



Press Release

J.D. Power and Associates Reports: Tim Lewis Communities Ranks Highest in Overall Customer Satisfaction among New-Home Builders In Sacramento for a Second Consecutive Year

[Tim Lewis Communities Ranks Highest in New-Home Design Study,
While Centex Homes Ranks Highest in New-Home Quality Study](#)

WESTLAKE VILLAGE, Calif.: 10 September 2008 — Tim Lewis Communities ranks highest in [customer satisfaction with new-home builders in the Sacramento, Calif., market](#) for a second consecutive year, according to the J.D. Power and Associates 2008 New-Home Builder Customer Satisfaction StudySM released today. In addition, Tim Lewis Communities ranks highest in the New-Home Design Study and Centex Homes ranks highest in the New-Home Quality Study also released today. Tim Lewis Communities is headquartered in Citrus Heights, Calif.

“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.”

Overall Customer Satisfaction

The New-Home Builder Customer Satisfaction Study, now in its 12th 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%).

Tim Lewis Communities achieves a score of 942 on a 1,000-point scale in 2008 and performs particularly well in the Sacramento market in six of nine factors: builder’s sales staff; construction manager; workmanship/materials; home readiness; builder’s warranty/customer service staff; and price/value. Following Tim Lewis Communities in the market rankings are Del Webb (928) and John Laing Homes (919).

The average customer satisfaction index score in Sacramento is 849—70 points above the 33-market average of 779. In addition, satisfaction has improved notably in the Sacramento market in 2008—up 18 points since 2007.

“Efforts by builders to respond to changes in the market landscape have contributed to the increase in customer satisfaction in 2008,” said Sonkin. “The role of the salesperson has increased in importance as a driver of satisfaction, meaning that more negotiation is occurring during the sales process. As a result, many home buyers are benefiting from generous sales incentives offered by builders. For example, upgraded features that used to be considered options—such as granite countertops—are now being included as standard, which increases the perceived value of the home and subsequently results in increased satisfaction. In addition, builders are doing a particularly good job of delivering homes both on time and fully complete. 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.”

The study finds that 96 percent of new-home buyers in the Sacramento market report receiving sales incentives. Among Sacramento-area home buyers who report receiving incentives when purchasing their home, the average sales incentive totaled more than \$22,300. The types of incentives that home buyers report receiving most often include a reduction in the base price of the home and credit toward options and upgrades.

The study also finds that 48 percent of new-home buyers in the Sacramento market perceive that their home is environmentally friendly, but a majority of these home buyers—68 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,SM 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%).

Overall satisfaction with [new-home design in the Sacramento market](#) has increased to 843 in 2008, up by 19 points from 824 in 2007.

Tim Lewis Communities ranks highest in new-home design in the Sacramento market for a second consecutive year, followed by John Laing Homes and Meritage Homes, respectively.

2008 New-Home Quality Study

The J.D. Power and Associates New-Home Quality Study,SM 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.

Centex Homes ranks highest in [new-home quality in the Sacramento market](#) for a second consecutive year, followed by Tim Lewis Communities and Pulte Homes, respectively.

Home quality in the Sacramento market has decreased slightly since 2007, averaging 849 in 2008—down by 5 points since the previous year.

To be included in the studies, Sacramento-area builders must have closed 125 or more homes in the market in 2007. The new homes are located in the following counties: Colusa, Eldorado, Placer, Sacramento, Sutter, Yolo and Yuba.

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 1,292 respondents in the Sacramento market. For more comprehensive builder rankings for all 33 U.S. markets, visit www.jdpower.com/homes.

