



Press Release

J.D. Power and Associates Reports: Pulte Homes Ranks Highest in Overall Customer Satisfaction and New-Home Quality Among New-Home Builders in Tampa

WESTLAKE VILLAGE, Calif.: 15 September 2009 — Pulte Homes ranks highest in customer satisfaction with new-home builders in the Tampa, Fla., market, as well as in new-home quality, according to the J.D. Power and Associates 2009 New-Home Builder Customer Satisfaction StudySM and the J.D. Power and Associates 2009 New-Home Quality Study,SM both 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 907 on a 1,000-point scale in 2009—an increase of 26 points from 881 in 2008—and performs particularly well in the [Tampa market](#) in seven of nine factors: builder’s sales staff; builder’s design center; construction manager; home readiness; builder’s warranty/customer service staff; price/value; and location. Following Pulte Homes in the market rankings are Standard Pacific Homes (891) and DiVosta Homes (877). Standard Pacific Homes performs particularly well in the workmanship/materials factor. DiVosta Homes performs particularly well in the recreational facilities provided by the builder factor.

The average customer satisfaction index score in the Tampa market is 832—21 points above the 24-market average of 811. In addition, satisfaction has improved substantially in the Tampa market in 2009—up 41 points from 2008.

The study finds that the median customer-reported home size in the Tampa market has decreased in 2009 to 1,818 square feet—down from 1,980 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.

Pulte Homes ranks highest in [new-home quality in the Tampa market](#), followed by M/I Homes and Adams Homes, respectively.

Home quality in the Tampa market has improved considerably from 2008, averaging 844 in 2009—up by 32 points from the previous year.

The rate of customer-reported problems in the Tampa market has improved to an average of 7.2 problems per home in 2009—down by more than two problems per home from 2008. The problems reported most often in the market include landscaping issues; tile cracks/chips; and appliance problems.

“Green” Home Findings

Approximately 19 percent of new-home owners in the Tampa market perceive their home to be environmentally friendly, but a majority of these owners—81 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 Tampa 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
- Water-saving systems (such as faucets, dual flush toilets, and sprinklers)
- Energy-saving lighting such as compact fluorescent bulbs

To be included in the studies, Tampa-area builders must have closed 150 or more homes in the market in 2008. The new homes are located in the following counties: Hernando, Hillsborough, Lee, Manatee, Pasco, Pinellas and Sarasota.

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 1,244 respondents in the Tampa 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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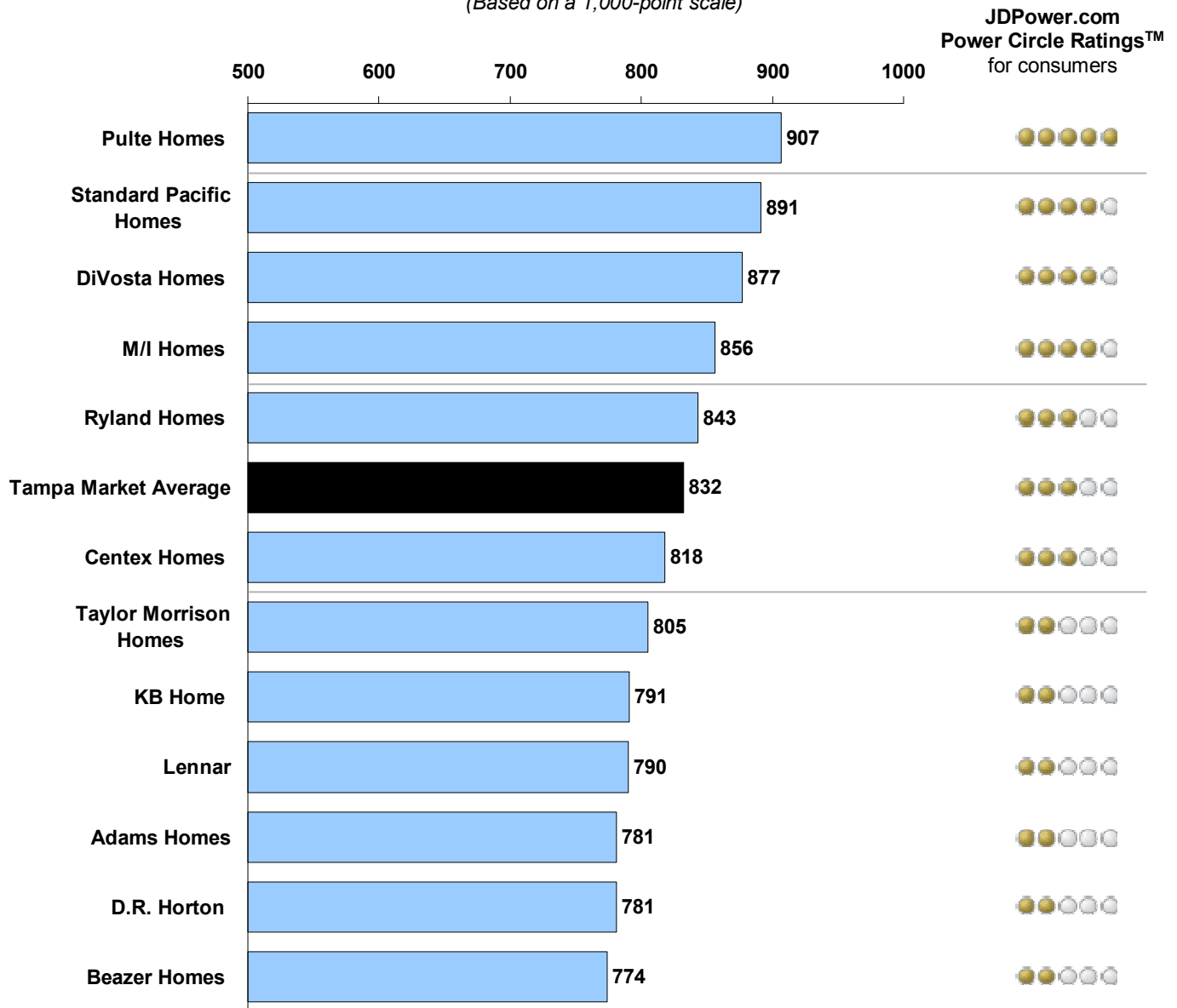
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NOTE: Two charts follow.

