

Portrait Homes Takes Home Prestigious Avid Award

In recognition of the best builders providing extraordinary customer experiences, Avid® Ratings has announced the winners of the 11th annual Avid Awards. Home builders throughout the United States and Canada are honored with the prestigious awards for scoring the highest with its customers on surveys of the home buying experience. Award recipients were chosen from a record number of 747 qualifying builders, making it the largest assessment of homebuyer satisfaction in North America in 2014.

“We are thrilled to honor the winners of the 2014 Avid Awards, who have all set the highest standards for home quality and customer service across North America,” said Paul Cardis, Chief Executive Officer of Avid Ratings. “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 approximately 20 percent of the largest publicly traded NYSE/NASDAQ builders, 34 per cent of North America’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 27 U.S. and Canadian homebuilders received awards across 20 separate categories this year.

Says David Wallace, COO of Portrait Homes, “We are once again honoured to announce that Portrait Homes is the very proud recipient of the 2014 AVID Canada Diamond Award for the best new home customer experience in Canada! Our entire team works exceptionally hard at creating a stellar customer experience and this is a great way to measure and acknowledge the effort We were quite pleased to see a score of 94+% willingness to refer and wish to thank all of our customers for choosing to live in a Portrait community!”

The Avid Awards are regarded as a trusted benchmark of customer service performance in the homebuilding industry. 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 each 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.

“Part of our brand promise is that we are a trustworthy company that consumers can rely upon,” Cardis said. “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.”