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CANADA'S TOP BUILDERS DISTINGUISHED WITH 2014 AVID AWARDS FOR BEST CUSTOMER EXPERIENCE

Portrait Homes Ltd. and Totangi Properties Ltd. garner top honours as the leading home building companies ranked by customers in Canada

TORONTO (May 14, 2014) – In recognition of the best builders providing extraordinary customer experiences, Avid® Ratings Canada is proud to announce the winners of the 11th annual Avid Awards. Home builders throughout Canada are honoured with the prestigious awards for scoring the highest with their customers on surveys of the home buying experience.

“We are thrilled to honour the winners of the 2014 Avid Awards, who have all set the highest standards for home quality and customer service across Canada,” said Tim Bailey, Division President of Avid Ratings Canada. “These awards give future buyers the confidence that there is a builder in their region who will deliver an exceptional new home and buying experience.”

Home building companies included in this year's results represent Canada's largest private builders and hundreds of small volume and custom builders from coast to coast. Homeowners who purchased new homes in 2013 were surveyed to determine the winners of the 2014 award. A total of 12 Canadian home builders received awards this year. The big winners were British Columbia-based Portrait Homes Ltd. and Totangi Properties Ltd., which received the Avid Diamond Award and Avid Custom Builder Diamond Award, respectively.

“Our entire team is incredibly honoured by winning this most prestigious award,” said Robert Grimm, Principal, Portrait Homes Ltd. “As it is based solely on our homeowner's feedback, this tells us that from the first meeting with our sales and marketing team to the care they receive after they move in, they are given an honest, stress-free home buying experience and a quality home that they love.”

“We are thrilled and humbled to receive this recognition from Avid,” said Blair Robertson, co-owner of Totangi Properties Ltd. “It's a validation of the great work that our skilled building and sales team provides and of the positive lasting relationships we are able to build with our customers. Special thanks goes to SC Smith Building Company as our building partner and of course, gratitude to our customers that continue to support us.”

The Avid Awards are regarded as a trusted benchmark of customer service performance in the home building industry. In North America, Avid Ratings has long been at the forefront of the industry in bringing transparency of builder performance to consumers by consumers since 1992. In order to determine the Avid Award winners, home building companies are evaluated using Avid's award winning GoSurvey® program and database. Every home buyer survey in the database is analyzed to determine each builder's Avid Index Score, which is a combination of the total home buying experience, the willingness to refer, and the actual number of recommendations a buyer has made. Builders with the highest Avid Index Score in each category are presented with awards. Each award winning company must score at or above the top 25th percentile in the country to be recognized with an Avid Award. To provide even more transparency, many participating builders publish all of its completed (and unedited) surveys and star ratings online via Avid's GoSocial® program and at www.avidratings.com/reviews.

“Integrity is of paramount importance to us, which is why home buyers and builders alike can be assured that the Avid Awards have true meaning behind them,” Bailey said. “We commend this year's Avid Diamond Award winner, Portrait Homes, for using GoSocial to publicly share each and every survey they have received with the world by publishing their results on the Web.”

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“To come out on top for all of Canada is validation that we are on the right track in achieving our vision, which is to be world champions in homeowner care because we are passionate about 'doing things right' and 'doing the right thing,’” Grimm said.

Avid Diamond Award

The Avid Diamond Award is given to builders scoring the highest on their New Home Move-In Experience™ Survey (based on purchasing experience within the first 90 days in the home). One builder in the production category and one in the custom builder category were named as Diamond Award recipients.

The Avid Diamond Award recipient is:

- Portrait Homes Ltd. of Richmond, British Columbia

The Avid Custom Builder Diamond Award winner is:

- Totangi Properties Ltd. of Victoria, British Columbia

Avid Gold Award

Avid also distinguishes top building companies on a local level with the Avid Gold Awards. This honour is given out to leading builders within four provinces in Canada who received the highest on their New Home Move-In Experience™ Survey (based on purchasing experience within the first 90 days in the home) out of all qualifying builders in their area.

Avid Gold Award winners are as follows:

Province of Alberta

- Brookfield Residential – Edmonton Multi-Family Division

Province of British Columbia

- Portrait Homes Ltd. of Richmond

Province of Ontario

- Reid’s Heritage Homes - Collingwood Division

Province of Saskatchewan

- North Ridge Developments – Saskatoon Multi-Family Division

Avid Benchmark Award

The Avid Benchmark Award is presented to the second- and third-place builders that rank among the top 25 percent nationwide (up to two per province) in the New Home Move-In Experience™ Survey (based on purchasing experience within the first 90 days in the home). There were a total of six recipients this year.

The following builders were selected for the Avid Benchmark Award:

Province of Alberta

- Galko Homes of Lethbridge
- Brookfield Residential – Calgary Multi-Family Division

Province of Ontario

- Mattamy Homes – Halton-Hamilton Division
- Mattamy Homes – Greater Toronto Area Division

Province of Saskatchewan

- Warman Home Centre of Saskatoon
- R & D Fraser Homes of Saskatoon

For more information about the Avid Awards, please visit www.avidratings.ca.

About Avid Ratings Canada

Founded in 2003, Avid Ratings Canada is a full-service customer loyalty management firm, providing customer loyalty research, reputation management, organizational consulting, and innovative marketing solutions that drive home building success. Serving over 2,750 home builders throughout Canada and the United States. Avid maintains North America's largest database of homebuyer satisfaction to benchmark its clients. To learn more about the award winning Avid 3.0 suite of services (GoSurvey®, GoSocial®, and GoTour®), visit www.avidratings.ca.

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