



## CANADA'S TOP BUILDERS DISTINGUISHED WITH 2015 AVID AWARDS FOR BEST CUSTOMER EXPERIENCE

### *North Ridge Developments, Regina Multi-Family Division - Saskatchewan and Reimer Custom Homes - Saskatchewan garner top honours as the leading homebuilding companies ranked by customers*

**TORONTO (June 3, 2015)** - In recognition of the best builders providing extraordinary customer experiences, [Avid® Ratings](#) Canada is proud to announce the winners of the 12<sup>th</sup> annual Avid Awards. Homebuilders throughout the North America are honored with the prestigious awards for scoring the highest with their customers on surveys of the home buying experience. Award recipients were chosen from a record number of 930 qualifying builders, making it the largest assessment of home buyer satisfaction in North America in 2015. All winners of the Avid Awards will be recognized on August 13<sup>th</sup> at the Avid Conference: Building Excellence and Innovation, in Madison, Wisconsin.

"We are thrilled to honour the winners of the 2015 Avid Awards, who have all set the bar for home quality and customer service across North America," said Tim Bailey, division president of Avid Ratings Canada. "These awards ensure future buyers that there is a builder in their region who will deliver an excellent new home and buying experience."

Homebuilding 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 2014 were surveyed to determine the winners of the 2015 award. The big winners were North Ridge Developments, Regina Multi-Family Division - Saskatchewan and Reimer Custom Homes - Saskatchewan, who received the Avid Diamond Award and Avid Custom Builder Diamond Award, respectively.

"North Ridge is a company that strives for excellence. To be acknowledged with this award is truly an honour," said Patrick Mah, Operations manager at North Ridge Developments, Regina Multi-Family Division. "It is an achievement that we do not take for granted and we are very proud to be recognized."

"We are very humbled and consider it a blessing to receive recognition for this prestigious award. It is a testament to the hard work and dedication we see from our staff on a daily basis," said Graham Toth Project Manager, Reimer Custom Homes & Commercial Inc. "Our slogan is 'A Great Building Experience.' We believe that means an extremely high level of honour, care and attention during the build process and more importantly, that same level of honour, care and attention after the client has taken possession of their new home. We are privileged to provide the people of Regina with a new home they can truly be proud of and we thank all of our customers for choosing to build with us."

The Avid Awards are regarded as the leading benchmark of customer satisfaction performance in the homebuilding 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, homebuilding 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 25<sup>th</sup> percentile in the country to be recognized with an Avid Award. To provide even more transparency, many participating builders publish all of their completed (and unedited) surveys and star ratings online via Avid's GoSocial® program and at [www.homequality.com](http://www.homequality.com).

"Part of our brand promise is that we are a trustworthy company that consumers can rely upon," Bailey said. "Integrity is of paramount importance to us, which is why home buyers and builders alike can be assured that the Avid Awards are based on surveys of 100% verified customers with over 50-70% response rates, and therefore have true meaning behind them."

#### **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.

#### **Avid Diamond Award:**

- North Ridge Development - Regina Multi-Family Division - Saskatchewan

### **Avid Diamond Award Custom/Small Volume Builders:**

- Reimer Custom Homes - Saskatchewan

### **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 Homes - Calgary Single-Family Division

Province of British Columbia

- Portrait Homes

Province of Ontario

- Mattamy Homes - Ottawa Division

Province of Saskatchewan

- North Ridge Developments - Regina 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 eight recipients this year.

The following builders were selected for the Avid Benchmark Award:

Province of Alberta

- Jayman MasterBUILT - Calgary Division
- Albi Homes

Province of British Columbia

- Adera Development
- Concert Properties

Province of Ontario

- Reids Heritage - South Central Division
- Glenview Homes

Province of Saskatchewan

- Warman Home Centre
- North Ridge Development - Saskatoon Single Family

### **Avid Service Awards**

Recognizing top homebuilding employees in Canada with individual honours, the Avid Service Award is given to professionals active in (and for the categories of) Sales, Design, Construction and Customer Service.

The winners of the 2015 Avid Service Award include (listed by category and in alphabetical company order):

### **2015 Best Sales Counsellors:**

- Bedrock Homes: Joanne Gilroy
- Brookfield Residential Calgary - MF: Lori Noble- Milne
- Brookfield Residential Calgary - SF: Nada Nosal
- Homes by Dream - Saskatoon Stan Kinal
- Laebon Developments Ltd.: Aaron Martin
- Jayman - Innovations - Calgary: Ashley Hebert
- Jayman - Innovations - Edmonton: Vanessa Freeman
- Jayman MasterBUILT - Edmonton: Armina Seetram
- Jayman Modus - Calgary: Sandy Perron
- Jayman Modus - Edmonton: Autumn Brown

- Mattamy Homes GTA: Kelly Leca
- Mattamy Homes GTA: Brandon Sheehan
- Mattamy Homes Ottawa: Paul Di Pucchio
- Mattamy Homes Ottawa: Andrew DiMatteo
- Parkview Homes: Paul Davidson
- Portrait Homes: Angela Stewart
- Pro-Fab Modular Homes: Mario Leblond
- Sterling Homes: Inderdeep Hayer
- Tartan Homes: Heather Baltussen

#### 2015 Best Project Superintendents:

- Albi Homes: Marcia Davidson
- Brookfield Residential Calgary - MF: Mike Keizer
- Homes by Avi - Calgary: Dave Warin
- Jayman - Innovations - Calgary: Jeff Laminski
- Jayman - Innovations - Calgary: Monte Sobchishin
- Jayman - Innovations - Edmonton: Brendon Briggs
- Jayman - Innovations - Edmonton: John Dixon
- Mattamy Homes GTA: Jen McEwan
- Mattamy Homes GTA: Rob Sanita
- Mattamy Homes GTA: Ninder Singh
- Mattamy Homes GTA: Sheldon Pretty
- Mattamy Homes GTA: Lidio Esposito
- Mattamy Homes Ottawa: Frank LoScerbo
- Mattamy Homes Ottawa: Michael Craig
- Mattamy Homes Ottawa: Michael Hlohinec

#### 2015 Best Design Counsellors:

- Mattamy Homes Canada Operations: Kristen Janzen
- Mattamy Homes Canada Operations: Heidi Adams
- Mattamy Homes Canada Operations: Coreta Small
- Mattamy Homes Calgary: Christine Woltman
- Mattamy Homes Ottawa: Erica James

#### 2015 Best Customer Service Associates:

- Branthaven Homes: Steve Neuert
- Minto Communities - Ottawa LR: Myshel Boivin
- Portrait Homes: Ron Breidt

For more information about the Avid Service Awards, please visit [www.avidratings.ca](http://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 2,300 homebuilders 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](http://www.avidratings.ca).

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