volume Builders

First Place: Olson Homes

Second Place: The New Home Company, Arizona

Third Place: Grand Homes, North

Fourth Place: Giddens Homes

Fifth Place (TIE):

- Anthem United Communities
- Label & Co.

FIRST YEAR CUSTOMER SERVICE EXPERIENCE

High-Volume Builders

First Place: Irvine Pacific

Second Place: Century Communities, Austin

Third Place: Century Communities, Central Valley

Fourth Place: Minto Communities - USA

Fifth Place: Wathen Castanos

Large-Volume Builders

First Place: The New Home Company, Southern California

Second Place: Gentry Homes, Ltd

Third Place: Grand Homes, North-East

Fourth Place: Signature Homes

Fifth Place: Century Communities, San Antonio

Medium-Volume Builders

First Place: Olson Homes

Second Place: Tri Pointe Homes, Sacramento

Third Place: Grand Homes, North

Fourth Place: The New Home Company, Arizona

Fifth Place: Rosewood Homes

HIGHEST PERCENT OF SALES FROM REFERRALS

High-Volume Builders

First Place: Granite Ridge Builders

Second Place: GL Homes, St. Lucie Adult

Third Place: Robson Resort Communities

Fourth Place: Park Square Homes, Orlando

Fifth Place: GL Homes, Palm Beach Adult

HIGHEST PERCENT
OF SALES FROM
REFERRALS CONT

Large-Volume Builders

First Place: View Homes, Armadillo Homes-Laredo
Second Place: Kolter Signature Homes, Georgia
Third Place: Century Communities, Florida Central
Fourth Place: View Homes, Desert View Homes-El Paso
Fifth Place: Grand Homes, East

Medium-Volume Builders

First Place: GL Homes, Palm Beach Family
Second Place: Century Communities, Florida W
Third Place (TIE):

- GL Homes, Pasco Family
- Trumark, Southern California

Fourth Place: View Homes, Desert View Homes- Las Cruces

MOST IMPROVED
BUILDER

First Place: Diversified Pacific Communities, LLC
Second Place: Cresleigh Homes Corporation
Third Place: Lokal Homes
Fourth Place: Kolter Signature Homes, Georgia
Fifth Place: Trumark, Northern California

BEST CUSTOMER
COMMUNICATION

First Place: Olson Homes
Second Place: Label & Co.
Third Place: The New Home Company, Arizona
Fourth Place: The New Home Company, Southern California
Fifth Place: Irvine Pacific

SALES
REPRESENTATIVE OF
THE YEAR

Hight-Volume Survey Responses

First Place: Mike Mahdi, Tri Pointe Homes, Sacramento
Second Place (TIE):

- Don Turner, Century Communities, Florida W, SE, SW
- Leticia Romero, The New Home Company, Southern California

Third Place: Michael Wang, The New Home Company, Southern California
Fourth Place: Luis Luna, Century Communities, San Antonio

SALES
REPRESENTATIVE OF
THE YEAR CONT

Medium-Volume Survey Responses

First Place: Stephanie Gonzalez, Label & Co.

Second Place: Chantel Lamphear, The New Home Company, Northern California

Third Place: Liza Florida, Tri Pointe Homes, Orange County-Los Angeles

Fourth Place (TIE):

- Scott Holland, The New Home Company, Arizona
- Gilma Drummy, The New Home Company, Southern California
- Kimberley Membiela, Tri Pointe Homes, Orange County-Los Angeles

CONSTRUCTION
REPRESENTATIVE OF
THE YEAR

High-Volume Survey Responses

First Place: Jeremiah Hill, Century Communities, Central Valley

Second Place: Daniel Bugher, Minto Communities - USA

Third Place: Eric Connors, Tri Pointe Homes, Sacramento

Fourth Place: David A. Williams, Minto Communities - USA

Fifth Place: Patrick Milks, Tri Pointe Homes, San Diego

Medium-Volume Survey Responses

First Place (TIE):

- Dru Heintz, Century Communities, Arizona
- Saul Martinez Galvan, Century Communities, Bay Area
- Jacob O'Hair, Irvine Pacific
- John Ferguson, Minto Communities - USA

Second Place (TIE):

- John Orlandi, Robson Resort Communities
- Jim Henderson, The New Home Company, Southern California

DESIGN
REPRESENTATIVE OF
THE YEAR

High-Volume Survey Responses

First Place: Terrance Konkell, Irvine Pacific

Second Place: Bethany Creamer, Kolter Signature Homes, Florida

Third Place (TIE):

- Jessica Collins, Robson Resort Communities
- Jennifer Morrissey, The New Home Company, Southern California

Fourth Place: Amanda Phelps, Ence Homes

Medium-Volume Survey Responses

First Place: Melissa Rasmussen, Robson Resort Communities

Second Place: Blake Wuellner, Century Communities, Austin

Third Place: Jacqueline Lopata, Tri Pointe Homes, Las Vegas

Fourth Place: Lindsay Jenkins, StyleCraft Homes, Richmond

Fifth Place: Lisa Aguire, FCB Homes

CUSTOMER SERVICE
REPRESENTATIVE OF
THE YEAR

High-Volume Survey Responses

First Place: Paul Drake, Century Communities, Central Valley

Second Place: Larry McCallum, Irvine Pacific

Third Place: Daryl Davis, Irvine Pacific

Fourth Place: Katrina Robinson, The New Home Company, Northern California

Fifth Place: Darin Zekavat, Tri Pointe Homes, Orange County-Los Angeles

Medium-Volume Survey Responses

First Place (TIE):

- Matt Smelser, Olson Homes
- Obrian Jennings, The New Home Company, Southern California
- Roger De Haro, The New Home Company, Southern California
- Uriel Casillas, The New Home Company, Southern California

Second Place: Bill Adams, Century Communities, Houston

CUSTOMER
EXPERIENCE LEADER
OF THE YEAR

Scott Smith, Grand Homes

THE ELIANT AWARD
FOR OVERALL
HOME PURCHASE
& OWNERSHIP
EXPERIENCE

Single Division

First Place: Olson Homes

Second Place: Irvine Pacific

Third Place: Rosewood Homes

Fourth Place: Minto Communities - USA

Fifth Place: Giddens Homes

Multiple Division

First Place: The New Home Company

Second Place: Conaway's Homes Group

Third Place: Grand Homes

Fourth Place: Tri Pointe Homes

Fifth Place: HistoryMaker Homes