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

About J.D. Power and Associates

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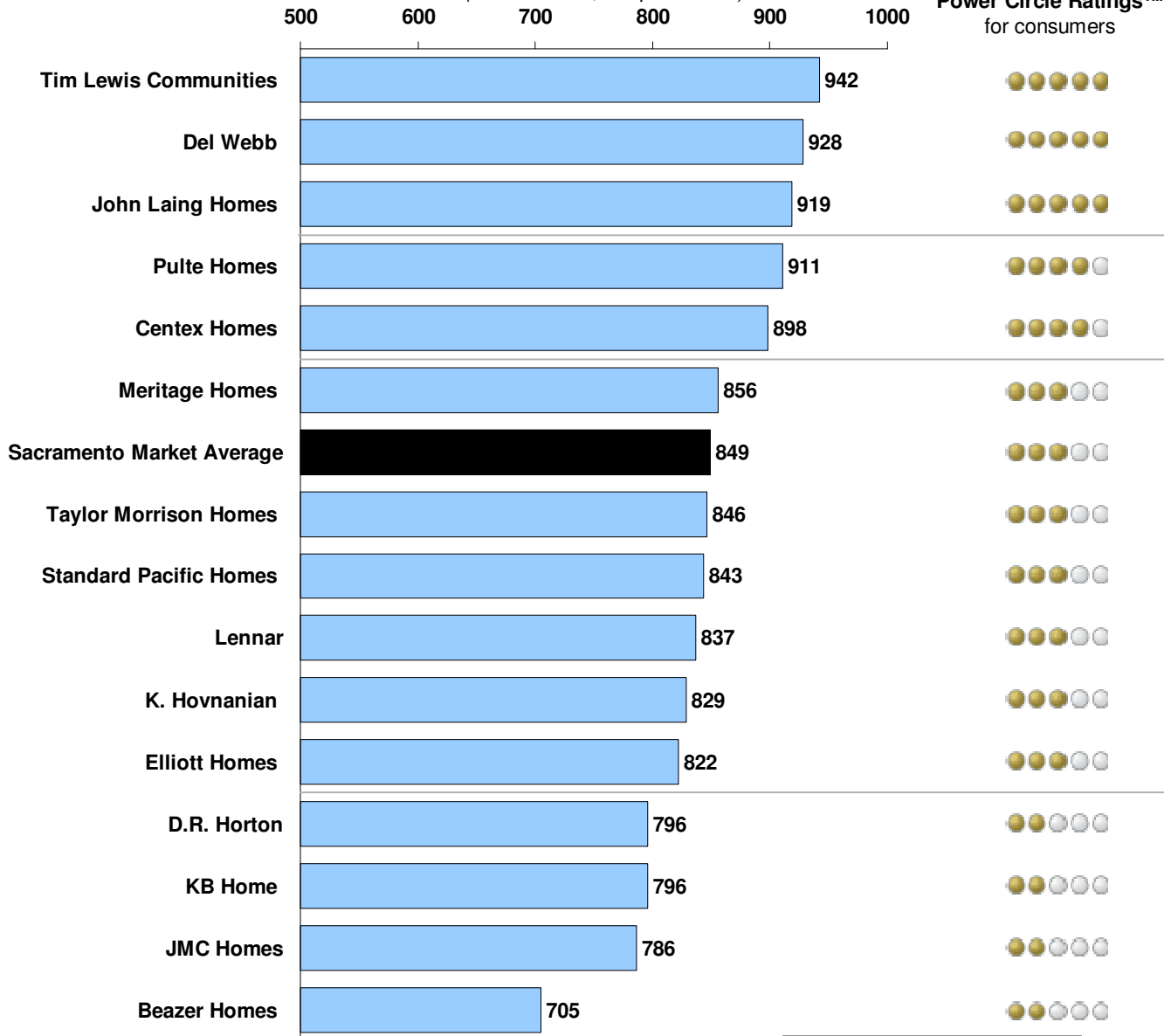
NOTE: Three charts follow.

