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## **MCSAM People's Choice Awards honors Highland Homes, Darling Homes, Lantana and Castle Hills**

The Home Builders Association (HBA) of Greater Dallas has announced winners in its 2011 McSAM People's Choice Awards, held March 24 at the House of Blues. The McSAM Awards are held each spring to recognize "maximum creativity in sales and marketing."

Highland Homes won People's Choice Builder of the Year honors. Lantana was named People's Choice Community of the Year.

Darling Homes was the REALTOR®'s Choice Builder of the Year, and Castle Hills was honored as the REALTOR®'s Choice Community of the Year.

In its 32<sup>nd</sup> year, The McSAM Awards added the new People's Choice Awards based on consumer and real estate professional voting. To identify the People's Choice winners, the HBA enlisted the help of a market research firm – Market Research Answers, Inc. – to conduct a survey of recent homebuyers, prospects and real estate agents from email contact lists supplied by participating builders and communities.

Market Research Answers, located in the Dallas area, provides both qualitative and quantitative research services for clients including Pepsico, Frito-Lay and Starbucks. The company has deep experience in customer satisfaction and loyalty research, which they made available to the McSAM Awards.

The email contact lists supplied by builders and communities totaled nearly 30,000 unique email addresses. Market Research Answers sent an online survey to each address asking for the respondent's feedback about their experience with a particular home builder or community on everything from home design, sales experience, customer service, community lifestyle and overall satisfaction.

"Specifically for the purpose of the People's Choice Awards, Market Research Answers asked respondents to rate – on a scale from zero to 10 – how likely they would be to recommend a particular builder or community to a friend or family member," explained Harold Gross of Market Research Answers. "This question is THE gold standard in customer satisfaction surveying. Responses were tallied and for each

builder and community an average score was calculated – the winners, of course, being those builders and communities with the highest average score.”

Winners in additional judged categories were:

- Best New Product – K. Hovnanian Homes, The Villas at Craig Ranch;
- Best Green Building Program – Meritage Homes;
- Most Innovative Marketing Concept – Meritage Homes, De-Constructed Home Learning Center;
- Luxury Home of the Year – Simmons Estate Homes, Casa Montecito;
- Multifamily Community of the Year – Grenadier Homes, Villas in the Park;
- Sales Professional of the Year – Michelle Brighi, K. Hovnanian Homes; and
- Real Estate Professional of the Year; – Carole Waugh, Ebby Halliday REALTORS®.

Presenting the awards were C. Kent Conine, a past president of the National Association of Home Builders and 2011 inductee into the National Housing Hall of Fame, and HBA President Carol Longacre of Longacre Construction.

Partners for the McSAM People’s Choice Awards were Atmos Energy, Anderson Hanson Blanton, Republic Property Group, Doug Handel Photography, Ebby Halliday REALTORS®, Identitec, Jim Wilson Photography, *New Home Guide*, Stewart Title, QuickPix Imaging, RM2 Productions and Market Research Answers.

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**About the Home Builders Association of Greater Dallas**

The Home Builders Association of Greater Dallas ([www.dallasbuilders.com](http://www.dallasbuilders.com)) is a professional organization dedicated to promoting new home ownership, industry advancements and community good works. The HBA covers a seven-county area of some 5,500 square miles with a population of more than 3 million. Its membership includes builders, developers and remodelers in addition to associates — suppliers, vendors and associated businesses and services.