

**AVID RATINGS™ CO. PRESENTS MATTAMY HOMES–NORTH HALTON
WITH 2007 AVID AWARD FOR BEST HOME BUILDING EXPERIENCE IN CANADA AND NORTH AMERICA**

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AVID Ratings announced the winner and finalists of the AVID Awards™ for best home building experience in the Canadian home building industry. Mattamy Homes – North Halton, with headquarters in Toronto, was presented with the 2007 AVID Diamond Awards for both Canada and North America. The two finalists for the AVID Award – Canada included Mattamy Homes – Peel (Toronto, ON) and Avalon Central Alberta (Red Deer, AB).

Now in its fifth year, the AVID Awards are the leading industry-sponsored awards honoring the best builders in North America for excellence in homeowner satisfaction.

According to survey respondents, 99.5 percent of Mattamy Homes – North Halton's homebuyers would be willing to recommend the builder to a friend. "Mattamy Homes – North Halton is an organization that goes to great lengths to make sure their buyers are not merely satisfied, but are thoroughly delighted with their home," states Paul Cardis, CEO of AVID Ratings. "A customer focused organization like Mattamy understands that buyers are looking for a quality home and a delightful experience."

Mattamy Homes – North Halton's top areas in customer experience are:

- The time until closing
- Having the home clean and ready
- Explaining the construction process
- The buyers' perception of items
- Homebuyers' willingness to recommend the builder to a friend

Mattamy Homes has been building homes throughout the Greater Toronto area since it was founded in 1978 by Peter Gilgan. To meet the needs of homebuyers within many different markets they divided their company into divisions around the Greater Toronto area so they can better handle local market conditions. In 2006, Mattamy Homes – Halton was recognized as the AVID Award winner for best home building experience for the 500+ Closings category.

Finalist Mattamy Homes – Peel Division scored highest on the time taken to correct items. "Mattamy Homes – Peel believes in going the extra mile to delight customers," states Cardis. "In a competitive market such as Toronto, this belief does not go unnoticed by homebuyers, as they avidly recommend Mattamy Homes – Peel."

Avalon Central Alberta, the 2007 AVID Award Finalist, was founded in 1983 by Steve and Joyce Scott. Initially building in Central Alberta, Avalon expanded into the Calgary region in 1992. Avalon handles the development and construction of condominium townhomes and single family homes. In addition, every home built by Avalon Central Alberta is a Built Green™ home. "Delighting customers is key to gaining referrals, and Avalon Central Alberta demonstrates how successful a builder can be by going above merely satisfying customers to the world of delight," adds Cardis.

The 2007 Canadian AVID Award winner has been published in the November/December 2007 issue of *Home BUILDER Magazine*, the official magazine of the Canadian Home Builders' Association. Canadian AVID Awards include the AVID Diamond Award, which recognizes the No. 1 builder in Canada, and the two finalists for this category.

AVID Ratings is a full-service customer loyalty management firm, providing enterprise customer loyalty research, organizational consulting, and proprietary solutions to the home building industry. Surveying over 500 home building companies throughout the United States and Canada, AVID Ratings maintains the largest homebuyer satisfaction database in the industry. AVID Ratings assesses homebuyers' experience and then provides focused business solutions and training programs to improve referrals, margins, and long-term customer loyalty. In addition, AVID Ratings provides proprietary solutions and training at its AVID Leadership Conferences. For more information, visit www.avidratings.com

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