



## Press Release

### **J.D. Power and Associates Reports:**

### **Eastwood Homes Ranks Highest in Overall Customer Satisfaction among New-Home Builders in Greenville**

#### Eastwood Homes Also Ranks Highest in New-Home Design and New-Home Quality Studies

**WESTLAKE VILLAGE, Calif.: 10 September 2008** — Eastwood Homes ranks highest in [customer satisfaction with new-home builders in the Greenville, S.C., market](#), according to the J.D. Power and Associates 2008 New-Home Builder Customer Satisfaction Study<sup>SM</sup> released today. In addition, Eastwood Homes ranks highest in the New-Home Design Study and the New-Home Quality Study also released today.

“Home builders have adapted well to changes in the market that have necessitated a shift from an order-taking mode to an intensified focus on sales service and negotiation with prospective home buyers,” said Paula Sonkin, vice president of the real estate and construction industries practice at J.D. Power and Associates. “Strong home-building companies have recognized the importance of offering superior product quality, delivering homes on time and providing skilled sales staff in order to excel in hypercompetitive markets. With new-home prices on the decline in many areas, as well as larger inventories and renewed efforts of home builders to truly delight customers, it’s a great time for consumers to consider buying a new home.”

#### **Overall Customer Satisfaction**

The New-Home Builder Customer Satisfaction Study, now in its 12<sup>th</sup> year, includes satisfaction ratings of builders in [33 of the largest U.S. home-building markets](#). Nine factors drive [overall customer satisfaction with home builders](#) (listed in order of importance): builder’s sales staff (15%); builder’s warranty/customer service staff (15%); workmanship/materials (14%); price/value (14%); home readiness (13%); construction manager (13%); recreational facilities provided by the builder (7%); builder’s design center (6%); and location (4%).

Eastwood Homes achieves a score of 814 on a 1,000-point scale and performs particularly well in the Greenville market in six of nine factors: builder’s sales staff; builder’s design center; workmanship/materials; home readiness; builder’s warranty/customer service staff; and price/value. Following Eastwood Homes in the market rankings are Lennar (799) and Ryan Homes (777).

The average customer satisfaction index score in Greenville is 749—30 points below the 33-market average of 779.

The study finds that 96 percent of new-home buyers in the Greenville market report receiving sales incentives. Among Greenville-area home buyers who report receiving incentives when purchasing their home, the average sales incentive totaled more than \$11,500. The types of incentives that home buyers report receiving most often include closing costs paid by the builder and credit toward options and upgrades.

The study also finds that 13 percent of new-home buyers in the Greenville market perceive that their home is environmentally friendly, but a vast majority of these home buyers—91 percent—say that their home builder did not identify the home as “green.” The top green features that home buyers believe a new home should include are: energy-efficient heating and air-conditioning units; energy-saving appliances; and energy-saving lighting.

### **2008 New-Home Design Study**

The J.D. Power and Associates New Home Design Study,<sup>SM</sup> now in its second year, measures [customer experiences in 33 markets with design and aesthetic aspects of their new homes](#). Eight factors drive satisfaction with new-home design: floor plan (17%); master/primary bathroom (15%); kitchen (13%); ability to customize (13%); interior comfort/environment (12%); flooring (11%); exterior architectural design (11%); and windows and exterior doors (8%).

Eastwood Homes ranks highest in [new-home design in the Greenville market](#), followed by Ryan Homes and McCar Homes, respectively.

Overall satisfaction with new-home design in the Greenville market averages 752, 30 points below the 33-market average of 782.

### **2008 New-Home Quality Study**

The J.D. Power and Associates New-Home Quality Study,<sup>SM</sup> now in its second year, measures the [occurrence and impact of construction problems experienced by new-home owners in 33 markets](#). The study utilizes an index that takes into account the number of problems that occur, the severity of problems and size of the home, and covers 41 different problem categories for the following aspects: bathroom; drywall; electrical/appliances; flooring/stairs; home exterior; interior paint; kitchen; windows/doors; and other significant problems..

Eastwood Homes ranks highest in [new-home quality in the Greenville market](#), followed by Lennar and McCar Homes, respectively.

Home quality in the Greenville market averages 759, 40 points below the 33-market average of 799.

To be included in the studies, Greenville-area builders must have closed 125 or more homes in the market in 2007. The new homes are located in the following counties: Anderson, Cherokee, Greenville, Pickens and Spartanburg.

