



HOME BUILDERS ASSOCIATION
of Dayton

Service, Incentives and Quality Boost Home Buyer Satisfaction

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While the overall housing industry is experiencing a slump, new home buyer satisfaction spiked in 2008.

According to the “2008 New-Home Builder Customer Satisfaction StudySM” by J.D. Power and Associates, “many home builders are succeeding in significantly improving overall customer satisfaction in 2008, compared with 2007.” Although not specifically applied to the Dayton Region market, this study mirrors the typical new home buyer and builders in our area.

Customers cited knowledgeable sales staffs and strong customer service as top reasons for their satisfaction with their home builder. Home buyers were also pleased with the quality of workmanship and materials, great values and on-time delivery dates.

Home buyers today are able to take advantage of opportunities they might not see in a hyper-competitive market, such as free upgrades and more flexibility and choices in floor plans and design. Combining these incentives with unparalleled service, seemingly unlimited choice of building sites and a quality product, the customer feels that they received the best home for their money.

Builders are also addressing the rising interest in green building by incorporating the top green features that home buyers feel belong in a new house, including energy-efficient heating and air-conditioning units; energy-saving appliances and lighting; water-conserving fixtures and temperature-controlling windows.

According to many builders, green building is the fastest-growing segment of the home building industry. They are finding that many home buyers are willing to pay more to get a home that is not only built to be environmentally friendly,

but can also save them money on energy costs down the road. When builders are able to meet these needs, their customers feel confident that they are working with a builder who is knowledgeable about the latest trends and will deliver a quality product.

Another J.D. Power study on home design also shows that customer satisfaction has increased in the design and aesthetic aspects of new home construction as well. The design and layout features that customers place the most significance on in terms of builder performance include (in order of importance):

- Floor plan
- Master/primary bathroom
- Kitchen
- Ability to customize
- Interior comfort/environment
- Flooring
- Exterior architectural design
- Windows and exterior doors

Customers seem pleased to find that builders are more flexible and able to accommodate designs and floor plans that are non-traditional, which creates a positive home-buying experience. When home buyers are satisfied, it continues to strengthen the home building industry and challenges builders to improve not only the finished product, but the overall experience for the customer.

This is just another reason for anyone considering building a new home to make the move now.

For more information on the study, visit www.jdpower.com and click on the “Homes” tab.