



For Immediate Release

New-Home Buyers' Choice Award™ Recognizes Excellence in Customer Service
Lask Homes, Cobblestone Master Builder, and Cardon Homes Honoured in Jasper

September 19, 2008 - Jasper, Alberta – Lask Homes, Cobblestone Master Builder, and Cardon Homes rank highest in satisfying buyers of newly built single family homes in Calgary, Edmonton, and the Alberta region for builders who turned over 4 – 99 homes for possession in 2007.

The New-Home Buyers' Choice Award™ recognizes the highest-ranked builders in customer satisfaction according to a study of single family new-home buyers conducted by internationally recognized research firm J.D. Power and Associates. To be eligible for this award, a Builder Member of The Alberta New Home Warranty Program must have turned over 4 – 99 homes for possession in 2007.

“We congratulate the top ranked Builder Members and commend them for a job well done. We believe that the true value of the customer satisfaction survey lies in the knowledge it provides to both home buyers and our Builder Members. This knowledge allows them to make better and more informed decisions,” said Schuyler Wensel, President and Chief Executive Officer of The Alberta New Home Warranty Program.

This is the first time the study was conducted in Alberta, although similar studies have been carried out across the United States and in Ontario for several years. The study sets a benchmark for builders to understand how well they meet the needs and expectations of their customers, and will also identify opportunities for improvements in the industry that are encouraged through individual builder reporting and training services.

The study finds that overall new-home buyer satisfaction has a particularly strong impact on the likelihood of customers to recommend their builder to a friend, relative, or colleague. “The availability of Power Circles is a great new tool that will be available to new-home buyers when they research their builders. This information will certainly contribute to the betterment of the industry and the benefit of both homebuyers and builders alike,” said Burke Perry, Chair of the Board of The Alberta New Home Warranty Program.

Alberta new-home buyers will benefit from access to independent, third-party evaluations of Builder Members of the Program that are publicly available on the Program website, www.anhwp.com. These evaluations come in the form of Power Circle Ratings, and the link can be found on the front page of the website.

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“These awards and Power Circles reflect the voice of Alberta new-home buyers, and we are pleased that the efforts of our dedicated builders can be recognized and honoured with the The New-Home Buyers’ Choice Award™,” commented Wensel.

At the awards celebration in Jasper, the top three Builder Members were recognized in each of three regions: Edmonton, Calgary, and Alberta. These high-ranking builders are:

Calgary Region:

Homes by Us Ltd.

Kingsmith Homes

Lask Homes Ltd. (highest ranked)

Lask Homes has been building homes in Alberta since the 1950s, and a Builder Member of the Program since 1991.

Edmonton Region:

Cobblestone Master Builder (highest ranked)

Jacob’s Construction (2007) Ltd.

Laverockbank Developments Ltd.

Cobblestone Master Builder has been building homes in Alberta since 1975, and a Builder Member of the Program since 1994.

Alberta Region:

Bomaier Developments Ltd.

Cardon Homes Ltd. (highest ranked)

Castle Rock Design & Development Inc.

Cardon Homes Ltd. has been building homes in Alberta since 1978, and a Builder Member of the Program since 1979.

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 coverage 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 become a trusted resource for information and knowledge— “The Home Smart Advantage.” The Program has almost 800 Builder Members who are committed to the business of home building.

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