These studies are based on responses from 50,837 buyers of newly built single-family homes who provided feedback after living in their homes from four to 18 months, on average. There were 411 respondents in the Greenville market. For more comprehensive builder rankings for all 33 U.S. markets, visit [www.jdpower.com/homes](http://www.jdpower.com/homes).

For more information, read an [article](#), watch a [video](#) or view [new-home builder customer satisfaction ratings](#) on [JDPower.com](http://JDPower.com).

### **About J.D. Power and Associates**

Headquartered in Westlake Village, Calif., J.D. Power and Associates is a global marketing information services company operating in key business sectors including market research, forecasting, performance improvement, training and customer satisfaction. The company's quality and satisfaction measurements are based on responses from millions of consumers annually. For more information on [home building and home improvement](#), [car reviews and ratings](#), [car insurance](#), [health insurance](#), [cell phone ratings](#), and more, please visit [JDPower.com](http://JDPower.com). J.D. Power and Associates is a business unit of The McGraw-Hill Companies.

### **About The McGraw-Hill Companies**

Founded in 1888, The McGraw-Hill Companies (NYSE: MHP) is a leading global information services provider meeting worldwide needs in the financial services, education and business information markets through leading brands such as Standard & Poor's, McGraw-Hill Education, *BusinessWeek* and J.D. Power and Associates. The Corporation has more than 280 offices in 40 countries. Sales in 2007 were \$6.8 billion. Additional information is available at <http://www.mcgraw-hill.com>.

**Media Relations Contacts:**

Jeff Perlman  
Brandware Public Relations  
Agoura Hills, Calif.  
(818) 706-1915  
[jperlman@brandwaregroup.com](mailto:jperlman@brandwaregroup.com)

John Tews  
J.D. Power and Associates  
Troy, Mich.  
(248) 312-4119  
[john.tews@jdpa.com](mailto:john.tews@jdpa.com)

Syvetril Perryman  
J.D. Power and Associates  
Westlake Village, Calif.  
(805) 418-8103  
[syvetril.perryman@jdpa.com](mailto:syvetril.perryman@jdpa.com)

No advertising or other promotional use can be made of the information in this release without the express prior written consent of J.D. Power and Associates. [www.jdpower.com/corporate](http://www.jdpower.com/corporate)

# # #

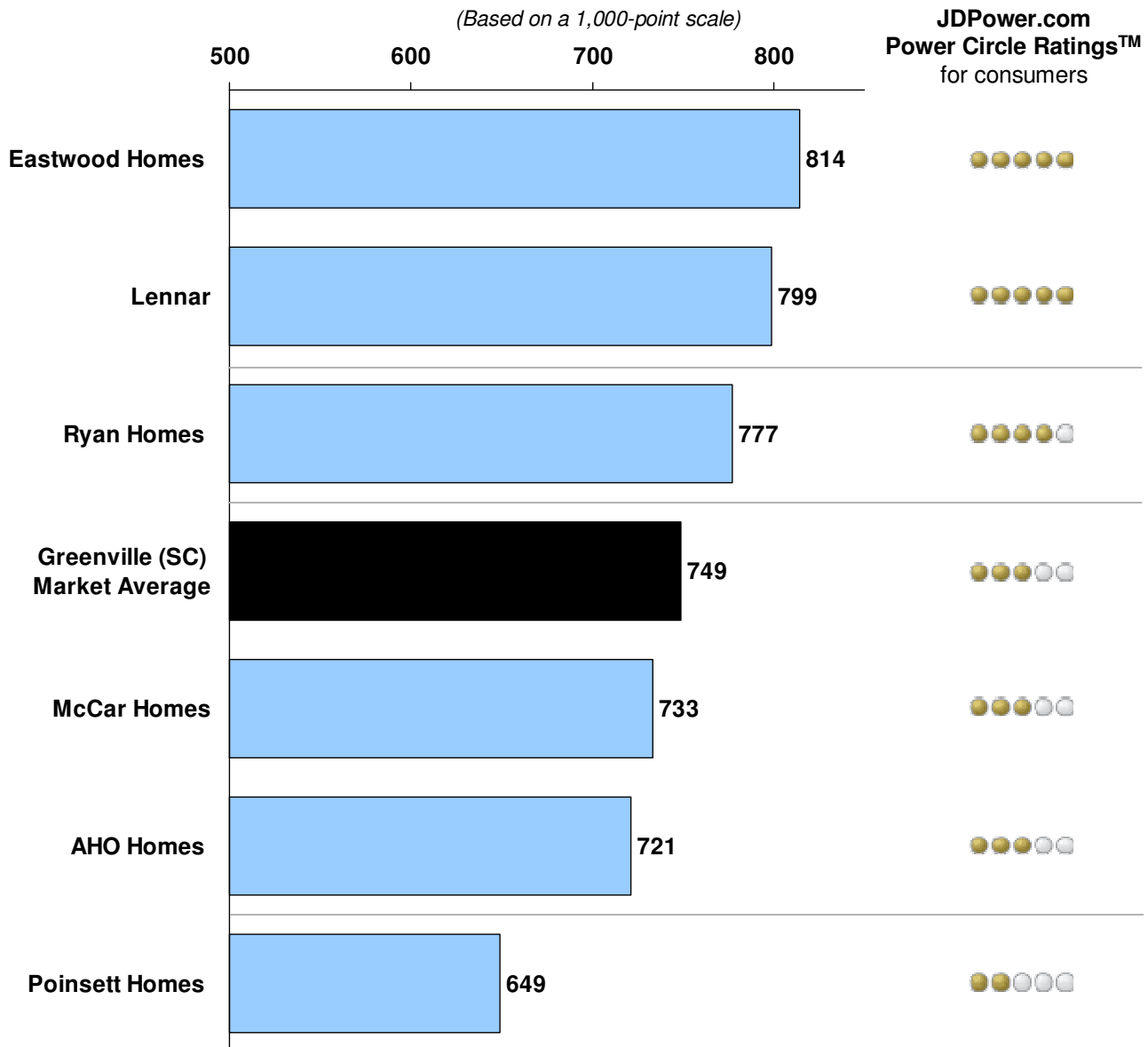
(Page 3 of 3)

