

J.D. Power: John Wieland Atlanta's top homebuilder

John Wieland Homes and Neighborhoods ranks highest in customer satisfaction with new-home builders in metro Atlanta, according to the J.D. Power and Associates 2010 New-Home Builder Customer Satisfaction Study published Wednesday.

The study examined builder's sales staff; builder's warranty/customer service staff; workmanship/materials; price/value; home readiness; construction manager; recreational facilities provided by the builder; builder's design center; and location.

John Wieland Homes and Neighborhoods got a score of 869 on a 1,000-point scale in 2010 — an increase of 17 points from 852 in 2009. The builder was lauded for its builder's sales staff; construction manager; workmanship/materials; home readiness; builder's warranty/customer service staff; and location.

Following John Wieland Homes and Neighborhoods in the market rankings are Ashton Woods (855), Del Webb and Ryland Homes (in a tie, each scoring 831), Pulte Homes (823), D.R. Horton (808), Bowen Family (711) and Legacy Communities (592).

The average customer satisfaction index score in the Atlanta market is 791 — 35 points below the 17-market average of 826. But satisfaction in Atlanta was up 14 points from 2009.

“The downturn of the housing market, along with intensified competition for a very limited pool of home buyers, has reinforced the importance of customer focus for new-home builders,” said Dale Haines, senior director of the real estate and construction industries practice at J.D. Power and Associates. “In this buyers' market, builders that are attentive to customer needs and focus on relationship building stand the best chance of enduring through the market recovery.”

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JOHN WIELAND HOMES
AND NEIGHBORHOODS