



Press Release

J.D. Power and Associates Reports: Ashton Woods Ranks Highest in Customer Satisfaction among Atlanta Builders for a Second Consecutive Year

Venture and Centex Round Out the Top Three Performers

WESTLAKE VILLAGE, Calif.: 14 September 2005 — Ashton Woods Homes ranks highest in home builder customer satisfaction in the Atlanta market for a second consecutive year, according to the J.D. Power and Associates 2005 New-Home Builder Customer Satisfaction StudySM released today.

The study, which measures customer satisfaction with new-home builders in 30 of the largest U.S. homebuilding markets, is based on 10 factors that drive overall satisfaction. They are, in order of importance: builder's warranty/customer service; home readiness; builder's sales staff; construction manager; quality of workmanship/materials; price/value; physical design elements; builder's design center; recreational facilities; and location.

Competition among builders in Atlanta is fierce, with the top three builders scoring within three index points of each other. Roswell, Ga.,-based Ashton Woods Homes ranks highest, scoring highest in sales staff, quality of workmanship/materials, price/value, physical design elements and location.

Following Ashton Woods in the rankings are Venture Homes and Centex Homes, respectively. Venture performs particularly well in home readiness and design center, while Centex leads the market in the builder's warranty/customer service and construction manager.

The overall average customer satisfaction index score in Atlanta is 108—four points below the 30-market average of 112.

Other interesting findings about the Atlanta homebuilding market include:

- The average price paid for a new home in Atlanta in the study is \$252,000—up from \$239,000 in the 2004 study.
- Compared with the other markets surveyed, Atlanta has a relatively high proportion of first-time buyers (39% vs. the study average of 27%).

Among the drivers of overall customer satisfaction, a factor for the construction manager has been added to the study for the first time, reflecting the more visible role builders have begun giving construction managers. The study finds that construction managers are nearly as important in influencing customer satisfaction as the builder's sales staff.

“This is the one of the biggest purchases most consumers ever make, and new-home buyers today tend to be highly informed and want to be involved in the building process,” said Paula Sonkin, executive director of the real estate industries practice at J.D. Power and Associates. “Builders are finding that having construction managers proactively communicate with owners during the building phase puts them in a unique position to help build

strong relationships with owners. This can ultimately lead to higher customer satisfaction with the finished home.”

The study also finds that truly delighted home buyers (those rating their builders a 10 on a 10-point scale) recommend their builder to nearly twice as many people compared to the average new-home buyer.

To be included in the 2005 study, Atlanta-area builders must have closed 150 or more homes in the market in 2004. The new homes are located in Barrow, Cherokee, Clayton, Cobb, Coweta, Dawson, Dekalb, Douglas, Fayette, Forsyth, Fulton, Gwinnett, Hall, Henry, Newton, Paulding, Rockdale, Spalding and Walton counties.

The 2005 New-Home Builder Customer Satisfaction Study is based on responses from 73,353 buyers of newly built single-family homes who provided feedback after living in their homes from four to 18 months, on average. There were 3,147 respondents in the Atlanta market. For more comprehensive builder ratings, visit the J.D. Power Consumer Center at www.jdpower.com.

About J.D. Power and Associates

Headquartered in Westlake Village, Calif., J.D. Power and Associates is an ISO 9001-registered global marketing information services firm operating in key business sectors including market research, forecasting, consulting, training and customer satisfaction. The firm’s quality and satisfaction measurements are based on responses from millions of consumers annually. J.D. Power and Associates is a business unit of The McGraw-Hill Companies.

