

# Builder

## Builders Honored with 2017 Eliant Awards

*MBK Homes and the Olson Co. earn top ratings for customer service.*

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Home builders who provided their customers with the best purchase and ownership experiences—according to surveyed home buyers—were

recently honored in the 21st annual Eliant Homebuyers' Choice Awards competition.

The winning builders were chosen based on the results of more than 106,000 surveys which were administered to all recent home owners from over 156 major homebuilders across the U.S.

MBK Homes is the recipient of the “The Eliant” award for the Best Overall Purchase and Ownership Experience from among multi-division builders. In addition, MBK Homes was honored with 21 awards including an unprecedented 11 First Place awards and 6 Second Place awards among all Medium-Volume builders.

“MBK has clearly distinguished themselves as an industry leader when it comes to outstanding levels of customer satisfaction,” says Jex Manwaring, president of Eliant. Tim Kane, President of MBK Homes, added “We are absolutely delighted to have won the Eliant Award. These awards recognize the hard work and dedication of our talented team of people, and I would like to personally thank all of them for their huge contribution to this achievement.”

The Olson Company is the recipient of “The Eliant” for Best Overall Customer Experience in the single divisional builder segment. The Olson Company was also honored with 10 Premier Awards (First, Second or Third place) among all qualifying Large-Volume builders. The Olson Company received a grand total of thirteen Homebuyers’ Choice Awards. “The Olson Company continues demonstrating a strong commitment to customer service,” declared Bob Mirman, founder and Chief Executive Officer of Eliant. Scott Laurie, CEO of the Olson Company, said “We have made customer service a priority and are honored that our commitment is being recognized through this top Eliant Award.”

The highest number of awards earned by a home builder in this year’s competition was a total of 22 Homebuyers’ Choice Awards earned by The New Home Company, including four First Place Awards. Lawrence Webb, CEO of the New Home Company, said “The New Home Company is absolutely dedicated to customer service and delighting our customers. These awards acknowledge that dedication.”

A clear customer favorite, the TRI Pointe Group, won a total of 18 Homebuyer’s Choice Awards, half of which were Premier Awards. “We are thrilled to receive this recognition,” stated Tom Mitchell, President and COO of the TRI Pointe Group. “These awards are especially gratifying because they reflect our customers’ recognition of our company-wide commitment to provide memorable experiences.”

Benchmark Communities won a total of 16 Homebuyers’ Choice Awards. Winning communities reached across both the Large and Medium Builder segments. Ralph Baja, Benchmark’s National Director of Customer Relations and Process Improvement, said “We are committed to our model of customer service and pleased to see that our homebuyers hold us in such high regard.”

William Lyon Homes, Robson Resort Communities and GL Homes of Florida were recognized both the Large and High Volume Builder segment. William Lyon received homebuyers’ number one ranking for the Construction Experience and Design Experience. Robson Resort Communities received a number one ranking for First Year Quality.

In the Medium Volume Builder segment, Rosewood Homes received six Premier Awards. Giddens Homes received awards in four categories in the Medium Volume Builder segment.

In the all-important category of “Percent of Sales from Referrals,” Gentry Homes (Medium Builder segment), GL Homes of Florida – Palm Beach Adult (Large Builder segment) and Irvine Pacific (High Volume segment) scored the highest “Percent of Sales from Referrals. In 2016, Hawaii based Gentry Homes sold an astonishing 50% of their homes from referrals followed closely by GL Homes of Florida selling 48% from referrals.

Eliant’s builder clients are improving their customers’ experience to such a degree that home owners are not only more willing to offer a referral, but more and more prospects are buying new homes due to these referrals. Each year, Eliant analyzes the “Percent of Sales from Referrals” from the ten highest rated builders: In 2009, 32% of these builders’ sales were sourced from referrals, while in 2017, 41.8% of their sales were from referrals, a 9.8% increase.

A total of 40 different builders were recognized for being in the top five for their excellence in one or more customer-experience categories. Builders with consistently high levels of customer satisfaction included: The New Home Company (22 awards), MBK Homes (21 awards), TRI Pointe Group (18 awards), and Benchmark Communities (16 awards). The Olson Company (13 awards) and William Lyon Homes (9 awards) also distinguished themselves once again this year.

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[http://www.builderonline.com/builder-100/people/builders-honored-with-2017-eliant-awards\\_o](http://www.builderonline.com/builder-100/people/builders-honored-with-2017-eliant-awards_o)