NOTE: Three charts follow.

# J.D. Power and Associates 2008 New-Home Builder Customer Satisfaction Study<sup>SM</sup>

## Overall Satisfaction Index Scores Greenville, S.C.

(Based on a 1,000-point scale)



**Power Circle Ratings Legend**

- Among the best
- Better than most
- About average
- The rest

Source: J.D. Power and Associates 2008 New-Home Builder Customer Satisfaction Study<sup>SM</sup>

Charts and graphs extracted from this press release must be accompanied by a statement identifying J.D. Power and Associates as the publisher and the J.D. Power and Associates 2008 New-Home Builder Customer Satisfaction Study<sup>SM</sup> as the source. Rankings are based on numerical scores, and not necessarily on statistical significance. JDPower.com Power Circle Ratings<sup>TM</sup> are derived from consumer ratings in J.D. Power studies. For more information on Power Circle Ratings, visit [jdpower.com/faqs](http://jdpower.com/faqs). No advertising or other promotional use can be made of the information in this release or J.D. Power and Associates survey results without the express prior written consent of J.D. Power and Associates.

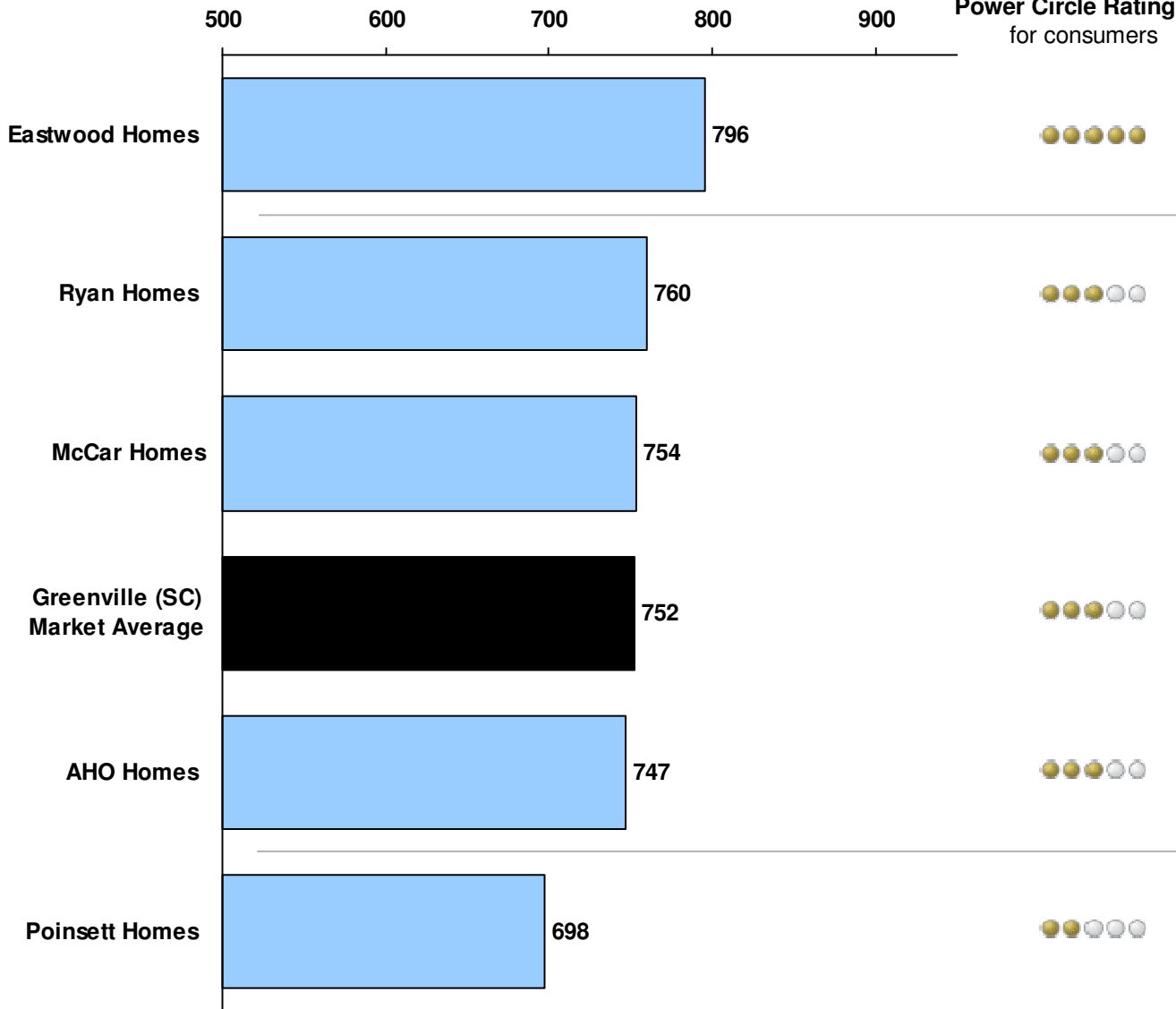
# J.D. Power and Associates 2008 New-Home Design Study<sup>SM</sup>

## Overall Satisfaction Index Scores

### Greenville, S.C.

(Based on a 1,000-point scale)

JDPower.com  
Power Circle Ratings<sup>TM</sup>  
for consumers



**Power Circle Ratings Legend**

- Among the best
- Better than most
- About average
- The rest

Source: J.D. Power and Associates 2008 New-Home Design Study<sup>SM</sup>

