



Press Release

J.D. Power and Associates Reports:

Pulte Homes Ranks Highest in Overall Customer Satisfaction among New-Home Builders in Sacramento; Taylor Morrison Homes Ranks Highest in New-Home Quality

WESTLAKE VILLAGE, Calif.: 15 September 2009 — Pulte Homes ranks highest in customer satisfaction with new-home builders in the Sacramento, Calif., market, according to the J.D. Power and Associates 2009 New-Home Builder Customer Satisfaction StudySM released today. In addition, Taylor Morrison Homes ranks highest in the New-Home Quality Study also released today.

“The tough new-home market has created a fiercely competitive environment in which only the strongest companies have survived,” said Paula Sonkin, vice president of the real estate and construction industries practice at J.D. Power and Associates. “Fortunately for buyers, this has resulted in notable improvements in customer satisfaction with home builders and new-home quality overall. This is great news for new-home buyers—particularly first-time buyers—since builders are offering unprecedented high levels of quality, value and service at relatively low prices.”

Overall Customer Satisfaction

The New-Home Builder Customer Satisfaction Study, now in its 13th year, includes [satisfaction rankings for builders in 24 markets](#). Nine factors drive overall customer satisfaction with home builders: builder’s sales staff; builder’s warranty/customer service staff; workmanship/materials; price/value; home readiness; construction manager; recreational facilities provided by the builder; builder’s design center; and location.

Pulte Homes achieves a score of 904 on a 1,000-point scale in 2009 and performs particularly well in the [Sacramento market](#) in seven of nine factors: builder’s sales staff; construction manager; workmanship/materials; home readiness; builder’s warranty/customer service staff; price/value; and location. Following Pulte Homes in the market rankings are Del Webb (901) and Centex Homes (873). Del Webb performs particularly well in the builder’s design center and recreational facilities provided by the builder factors.

The average customer satisfaction index score in the Sacramento market is 846—35 points above the 24-market average of 811. However, satisfaction has declined slightly in the Sacramento market in 2009—down three points from 2008.

The study finds that the median customer-reported home size in the Sacramento market has decreased in 2009 to 2,025 square feet—down from 2,100 square feet in 2008.

“Mindful of current economic conditions, home builders are making an effort to build smaller, more affordable homes,” said Sonkin. “Since builders have more time to complete homes due to reduced demand, owners are reporting higher satisfaction and fewer problems with their homes than in years past.”

2009 New-Home Quality Study

The J.D. Power and Associates New-Home Quality Study,SM now in its third year, measures the [occurrence and impact of construction problems experienced by new-home owners in 24 markets](#). The study utilizes an index that examines the number of problems that occur, the severity of problems and the size of the home, and covers 41 different problem categories for the following areas: bathroom; drywall; electrical/appliances; flooring/stairs; home exterior; interior paint; kitchen; windows/doors; and other significant problems.

Taylor Morrison Homes ranks highest in [new-home quality in the Sacramento market](#), followed by Pulte Homes and Lennar, respectively.

Home quality in the Sacramento market has improved slightly from 2008, averaging 855 in 2009—up by six points from the previous year.

The rate of customer-reported problems in the Sacramento market has improved to an average of 7.2 problems per home in 2009—down by nearly one problem per home from 2008. The problems reported most often in the market include landscaping issues; kitchen cabinet quality and finish; and appliance problems.

“Green” Home Findings

Approximately 47 percent of new-home owners in the Sacramento market perceive their home to be environmentally friendly, but a majority of these owners—65 percent—say that their home builder did not identify the home as “green.”

“Builders that neglect to point out environmentally friendly home features to buyers are missing out on a very important opportunity,” said Sonkin. “New-home buyers are increasingly seeking out green home features and the benefits they bring in terms of energy and cost savings.”

Home owners in the Sacramento market indicate that the top five features a green home should have are:

- Energy efficient heating/air conditioning units
- Energy efficient home appliances
- Energy efficient insulation
- Energy-saving lighting such as compact fluorescent bulbs
- Water-saving systems (such as faucets, dual flush toilets, and sprinklers)

To be included in the studies, Sacramento-area builders must have closed 150 or more homes in the market in 2008. The new homes are located in the following counties: Colusa, Eldorado, Placer, Sacramento, Sutter, Yolo and Yuba.

These two studies are based on responses from 26,231 buyers of newly built single-family homes who provided feedback after living in their homes from four to 18 months, on average. There were 806 respondents in the Sacramento market. For more comprehensive builder rankings for all 24 U.S. markets, visit www.jdpower.com/homes.

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

About J.D. Power and Associates

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Media Relations Contacts:

Jeff Perlman; Brandware Public Relations; Malibu, Calif.; (818) 317-3070; jperlman@brandwaregroup.com

John Tews; J.D. Power and Associates; Troy, Mich.; (312) 248-4119; media.relations@jdpa.com

Syvetril Perryman; J.D. Power and Associates; Westlake Village, Calif.; (805) 418-8103; media.relations@jdpa.com

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NOTE: Two charts follow.

J.D. Power and Associates 2009 New-Home Builder Customer Satisfaction StudySM

Overall Satisfaction Index Scores Sacramento, Calif.

(Based on a 1,000-point scale)

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Source: J.D. Power and Associates 2009 New-Home Builder Customer Satisfaction StudySM

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Power Circle Ratings Legend

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

Source: J.D. Power and Associates 2009 New-Home Quality StudySM

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