

NEWS RELEASE

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Global Customer Experience Management Firm, Eliant, Announces Winners of the 30th Annual HomeBuyers' Choice Awards

Olson Homes and Tim Lewis Communities receive top honors with 'The Eliant,' and Curtis Woolsey of Stylecraft Texas named Customer Experience Leader of the Year

Aliso Viejo, CA (March 27th, 2025) - The winners of Eliant's acclaimed 30th Annual HomeBuyers' Choice Awards. Powered by Eliant's best-in-class technology, reliable data, and actionable insights, award winners are selected based on the ratings, opinions, and experiences of more than 200,000 recent homebuyers from 250 major new home builders across the U.S.

The top honor at the HomeBuyers' Choice Awards, **The Eliant**, is presented to the highest-rated single-division home builders and the highest-rated multi-division home builders for the best overall purchase and ownership experience. This is based on customers' ratings of key measures in the Eliant Home multi-stage survey series, captured at move-in, mid-year, and year-end. **Olson Homes** received this prestigious award in the single-division segment, and **Tim Lewis Communities** in the multi-division segment.

Olson Homes earned **The Eliant** award in the single-division category, marking their sixth consecutive win and ninth overall since 2015. The company also secured four additional, including three first-place finishes in *Purchase Experience, First Year Quality, and First Year Customer Service Experience*. Additionally, **Matt Smelser** of Olson Homes was recognized as the top Customer Service Representative of the Year in the large-volume evaluation category.

"One of the most significant days of the year for our entire company is the Eliant Awards. This is the day we hear directly from our homeowners as they rate our overall performance in Customer Service. It serves as the ultimate validation of our dedication to providing an exceptional experience for every buyer, driven by the commitment of every team member at Olson Homes" said Scott Laurie, CEO of Olson Homes.

Tim Lewis Communities received ***The Eliant*** award for multi-division home builders. The company was also honored with five other awards, including first and third place in *First Year Customer Service Experience* for their Nevada and Northern California divisions, respectively. They also earned second and third place in First Year Quality for their Northern California and Nevada divisions, respectively, along with fifth place for Best Customer Communication in Nevada.

“We’re in the business of making homeowners’ dreams come true,” said Tim Lewis, President of Tim Lewis Communities. *“This recognition is a testament of our team’s unwavering commitment to ensure an exceptional journey for homebuyers, every step of the way.”*

Curtis Woolsey from **Stylecraft-Texas**, was named Customer Experience Leader of the Year, recognizing his outstanding leadership in customer experience excellence across all qualifying builders.

Premier Awards Winners

Recognized for excellence in customer satisfaction, the following builders secured top honors in their respective categories:

Purchase Experience: Giddens Homes, Olson Homes, and Tri Pointe Homes (Las Vegas); **Design Experience:** View Homes (Desert View Homes-Las Cruces), Level Homes (Louisiana), and Stylecraft (Central Texas), **First Year Customer Service Experience:** Tim Lewis Communities (Nevada), Olson Homes, and Tri Pointe Homes (Las Vegas); **First Year Quality:** City Ventures Homebuilding (Southern California), Olson Homes, and Tri Pointe Homes (Las Vegas);

Best Customer Communication: Wheeler Home (Oklahoma) and Winter Homes (Alabama) tied for first place. **Most Improved Builder:** Evermore Homes (Prescott), followed by New Homes Co. (Colorado) and Century Communities (Arizona)

Percent of Sales from Referrals Award

Eliant’s experience management solutions empower builders to enhance customer satisfaction, leading to increased sales through homeowner referrals. Among the top-performing builders, 43% of sales stem from referrals, reflecting their implementation of Eliant’s strategic insights. The first-place winners in this category were: **Medium-Volume Segment:** GL Homes (Tampa); **Large-Volume Segment:** Your Valley Homebuilder; and **High-Volume Segment:** GL Homes (Palm Beach Luxury)

Individual Representative Awards

The Eliant HomeBuyers’ Choice Awards also celebrate outstanding individuals in sales, construction, design, and customer service, as voted by homebuyers who purchased new homes in 2024. The *Sales Representative of the Year* award went to **James Dodd** of **Lokal Homes** in the medium-volume division, and **Alida Diedrich** of **Tri Pointe Homes** (Las Vegas) and Shelby Odell of **Tri Pointe Homes** (Austin) shared the top spot in the high-volume division. **Melissa Rasmussen** and **Kelly Weese**, both from **Robson Resort Communities**, were named *Top Design Representatives* in their respective volume categories.

A historic 12-way tie for first place for *Top Construction Representative* in the medium-volume division, these are the first place winners: Elwyn Womble and Josette Smith from **Grand Homes** (North-East, West); Carlos

Diaz from **New Home Co.** (Colorado); Alan Kirtsinger, Jen Oleksy-White, John Gramlick, and Roland Farland III from **Minto Communities – USA**; Ruddy Fernandez and Stewart Hamilton from **Park Square Homes** (Orlando); Jim Filby from **Tri Pointe Homes** (Houston); and Adam Gregg, Jonathan Jensen from **Tri Pointe Homes** (Las Vegas). While the high-volume division was a five-way tie between Alexander Martin, Alexis Steenberg, Daniel Bugher, Jim Vansyckle, and Michael Strelser, all from **Minto Communities - USA**. *Customer Service Representative of the Year* was awarded to **Matt Smelser** of **Olson Homes** for the fourth year in a row in the high-volume segment, and **Rick Gardner** of **Tri Pointe Homes** (Orange County-Los Angeles) for the medium-volume segment.

“As we celebrate our 30th HomeBuyers’ Choice Awards, we’re thrilled to honor the exemplary builders and field representatives who consistently elevate customer experiences,” said Fernanda Luick, President of Eliant. “Despite the digital age’s rapid advancements, the demand for high-quality, personalized customer service remains unchanged.”

About the Eliant HomeBuyers’ Choice Awards

The Eliant HomeBuyers’ Choice Awards selections are based on the experiences and feedback of more than 200,000 recent homebuyers from over 250 major homebuilders across the U.S. The media sponsor for the 2025 HomeBuyers’ Choice Awards is [Builder Media](#). For a complete list of winners and selection criteria, visit [Eliant.com/choice-awards](#).

About Eliant

Since 1984, Eliant provides solutions for customer and employee delight by offering tools and guidance to homebuilders, developers, vendors, trade partners, lenders, and more, to deliver memorable experiences. Established as the original homebuyer survey company, Eliant has evolved into a full-service experience management firm and partner to the homebuilding industry. Powered by superior assessments and best-in-class technology, Eliant offers its clients reliable answers to their most critical homebuilding and home buying questions. Headquarters in Aliso Viejo, CA, Eliant is the parent of the annual HomeBuyers’ Choice Awards, an arbiter of homebuyer satisfaction in the homebuilding industry.

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