J.D. Power and Associates 2008 New-Home Builder Customer Satisfaction StudySM

Overall Satisfaction Index Scores *Sacramento, Calif.*

(Based on a 1,000-point scale)

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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 Builder Customer Satisfaction StudySM

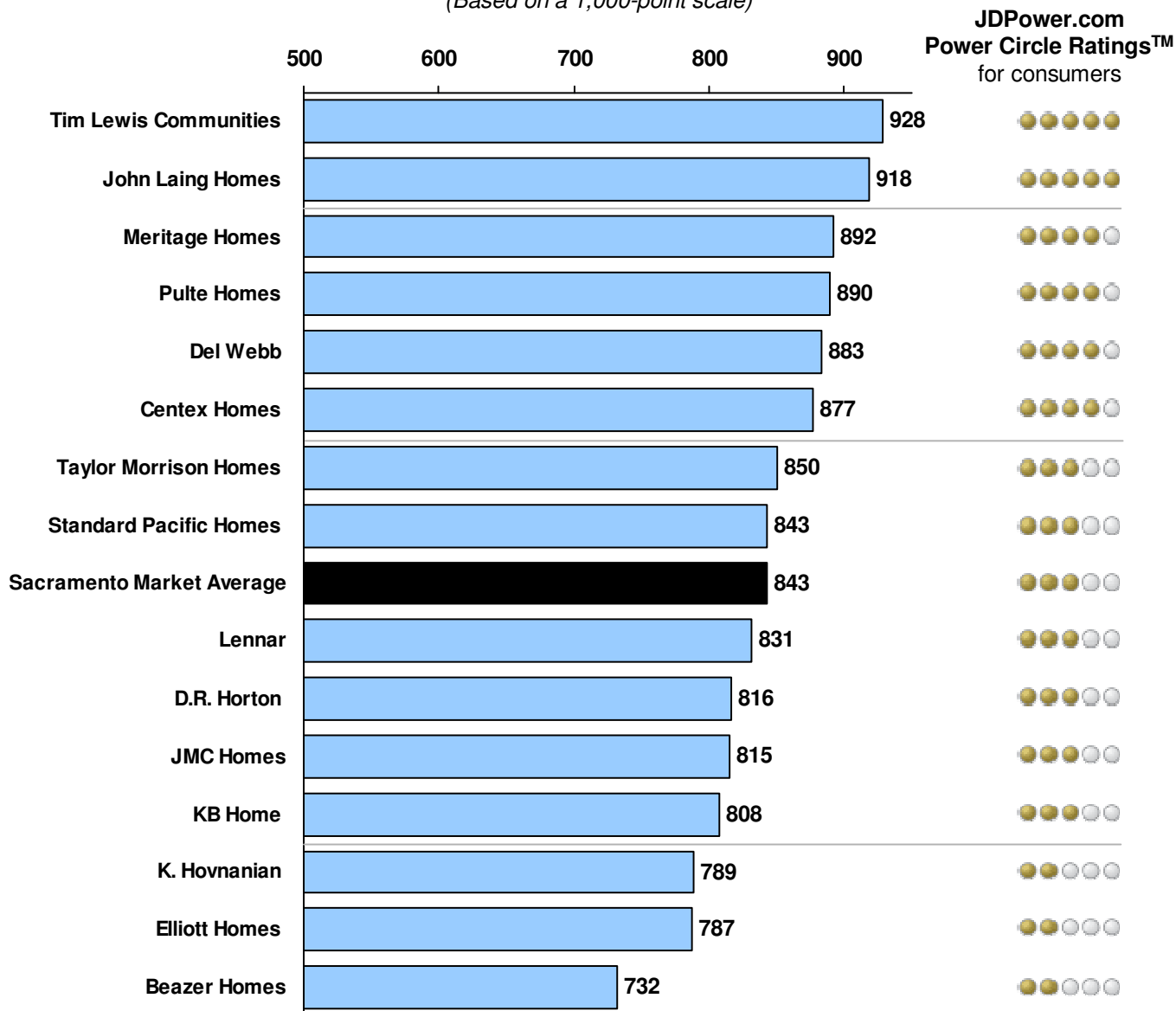
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Overall Satisfaction Index Scores

Sacramento, Calif.

