



Press Release

J.D. Power and Associates Reports: Carma Developers-Calgary Ranks Highest in Satisfying New Multi-Family Homebuyers

TORONTO: Embargoed until 12 a.m. EDT 19 September 2009 — Carma Developers-Calgary ranks highest in satisfying new multi-family homebuyers, according to the J.D. Power and Associates 2009 Alberta Multi-Family New-Home Builder Customer Satisfaction StudySM released today in association with The Alberta New Home Warranty Program.

Among production builders closing 60 or more homes annually, Carma Developers-Calgary ranks highest in satisfying new homebuyers in the Calgary/Edmonton market with an overall satisfaction score of 799 on a 1,000-point scale. Aspire Condo Living by Jayman follows Carma Developers in the rankings with 706. Carrington Properties and Trico Developments tie to rank third with 664.

Overall satisfaction has increased to 614 in the Calgary/Edmonton market in 2009, up nine points from 2008.

“These are positive steps forward as builders improve their understanding of homebuyers’ expectations and take measures to improve,” said Marc Thibault, real estate practice leader at the Canadian office of J.D. Power and Associates. “Despite a very challenging economic climate in the past year, the bar has moved up. Builders need to continue with their focus for further improvement.”

“It’s quite an achievement for Carma in Calgary,” said John L. Kozole, president and chief executive officer of The Alberta New Home Warranty Program. “We’re proud of all of our builder members for their efforts in improving homebuyer satisfaction over the past year, and we’re confident that they’ll keep getting better.”

Now in its second year, the study measures [new homebuyer satisfaction throughout the new-home purchase and early ownership experiences](#) among builder members of The Alberta New Home Warranty Program. Customer satisfaction is measured across eight factors (in order of importance): service/warranty staff; home/building readiness; sales process/staff; workmanship/materials; building/shared features; price/value; physical design; and design process.

The total number of construction problems identified by homebuyers in Alberta has decreased to 13.1 problems per home in 2009, down 15 percent from 15.5 problems per home in 2008. Home readiness and quality of the home and shared features at possession, as well as the builder’s responsiveness to outstanding concerns, are particularly influential in the homebuyer’s evaluation of their overall experience.

“Above all, homebuyers want to take possession of a defect-free home that satisfies all of the commitments from their builder,” said Thibault. “Most homebuyers will give their builders some latitude to resolve outstanding concerns, but rectifying problems needs to be done in an efficient and timely manner to minimize disruption.”

The study finds that a low rate of problems with the new home leads to higher satisfaction levels, which in turn leads to higher rates of builder referrals from homebuyers. Referrals are one of the most common sources of builder awareness—second only to signage. Homebuyers who experience relatively few problems with their homes (between one and nine problems) are 11 times more likely to refer others to their builder, compared with homebuyers who experience 20 or more problems.

“Referrals are key to increasing builder awareness, which is especially important in a softer housing market when builders are in search of as many prospects as they can find,” said Thibault.

The study also finds that 21 percent of homebuyers report that their builder resolved all of their outstanding concerns within approximately six months of taking possession—up significantly from only 16 percent in 2008.

“Time pressure on warranty teams and trade partners has decreased due to lower demand, which has caused timeliness of problem resolution to improve considerably,” said Thibault. “This is an opportune time for builders to carefully review their warranty processes to ensure maximum efficiency and put preventative measures in place to reduce recurring problems.”

The 2009 Alberta Multi-Family New-Home Builder Customer Satisfaction Study is based on responses from 1,306 buyers within the Province of Alberta who purchased newly built multi-family homes. The study was fielded from July 2008 to July 2009. For comprehensive information on Canadian builders, visit the J.D. Power Consumer Centre at www.jdpower.com/ca.

About The Alberta New Home Warranty Program (ANHWP)

The ANHWP was established in 1974 by Alberta home builders to provide a package of warranty protections and encourage improved performance for the new home building 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 over 650 Builder Members who are committed to the business of home building. Additional information can be found at www.anhwp.com.