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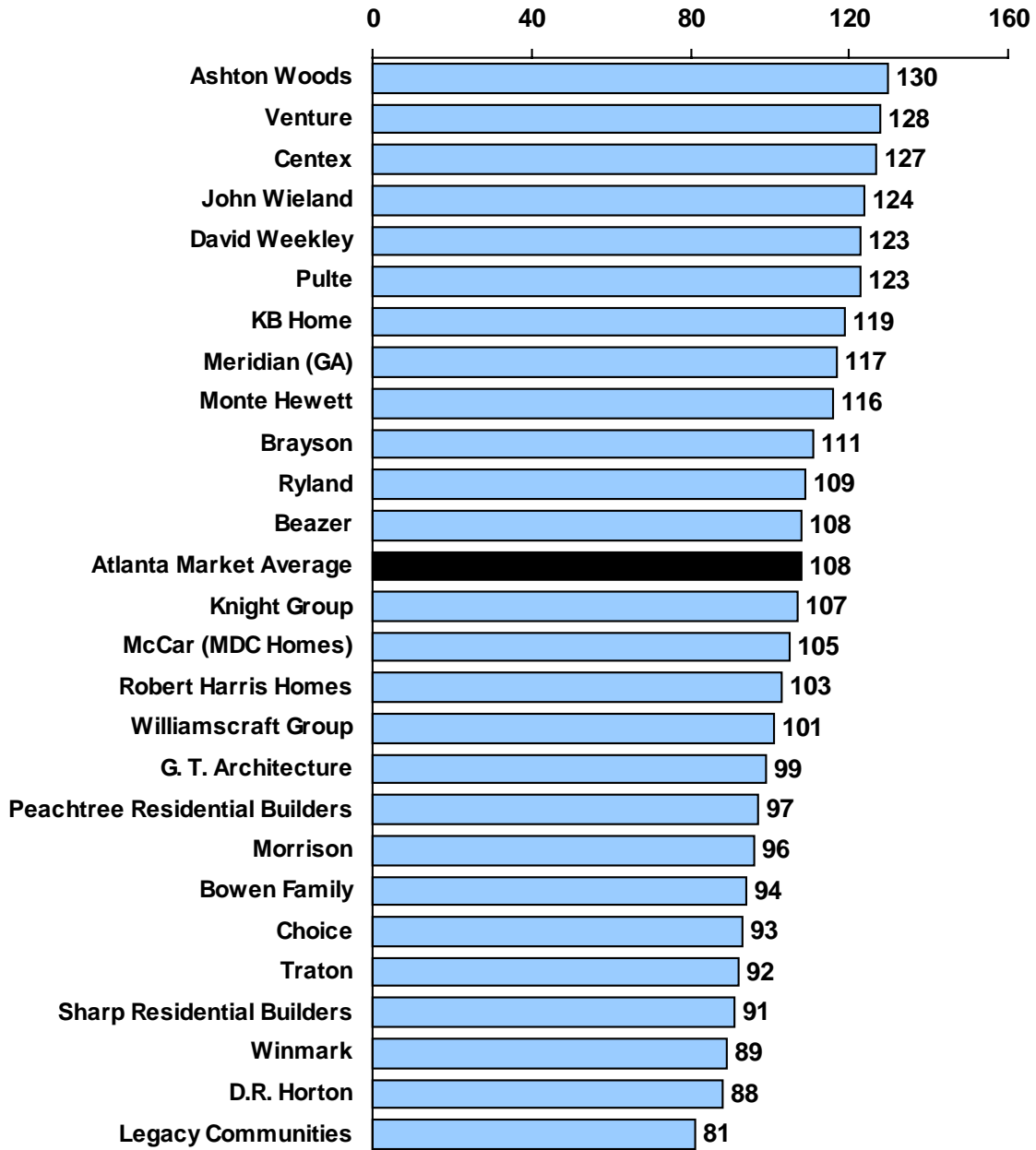
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NOTE: Four charts follow.

J.D. Power and Associates 2005 New-Home Builder Customer Satisfaction StudySM

Overall Satisfaction Index Scores *Atlanta*



Source: J.D. Power and Associates 2005 New-Home Builder Customer Satisfaction StudySM

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2005 New-Home Builder Customer Satisfaction StudySM

Top Three Builders in Customer Satisfaction by Market

Albuquerque, NM

Highest: Centex

Pulte
KB Home

Detroit, MI

Highest: Pulte

Robertson Brothers
Lombardo Companies

Orange, CA

Highest: Centex (tie)

Highest: John Laing (tie)
California Pacific

San Diego, CA

Highest: Centex

Lennar (tie)
Shea (tie)

Atlanta, GA

Highest: Ashton Woods

Venture
Centex

Ft. Myers/Naples, FL

Highest: Pulte

DiVosta
Lennar

Orlando, FL

Highest: Pulte

Centex
Lennar

San Francisco Bay Area, CA

Highest: Centex

Pulte
Shea (tie)
Standard Pacific (tie)

