

Interviews

I asked each interviewee the questions listed below. Most interesting to me were the ratings the interviewees gave Toll Brothers for integrity. The high was a 2.0, the mean was less than 1.0. All of the interviewees also indicated that they did not think their Toll Brothers home was a good investment.

1. When did you buy your Toll Brothers home?
2. Where is it located?
3. What motivated you to buy a Toll Brothers home?
4. Bob Toll asserts that Toll Brothers delivers houses that are of a high quality.
Based upon your experience, would you agree or disagree with this? If you disagree, what were the biggest problems with your house?
5. Bob Toll has been quoted in the media as making the following statement: "When it comes to customer service, Toll Brothers is adamant: No other homebuilder responds to complaints as conscientiously. We don't just deliver the house and walk away from it."
Based upon your experience, would you agree or disagree with this statement?
6. The following statement appeared in a feature article about Toll in the Boston Globe.
7. "Some Toll homeowners believe the company has bottom-line reasons for procrastinating on warranty claims, believing that most customers will eventually tire of complaining and either pay for repairs themselves or live with the results of shoddy construction techniques . . . "
Based upon your experience, would you agree or disagree with these homeowners?
8. The following statement also appeared in the Boston Globe: "In marketing its homes and options like EIFS, Toll has engaged in questionable sales practices, used subpar building materials and shoddy building techniques. . . "
Based upon your experience, would you agree or disagree with this statement?
9. Would you buy another Toll Brothers home?
10. Would you recommend to others that they buy a Toll Brothers home?
11. Do you consider a Toll Brothers home to be a good investment?
12. If you were to rate Toll Brothers in terms of integrity, with zero being absolutely none and 10 being a great deal, how would you rate them?
13. If you could give one piece of advice to someone who was thinking of purchasing new construction, what would it be?
14. Overall, how would you rate your experience with Toll Brothers:

Very	Somewhat	Average	Somewhat	Very
Unfavorable	Unfavorable		Favorable	Favorable
15. If you could say one thing to Bob Toll, send one message to him, what would it be?