



Press Release

J.D. Power and Associates Announces Collaboration with The Professional Home Builders Institute To Bring Continuous Customer Satisfaction Reporting to Builders

TORONTO: 30 August 2011 — J.D. Power and Associates has formed an agreement with The Professional Home Builders Institute to bring real-time homeowner satisfaction feedback to home builders in Canada, designed to assist home building companies with gauging customer satisfaction performance improvement efforts.

J.D. Power and Associates has listened to feedback from Alberta new home builders and enhanced the customer satisfaction reporting system. This initiative will offer all Alberta new-home builders access to feedback from new-home owner surveys in real-time at two distinct points after possession in the home ownership experience, two months and 10 months. Data will be made available on a continuing basis to allow members to monitor and rapidly respond to customer feedback.

Based on this customer feedback, home builders that achieve a score in the top 20th percentile will be recognized as a J.D. Power Builder of Excellence. The designation identifies home builders that provide superior service and deliver high customer satisfaction.



The continuous customer satisfaction reporting program initiative with The Professional Home Builders Institute represents a new addition to the relationship between J.D. Power and Associates and The Alberta New Home Warranty Program, which began in 2008. For the past three years, this collaboration has provided Voice of the Customer feedback to more than 650 home builders in the province of Alberta.

“J.D. Power is excited to continue its relationship with The Alberta New Home Warranty Program by expanding under the Professional Home Builders Institute and bringing new, enhanced customer satisfaction tools and analysis to new-home builders,” said Dale Haines, senior director of the real estate and construction industries practice at J.D. Power and Associates. “We are committed to continuing to providing new-home builders in Canada with actionable and prioritized insights to improve return on investment, as well as to recognizing those builders that uphold standards of customer satisfaction excellence.”

About J.D. Power and Associates

Headquartered in Westlake Village, Calif., J.D. Power and Associates is a global marketing information services company providing forecasting, performance improvement, social media and customer satisfaction insights and solutions. The company's quality and satisfaction measurements are based on responses from millions of consumers annually. For more information on [car reviews and ratings](#), [car insurance](#), [health insurance](#), [cell phone ratings](#), and more, please visit JDPower.com. J.D. Power and Associates is a business unit of The McGraw-Hill Companies.

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