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

Overall Satisfaction Index Scores *Tampa, Fla.*

(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 2009 New-Home Builder Customer Satisfaction StudySM

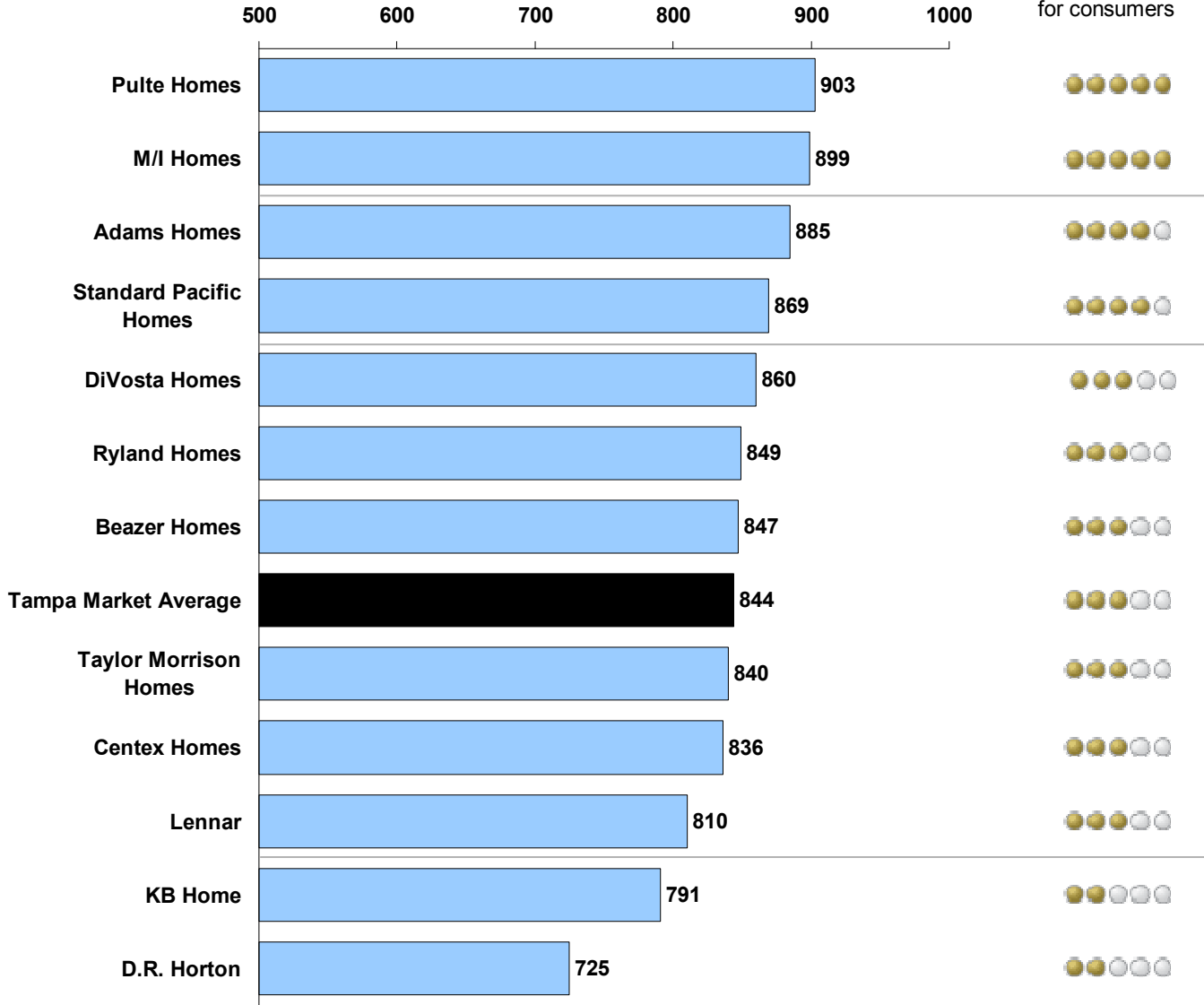
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