



Western Region Office
1985 Plecas Road
Nanaimo, BC
V9X 1R9
www.avidratings.ca



FOR IMMEDIATE RELEASE

Totangi Properties Selects Avid Ratings Canada® to Provide Customer Satisfaction Research for their Woodland Creek development

Victoria, BC (June 5, 2013)

Totangi Properties Ltd has engaged Avid Ratings Canada® to provide research services for three customer satisfaction surveys to be conducted throughout the home buying experience at their Woodland Creek development in Sooke, British Columbia.

Avid Ratings is a full-service customer loyalty management firm, providing customer loyalty research, organizational strategies, employee training, and proprietary solutions to the home building industry throughout North America.

Greg Stolz, General Manager of Avid Ratings Canada said, “Totangi Properties has continuously demonstrated their commitment to excellence through the numerous awards of excellence they have won over the years. Their adoption of the Avid Ratings program once again shows that delivering the best experience possible for their buyers is of paramount importance for them.”

Recognizing the high degree of value that social media brings to its business, Totangi Properties is also engaging Avid’s GoSocial program. The GoSocial program will tie the successes achieved through gauging the customer experience to Totangi’s social media marketing efforts to create more referral business, while allowing them to demonstrate their understanding of the home buyer’s needs.

“Ensuring a first class customer service experience for our home buyer is extremely important to us. We are excited to partner with Avid Ratings to provide valuable feedback from our customers to ensure continuous improvement in our methods and excellence in our homes and developments,” said Blair Robertson co-owner of Totangi Properties.

About Totangi Properties

Totangi Properties is a family owned award winning property development and land management company established in 1968 and located in Victoria, BC. They are committed to creating affordable, high-quality residential properties and developments with lasting homeowner value such as the 2012 Gold CARE Award winner for Best New Subdivision, [Woodland Creek](#) a residential neighbourhood of new homes in the heart of Sooke, British Columbia www.Totangi.ca

About AVID

Founded in 1993, Avid Ratings (www.avidratings.com) is a full-service customer loyalty management firm, providing customer loyalty research, organizational strategies, employee training, and proprietary solutions to the home building industry. In 2003, Avid Ratings Canada was created to help leading Canadian home builders improve referrals, margins, and long-term customer loyalty. Today, providing surveys to more than 2500 builders, Avid is the leading provider of customer loyalty management services in Canada and the U.S.

For more information please contact Greg Stolz, General Manager, Avid Ratings Canada, 1-888-503-7853 or email greg.stolz@avidratings.ca

customers engaged™

t 888 503 7853 f 888 813 5662 info@avidratings.ca