



Press Release

J.D. Power and Associates Reports: Overall Customer Satisfaction with Home Builders and New-Home Quality Improve Significantly, Driven by Intensified Competition among Home Builders

Pulte Brands Rank Highest in Customer Satisfaction in 12 U.S. Markets
And in New-Home Quality in Five Markets

WESTLAKE VILLAGE, Calif.: 15 September 2009 — As home builders compete for a limited pool of buyers, customer satisfaction with new-home builders and new-home quality have improved notably from 2008, according to the J.D. Power and Associates 2009 U.S. New-Home Builder Customer Satisfaction StudySM released today.

Overall customer satisfaction improves for a second consecutive year, averaging 811 on a 1,000-point scale in 2009, and up 32 points from 779 in 2008. Markets with the highest levels of overall satisfaction in 2009 include [Orange/San Diego, Calif.](#); [Sacramento, Calif.](#); [Phoenix, Ariz.](#); [Inland Empire, Calif.](#); and [Tampa, Fla.](#) In addition, overall satisfaction has increased in 22 of the 23 individual markets that were also surveyed in 2008.

New-home quality has also increased notably to an average of 825 index points in 2009 from 799 in 2008. The rate of customer-reported problems has decreased in 2009 to an average of 9.55 problems per home, from 11.51 problems per home in 2008. Problem rates have declined in each of the 23 markets that were also included in the study in 2008. Overall, the most commonly reported quality problems include issues with landscaping, heating and air conditioning problems and kitchen cabinet quality and finish.

“Fierce competition among home builders has led to a market where only the strongest companies have survived,” said Paula Sonkin, vice president of the real estate and construction industries practice at J.D. Power and Associates. “This is great news for new-home buyers—particularly first-time buyers—since builders are offering unprecedented high levels of quality, value and service at relatively low prices.”

The New-Home Builder Customer Satisfaction Study, now in its 13th year, includes [satisfaction rankings for builders in 24 markets](#). Nine factors drive overall customer satisfaction with home builders: workmanship/materials; builder’s warranty/customer service staff; price/value; builder’s sales staff; construction manager; home readiness; recreational facilities provided by the builder; builder’s design center; and location.

The study finds that the importance of the workmanship and materials factor has increased notably from 2008. Meanwhile, the builder’s sales staff, construction manager and home readiness factors have declined in importance.

“Compared with past years, fewer home buyers are spending large amounts of time working with construction managers or are concerned about home readiness, since many builders have large inventories of homes that are already complete at the point of purchase,” said Sonkin. “For home owners, this can make for a smoother, turnkey ownership experience, with fewer unanticipated delays.”

The proportion of homes delivered both completely finished and on time has increased notably to 76 percent in 2009 from 70 percent in 2008.

Overall Customer Satisfaction Rankings

Pulte brands (which include Del Webb, DiVosta Homes and Pulte Homes)¹ rank highest in customer satisfaction among new-home builders in 12 markets. Pulte Homes, Inc. is headquartered in Bloomfield Hills, Mich. Besides the Pulte brands, other builders with highest rankings in their respective markets include (in alphabetical order): Ashton Woods (which ties with Village Builders in the Houston market and is headquartered in Roswell, Ga.); Brookfield Homes (Fairfax, Va.); Centex Homes (Bloomfield Hills, Mich.); Darling Homes (Frisco, Texas); David Weekley Homes (which ties with Pulte Homes in the Austin market and is headquartered in Houston, Texas); K. Hovnanian (Red Bank, N.J.); Lennar (Miami, Fla.); M/I Homes (Columbus, Ohio); Pardee Homes (Los Angeles, Calif.); Shea Homes (Walnut, Calif.); Standard Pacific Homes (Irvine, Calif.); and Village Builders (which ties with Ashton Woods in the Houston market and is headquartered in Houston, Texas.)

For more information on New-Home Builder Customer Satisfaction Study rankings by market, please [click here](#).

