



# ATLANTIC HOME WARRANTY

# 2013

## Customer Choice Awards

### ATLANTIC HOME WARRANTY AWARD WINNERS REVEALED

By Jared Hochman

The Atlantic Home Warranty Customer Choice Award winners for 2013 were released, and it revealed some familiar names.

This year marked the 10th anniversary of the Atlantic Home Warranty Customer Choice Awards being given in Nova Scotia. The recipients were announced at the Nova Scotia Home Builders Association's Annual Peak Awards.

The winners this year were **Pinehurst Developments Inc.** (Volume of less than 10 homes), **Sawlor Built Homes** (Volume of 10-20 homes) and **Ramar Construction Limited** (Volume of more than 20 homes).

#### All three companies are repeat winners of the award.

Nomination for an award is voluntary – each year Atlantic Home Warranty invites eligible builders to participate. Surveys are sent to the builder's customers, who took possession of their new home within the designated time frame.

Pat Mulcahy, CEO of Atlantic Home Warranty, explains that the survey is comprised of 26 questions, tackling the homeowner's experience with the builder in virtually all facets of the new home purchase process. Questions included experiences with the sales staff, realtors, office and construction staff, as well as the builder's sales staff. Mulcahy added that the final question asks if the homeowner would recommend the builder to their family and friends

that are thinking of buying a new home.

"Our builders tell us that this survey is extremely important to them as the results are from their customers," said Mulcahy. "Recognition of a job well done by your clients is invaluable, and our awards are based solely on the input from the homeowners."

Each builder receives their results confidentially, broken down by individual question, and they are able to compare their result to that of the provincial average for each criterion.

Keith Sawlor, President of Sawlor Built Homes, values the feedback aspect of the awards process. His company strives to find new ways to improve their client's experience, and the Customer Choice Awards helps indicate their level of success in that area.

"The award is confirmation to me and my team that we are doing our job correctly," said Sawlor. "We enjoy the challenge and the competition is great. Each year we challenge ourselves to find more ways to improve our service and product."

#### Ramar CEO Ben Young echoes Sawlor's sentiments.

"There are lots of awards out there in our field, and we value them all greatly, but some are more subjective than others," said Ben Young, CEO for Ramar. "But this award is measured by the customers; they are the judges."

"It's very meaningful as a method of feedback from our customers on every aspect of their experience with our company as we create their home."

Todd Ching, owner of Pinehurst, views the award not only as feedback from customers, but also as an indicator of their perception of his company.

"This is a great honour – to have our clients give us this recommendation is our greatest compliment," said Ching. "We work very hard every day to build top quality homes and winning this award gives us a great sense of accomplishment."

"We continue to hold to our mission – putting the client first and listening to their dreams, wants and needs."

The customers who filled out and returned the surveys also had a little extra incentive besides voting for the award winner – their name was entered into a draw for \$500, which this year was won by Jim Russell.

Mulcahy is happy that companies value the awards they are given, but notes that because the companies are given a customer's point of view on how to improve, it's the new homeowners that come out on top.

"Winning is obviously the objective," Mulcahy said. "But the information that our members get from their clients on their performance represents real value that the builders can use to make improvements with their business."

# Congratulations Builders! Customer Choice Awards

Builder with Less than 10 Homes

*Pinehurst Developments*



Builder with 11 to 20 Homes

*Sawlor Built Homes*



Builder with More than 20 Homes



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