

Pulte Homes pleases customers

Journal Staff Report

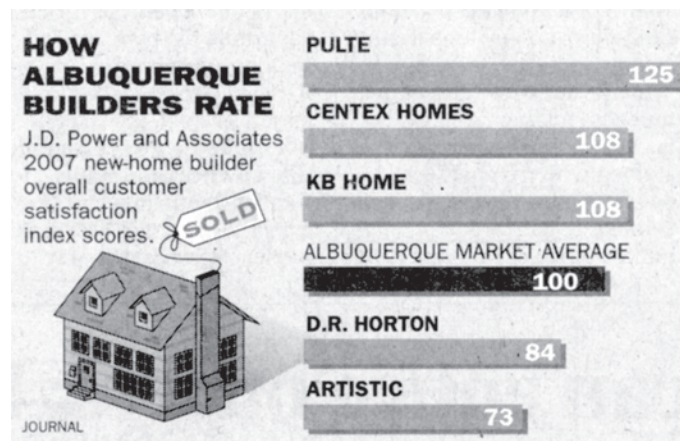
J.D. Power and Associates has found Pulte Homes ranks No. 1 in overall home builder customer satisfaction in the Albuquerque market for 2007, according to a recent press release.

The survey is based on 485 local respondents who had lived in their homes an average of four to 18 months, it said.

This is the second consecutive year Pulte has taken the top spot. Centex Homes and KB Home tied for No. 2. Of the three builders, only KB improved in its score over last year.

The new-home builder customer satisfaction survey is based on the following nine factors, in order of importance: builder's warranty/customer service; construction manager; builder's sales staff; home readiness; price/value; workmanship materials; recreational facilities; builder's design center; and location, according to a press release from J.D. Power.

Pulte's average customer satisfaction index score was 125, down from 131 the previous year.



Centex's was 108, down from 127 in 2006, and KB Home scored 108, up from last year's 100.

Albuquerque as a market scored 100, down from 116 in 2006 and 11 points below the 111 average for the

34 metro areas included in the report.

To be part of the study, Albuquerque-area builders must have closed at least 150 homes within Bernalillo, Sandoval, Santa Fe and Valencia counties in 2006.

Nationally, J.D. Power found the four most problematic areas for buyers are sidewalk, driveway and foundation cracks; crooked walls; visible carpet seams and landscaping, the release said.

The market research firm, in a separate home design study, says buyers report a convenient arrangement of bathroom fixtures is more important than the size of a master bathroom, but the size of the kitchen and the appearance of the sink and faucets are more important than a convenient arrangement of kitchen fixtures.