



Press Release

J.D. Power and Associates Reports: Builder and Remodeler Satisfaction with Window and Patio Door Manufacturers Remains Flat, As Gains in Delivery and Product Are Offset by Decline in the Ordering Process

Simonton Ranks Highest among Builders and Remodelers for a Fourth Consecutive Year

WESTLAKE VILLAGE, Calif.: 7 July 2011 — Among builders and remodelers, satisfaction with products and delivery from window and patio door manufacturers has improved, while satisfaction with the ordering process has declined considerably, according to the J.D. Power and Associates 2011 Builder and Remodeler Residential Window and Patio Door Satisfaction StudySM released today.

Now in its sixth year, the study measures [satisfaction with residential windows and patio doors based on responses from new-home builders and remodelers](#) by evaluating performance in seven factors (in order of importance): product; price; warranty and repair service; delivery; customer service and support; ordering process; and credit/billing process. The study is designed to provide comprehensive information to assist window and patio door manufacturers in their efforts to improve the builder and remodeler experience.

While overall satisfaction remains stable from 2010—averaging 785 on a 1,000-point scale in 2011—there have been notable changes within the various factors. In 2011, satisfaction with the product factor has improved, primarily due to increased satisfaction with the appearance, finish and durability of windows and patio doors. Improvements have also occurred in the price and delivery factors. Within the delivery factor, there has been a decrease in the proportion of orders that arrived with missing or incorrect parts.

However, satisfaction with the ordering process has declined significantly from 2010, tempering the gains achieved in the other factors. In particular, builders and remodelers are notably less satisfied with the availability of products and the effectiveness of the sales and marketing materials provided.

“While manufacturers are doing a good job with providing high-quality products in a timely manner, their performance in the ordering process needs to be elevated to the same levels,” said Jim Howland, senior director in the real estate industries practice at J.D. Power and Associates.

Simonton ranks highest among builders and remodelers in satisfaction with window and patio door manufacturers for a fourth consecutive year. Simonton achieves a score of 825 and performs particularly well in four of the seven factors: ordering process; delivery; warranty and repair service; and price. Following Simonton in the rankings are Marvin (812) and Pella (804). Marvin performs particularly well in the product and credit/billing process factors, while Pella performs well in the customer service and support factor.

The 2011 Builder and Remodeler Residential Window and Patio Door Satisfaction Study is based on more than 2,900 evaluations from more than 1,600 new-home builders and remodelers. Each respondent evaluated up to two manufacturers of residential windows and patio doors. The study was fielded between April and June 2011.

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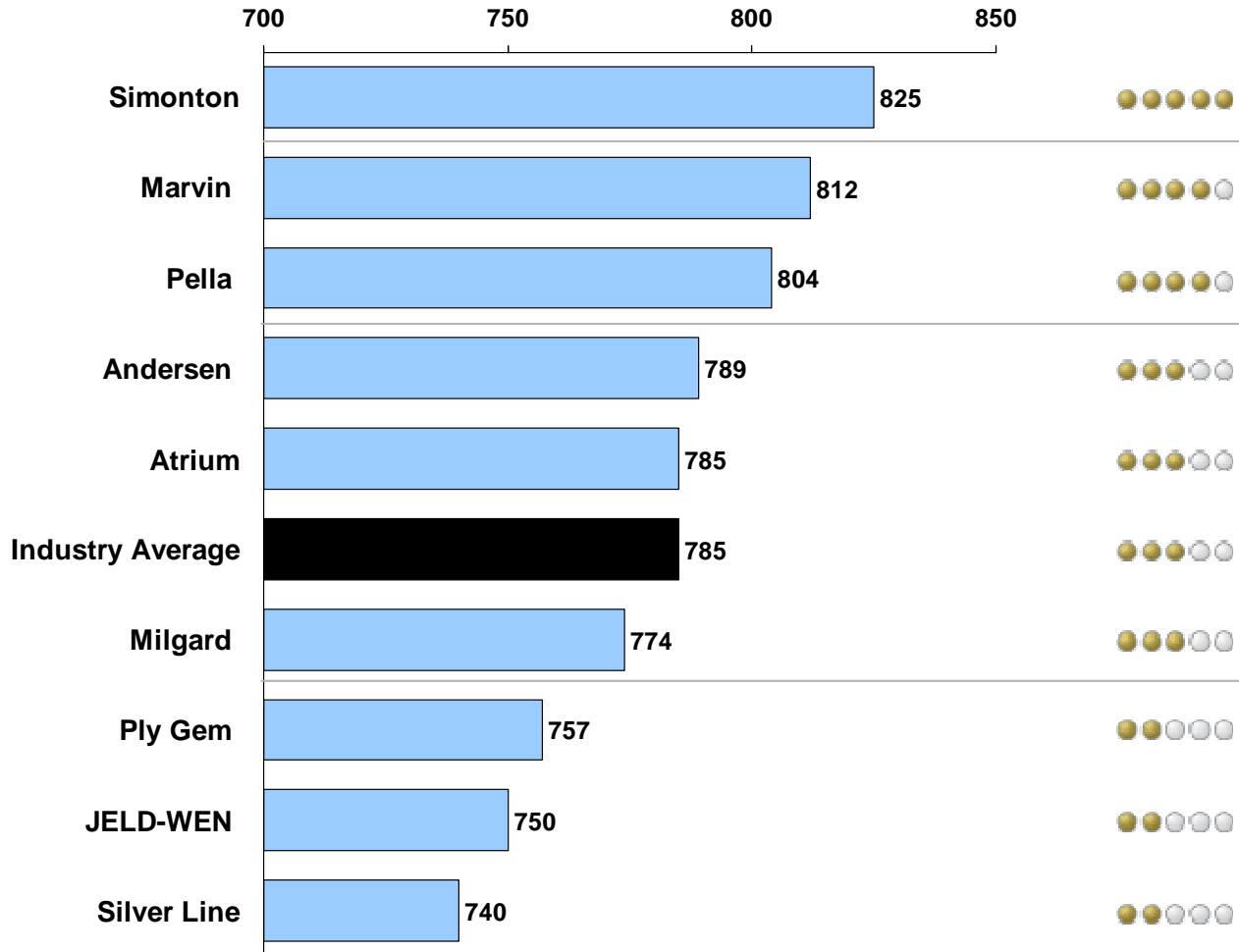
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NOTE: One chart follows.

J.D. Power and Associates 2011 Builder and Remodeler Residential Window and Patio Door Satisfaction StudySM

Customer Satisfaction Index Ranking (Based on a 1,000-point scale)

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Power Circle Ratings™
for consumers:**



Power Circle Ratings Legend

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

Source: J.D. Power and Associates 2011 Builder and Remodeler Residential Window and Patio Door Satisfaction StudySM

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