2009 New-Home Quality Study Rankings

The New-Home Quality Study, now in its third year, measures the [occurrence and impact of construction problems experienced by new-home owners in 24 markets](#). The study utilizes an index that takes into account the number of problems that occur, the severity of problems and size of the home, and covers 41 different problem categories for the following areas: bathroom; drywall; electrical/appliances; flooring/stairs; home exterior; interior paint; kitchen; windows/doors; and other significant problems.

Pulte brands rank highest in new-home quality in five markets. Other builders achieving highest rankings in new-home quality in their respective markets include (in alphabetical order): Ashton Woods; Brookfield Homes; Centex Homes; Classic Homes (headquartered in Colorado Springs, Colo.); Holiday Builders (Melbourne, Fla.); J. Patrick Homes (Houston, Texas); John Wieland Homes and Neighborhoods (Smyrna, Ga.); KB Home (Los Angeles, Calif.); Lennar; Lifestyle Communities (Columbus, Ohio); Pardee Homes; Ryland Homes (Calabasas, Calif.); Standard Pacific Homes; Taylor Morrison Homes (Scottsdale, Ariz.); Toll Brothers (Horsham, Pa.); and Winchester Homes (Bethesda, Md.).

For more information on New-Home Quality Study rankings by market, please [click here](#).

“Green” Home Features

Approximately 31 percent of new-home owners perceive that their home is environmentally friendly, but a majority of these owners—65 percent—say that their home builder did not identify the home as “green.”

“Builders that neglect to point out environmentally friendly home features to buyers are missing out on a very important opportunity,” said Sonkin. “New-home buyers are increasingly seeking out green home features and the benefits they bring in terms of energy and cost savings.”

The top three reasons home owners give for building or buying a green home are: saving on power and heating costs; reducing water usage; and reducing their impact on the environment.

The 2009 U.S. New-Home Builder Customer Satisfaction Study is based on responses from 26,231 buyers of newly built single-family homes who provided feedback after living in their homes an average of four to 18 months. The study was fielded between March and July 2009. For more comprehensive builder rankings for all 24 U.S. markets, visit www.jdpower.com/homes.

About J.D. Power and Associates

Headquartered in Westlake Village, Calif., J.D. Power and Associates is a global marketing information services company operating in key business sectors including market research, forecasting, performance improvement, Web

¹ Effective as of August 18, 2009, a merger of Pulte Homes, Inc. and Centex Corporation was approved by a majority of the shareholders of both companies. Because the fielding period for the 2009 New-Home Builder Customer Satisfaction and 2009 New-Home Quality Studies was completed prior to the date of the merger of both companies, Pulte Homes and Centex Homes are reported here as separate entities and brands.

intelligence and customer satisfaction. The company's quality and satisfaction measurements are based on responses from millions of consumers annually. For more information on [home building and home improvement](#); [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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NOTE: Three charts follow.

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

*Markets Included in New-Home Builder Customer Satisfaction Study
And New-Home Quality Study*

Atlanta, Ga.

Las Vegas, Nev.

Austin, Texas

Northern New Jersey

Charleston, S.C.

Orange County/San Diego, Calif.*

Charlotte, N.C.

Orlando, Fla.

Chicago, Ill.

Philadelphia, Pa.

Columbus, Ohio

Phoenix, Ariz.

Dallas/Ft. Worth, Texas

Sacramento, Calif.

Denver, Colo.

San Antonio, Texas

Houston, Texas

San Francisco Bay Area, Calif.

Inland Empire, Calif.

Tampa, Fla.

Jacksonville, Fla.

Tucson, Ariz.

**Los Angeles/Ventura County/
Bakersfield, Calif.**

Washington, D.C.

For more comprehensive rankings by market for new-home builder customer satisfaction and new-home quality, visit www.jdpower.com/homes

**New markets added to the study in 2009.*

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

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

Top Three Builders in Overall Customer Satisfaction by Market

Atlanta, Ga.

