



For Immediate Release

**Alberta New-Home Buyers Begin Receiving New Survey
To Measure Customer Satisfaction in July**

July 4, 2007 – Calgary, Alberta - The Alberta New Home Warranty Program announces the first surveys for the co-branded New-Home Builder Customer Satisfaction Study are going out today.

The surveys are being sent out by J.D. Power and Associates beginning in July to buyers of newly built single and multi-family homes constructed by one of 750 Builder Members of The Alberta New Home Warranty Program. Homebuyers who took possession on or after January 1, 2007, will receive their surveys six months after possession.

“We’re very enthusiastic to be working with J.D. Power and Associates to bring our Builder Members the information and tools they need to meet and exceed the expectations of their homebuyers,” said Sky Wensel, Chief Executive Officer for The Alberta New Home Warranty Program. “We believe measuring customer satisfaction through an independent and reputable third party will benefit both consumers and builders and further improve our industry overall.”

In the four page survey, owners will be asked to evaluate their satisfaction with their builders throughout their purchase and early ownership experience including the key areas of sales staff, design process, construction/site team, home readiness, builder’s service/warranty staff, price/value, physical design elements, and workmanship and materials.

The first results of this co-branded New-Home Builder Customer Satisfaction Study will be available in September 2008. Results will be posted at www.jdpower.com and www.albertanewhomewarranty.com through Power Circle Ratings™ and Awards.

In addition to conducting the survey, J.D. Power and Associates is delivering “Voice-of-the-Customer” professional development courses to Builder Members of The Program.

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About The Alberta New Home Warranty Program

The Alberta New Home Warranty Program was established in 1974 by Alberta home builders to provide a package of warranty protections and encourage improved performance in the new home construction industry. In addition to providing warranty services, The Program offers its Builder Members an array of tools and services to enhance their expertise and supports the relationship between Builder Members and their homebuyers. The Program has become a trusted resource for information and knowledge – ***“The Home Smart Advantage.”*** The Program has over 750 builder members who are committed to the business of home building. For more information and a complete list of participating builders visit www.albertanewhomewarranty.com

For more information on J.D. Power and Associates, visit www.jdpower.com

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