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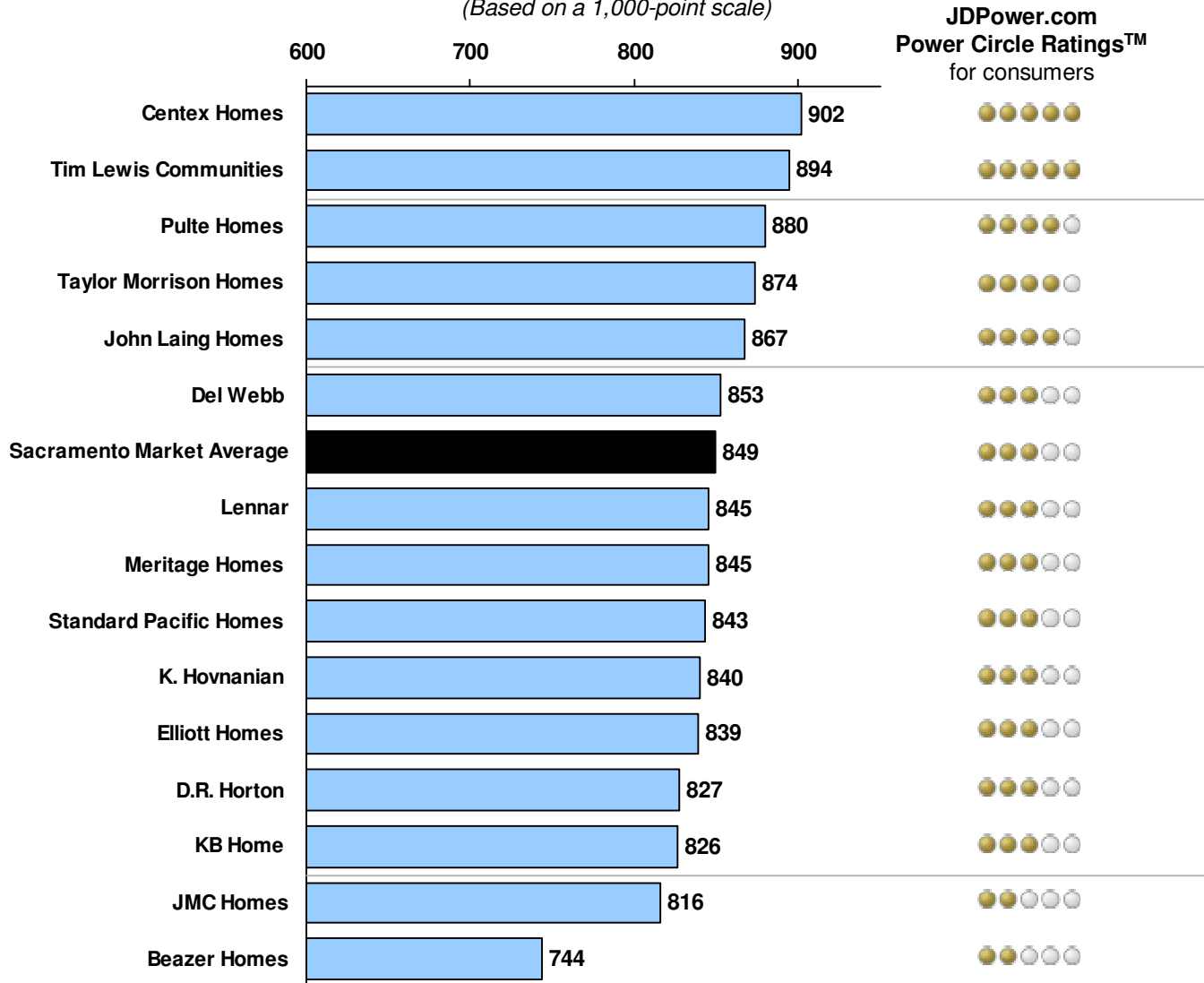
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J.D. Power and Associates 2008 New-Home Quality StudySM

Overall Satisfaction Index Scores **Sacramento, Calif.**

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Source: J.D. Power and Associates 2008 New-Home Quality StudySM

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