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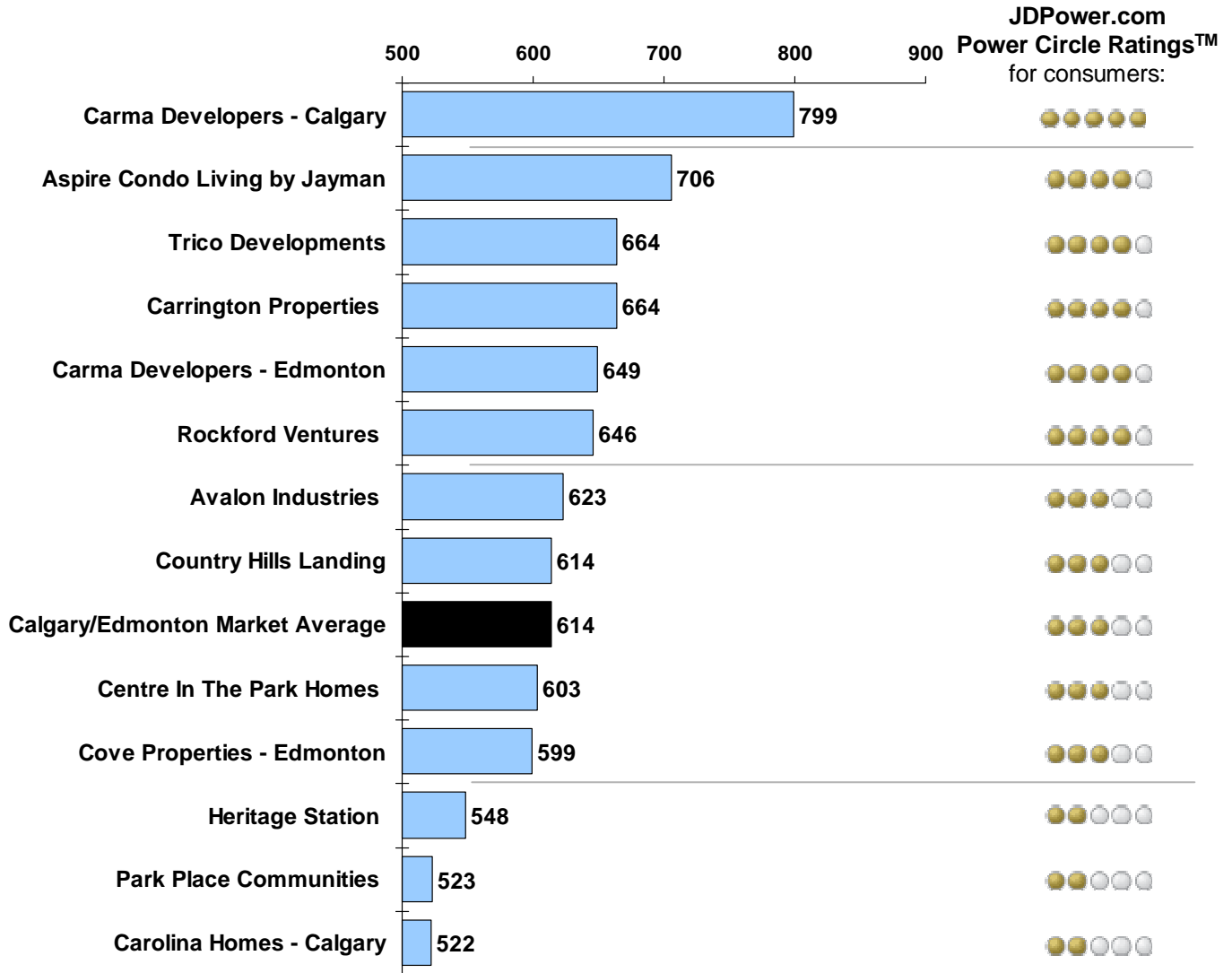
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NOTE: One chart follows.

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

Customer Satisfaction Index Ranking Calgary/Edmonton Market

(Based on a 1,000-point scale)



Included in the study but not ranked due to small sample size are Daytona Homes - Edmonton, Homes by Avi - Calgary, Prestwick Place, Qualex-Landmark Investments, Sabal Homes, Sandlewood Developments, Scona Gardens, Tamaya Wynd Estates and True North Properties.

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

Power Circle Ratings Legend

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

Charts and graphs extracted from this press release must be accompanied by a statement identifying J.D. Power and Associates as the publisher and the J.D. Power and Associates 2009 Alberta Multi-Family New-Home Customer Satisfaction StudySM as the source. Rankings are based on numerical scores, and not necessarily on statistical significance. JDPower.com Power Circle Ratings™ are derived from consumer ratings in J.D. Power studies. For more information on Power Circle Ratings, visit jdpower.com/faqs. No advertising or other promotional use can be made of the information in this release or J.D. Power and Associates survey results without the express prior written consent of J.D. Power and Associates.