Highest: Pulte Homes

Ashton Woods
John Wieland Homes

Austin, Texas

Highest: David Weekley Homes (tie)

Pulte Homes (tie)
Standard Pacific Homes

Charleston, S.C.

Highest: Centex Homes

Ryland Homes
Beazer Homes

Charlotte, N.C.

Highest: Standard Pacific Homes

M/I Homes
Del Webb

Chicago, Ill.

Highest: Pulte Homes

Lakewood Homes
Town & Country

Columbus, Ohio

Highest: M/I Homes

Dominion
Lifestyle Communities

Dallas/Ft. Worth, Texas

Highest: Darling Homes

Drees Custom Homes
Ashton Woods

Denver, Colo.

Highest: Shea Homes

Classic Homes
Pulte Homes

Houston, Texas

Highest: Ashton Woods (tie)

Village Builders (tie)
Highland Homes

Inland Empire, Calif.

Highest: Del Webb

Shea Homes
Standard Pacific Homes

Jacksonville, Fla.

Highest: Lennar

Pulte Homes
KB Home

Los Angeles/Ventura County/

Bakersfield, Calif.*

Highest: Pulte Homes

KB Home

Las Vegas, Nev.

Highest: Pardee Homes

Meritage Homes
Del Webb

Northern New Jersey*

Highest: K. Hovnanian

Orange County/San Diego, Calif.

Highest: Brookfield Homes

Shea Homes
Standard Pacific Homes

Orlando, Fla.

Highest: Pulte Homes

KB Home
Ashton Woods

Philadelphia, Pa.

Highest: Pulte Homes

Ryan Homes
K. Hovnanian

Phoenix, Ariz.

Highest: Shea Homes

KB Home
Ashton Woods

Sacramento, Calif.

Highest: Pulte Homes

Del Webb
Centex Homes

San Antonio, Texas*

Highest: Pulte Homes

KB Home

San Francisco Bay Area, Calif.

Highest: Shea Homes

Pulte Homes
Standard Pacific Homes

Tampa, Fla.

Highest: Pulte Homes

Standard Pacific Homes
DiVosta Homes

Tucson, Ariz.

Highest: Pulte Homes

Lennar
Richmond American

Washington, D.C.

Highest: Pulte Homes

Van Metre Homes
M/I Homes

For more comprehensive rankings by market for new-home builder customer satisfaction and new-home quality, visit www.jdpower.com/homes

**No other builder in this market performs above the market average.*

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

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J.D. Power and Associates 2009 New-Home Quality StudySM

Highest Ranked Builders in New-Home Quality by Market

Atlanta, Ga.

John Wieland Homes

Houston, Texas

J. Patrick Homes

Philadelphia, Pa.

Pulte Homes

Austin, Texas

Standard Pacific Homes

Inland Empire, Calif.

Centex Homes

Phoenix, Ariz.

KB Home

Charleston, S.C.

Centex Homes

Jacksonville, Fla.

Ryland Homes

Sacramento, Calif.

Taylor Morrison Homes

Charlotte, N.C.

Ryland Homes

Los Angeles/Ventura County/ Bakersfield, Calif.

Pulte Homes

San Antonio, Texas

Pulte Homes

Chicago, Ill.

Del Webb

Las Vegas, Nev.

Pardee Homes

San Francisco Bay Area, Calif.

Standard Pacific Homes

Columbus, Ohio

Lifestyle Communities

Northern New Jersey

Toll Brothers

Tampa, Fla.

Pulte Homes

Dallas/Ft. Worth, Texas

Ashton Woods

Orange County/San Diego, Calif.

Brookfield Homes

Tucson, Ariz.

Lennar

Denver, Colo.

Classic Homes

Orlando, Fla.

Holiday Builders

Washington, D.C.

Winchester Homes

For more comprehensive rankings by market for new-home builder customer satisfaction and new-home quality, visit www.jdpower.com/homes

Source: J.D. Power and Associates 2009 New-Home Quality StudySM

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