Charts and graphs extracted from this press release must be accompanied by a statement identifying J.D. Power and Associates as the publisher and the J.D. Power and Associates 2008 New-Home Design Study<sup>SM</sup> as the source. Rankings are based on numerical scores, and not necessarily on statistical significance. JDPower.com Power Circle Ratings<sup>TM</sup> are derived from consumer ratings in J.D. Power studies. For more information on Power Circle Ratings, visit [jdpower.com/faqs](http://jdpower.com/faqs). No advertising or other promotional use can be made of the information in this release or J.D. Power and Associates survey results without the express prior written consent of J.D. Power and Associates.

# J.D. Power and Associates 2008 New-Home Quality Study<sup>SM</sup>

## Overall Satisfaction Index Scores

### Greenville, S.C.

(Based on a 1,000-point scale)

JDPower.com  
Power Circle Ratings<sup>TM</sup>  
for consumers



#### Power Circle Ratings Legend

- Among the best
- Better than most
- About average
- The rest

Source: J.D. Power and Associates 2008 New-Home Quality Study<sup>SM</sup>

Charts and graphs extracted from this press release must be accompanied by a statement identifying J.D. Power and Associates as the publisher and the J.D. Power and Associates 2008 New-Home Quality Study<sup>SM</sup> as the source. Rankings are based on numerical scores, and not necessarily on statistical significance. JDPower.com Power Circle Ratings<sup>TM</sup> are derived from consumer ratings in J.D. Power studies. For more information on Power Circle Ratings, visit [jdpower.com/faqs](http://jdpower.com/faqs). No advertising or other promotional use can be made of the information in this release or J.D. Power and Associates survey results without the express prior written consent of J.D. Power and Associates.