Austin, TX

Highest: Pulte

KB Home
Centex

Houston, TX

Highest: Pulte

KB Home
David Weekley

Palm Beach, FL

Highest: DiVosta

G.L. Homes
Centex

Seattle/Tacoma, WA

Highest: Centex

Conner (tie)
Shea (tie)

Baltimore, MD

Highest: NV Homes

Pulte
Beazer

Inland Empire, CA

Highest: Pulte

Centex
Del Webb

Philadelphia, PA

Highest: Pulte

J.S. Hovnanian
Orleans

Tampa Bay, FL

Highest: DiVosta (tie)

Highest: Tripp Trademark (tie)
David Weekley

Charlotte, NC

Highest: Fox & Jacobs

Centex
St. Joe Towns & Resorts

Jacksonville, FL

Highest: Pulte

Beazer
Centex

Phoenix, AZ

Highest: Farnsworth

Pulte
T.W. Lewis

Tucson, AZ

Highest: Pulte

Lennar
Robson Communities

Chicago, IL

Highest: Del Webb

Pulte
Lakewood

**Los Angeles/Ventura
Counties, CA**

Highest: Shea

Centex
John Laing

Portland, OR

Highest: Centex

Renaissance Custom Homes
Arbor Custom

Washington, D.C.

Highest: Centex (tie)

Highest: Pulte (tie)
Highest: Winchester (tie)

Dallas/Ft. Worth, TX

Highest: Pulte

Fox & Jacobs
Centex

Las Vegas, NV

Highest: Del Webb

Pulte
KB Home

Raleigh/Durham, NC

Highest: Centex

Lennar
Pulte

Denver/Colorado

Springs, CO

Highest: Shea

John Laing
Centex

Minneapolis, MN

Highest: Pulte

Centex
Orrin Thompson

Sacramento, CA

Highest: Centex

Pulte
Del Webb

***For more comprehensive builder ratings by market,
visit the J.D. Power Consumer Center at www.jdpower.com***

Source: J.D. Power and Associates 2005 New-Home Builder Customer Satisfaction StudySM

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2005 New-Home Builder Customer Satisfaction StudySM

Overall Satisfaction Index Scores

Market	2005	2004	2003	Difference from 2004 to 2005
Major Market Total	112	112	109	0
Austin	122	122	115	0
Orange County (CA)**	122	n/a	n/a	n/a
Sacramento	120	116	109	4
Houston	118	113	107	5
Tucson	118	114	114	4
Dallas/Ft. Worth	117	118	113	-1
Los Angeles/Ventura Counties**	116	n/a	n/a	n/a
Minneapolis	116	113	104	3
Charlotte	115	113	111	2
Chicago	115	111	109	4
Tampa	115	112	109	3
Phoenix	114	119	118	-5
Inland Empire (CA)**	113	n/a	n/a	n/a
Las Vegas	113	123	116	-10
Raleigh/Durham	113	117	109	-4
Seattle/Tacoma	113	106	n/a	7
Denver/Colorado Springs	111	112	105	-1
San Diego	111	106	n/a	5
San Francisco Bay Area	111	108	107	3
Portland*	109	n/a	n/a	n/a
Atlanta	108	109	106	-1
Detroit	108	108	n/a	0
Ft. Myers/Naples	108	115	n/a	-7
Palm Beach	107	106	105	1
Baltimore*	106	n/a	n/a	n/a
Albuquerque*	104	n/a	n/a	n/a
Orlando	104	108	106	-4
Washington, D.C.	104	101	100	3
Philadelphia	101	99	100	2
Jacksonville	98	94	n/a	4

*New markets added to the study in 2005.

** Previously included in the Southern California market.

Source: J.D. Power and Associates 2005 New-Home Builder Customer Satisfaction StudySM

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2005 New-Home Builder Customer Satisfaction StudySM

Ten Factors Drive Overall Satisfaction with Home Builder % Contribution to Overall Satisfaction

Factor	Factor Weight
Builder's Warranty/Customer Service	20%
Home Readiness	16%
Builder's Sales Staff	14%
Construction Manager	13%
Quality of Workmanship/Materials	13%
Price/Value	8%
Physical Design Elements	6%
Builder's Design Center	4%
Recreational Facilities	3%
Location	2%

NOTE: Percentages may not total 100 due to rounding.

Source: J.D. Power and Associates 2005 New-Home Builder Customer Satisfaction StudySM

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