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McKee Builders honored for customer service, quality

For the second consecutive year, Springfield, Pa.-based McKee Builders has earned high marks from its homebuyers for customer service, quality and the purchase experience. These results were based on the Eliant 2010 Home Buyers' Choice Awards.

Eliant, one of homebuilding's most respected customer satisfaction consultancies, has been conducting surveys of recent homebuyers for the past 28 years. Each year, Eliant, in partner-

Year Quality category and the Overall Home Purchase and Ownership Experience.

"The homebuilders who use our service are the biggest and the best in the country," stated Eliant's Bob Mirman. "That McKee Builders has scored so highly in this elite group is a testament to their commitment to quality and customer service second to none. They have to be extremely committed to their customers to score as highly as they do."

a great way to find out what our most important group — our homebuyers — say about how we're doing in these categories. We also find out from this survey what we can do better and then work to improve it. Quality and customer service are an ongoing commitment for our company."

For homebuyers who wish to experience the same outstanding quality and customer service, McKee Builders' has townhome and single-family home communities in southeastern Pennsylvania and in Delaware. More information on these communities can be found at www.mckeebuilders.com.

The McKee Group is a family business with a 60-year history of leadership in residential and commercial building. The company created its first 55-plus community more than 35 years ago, and today is known as an innovator of active-adult clubhouse communities. For more information about The McKee Group, contact (610) 604-9800, or visit www.mckeebuilders.com.

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ship with Real Estate Temps, surveys as many as 60,000 recent homebuyers from close to 150 major homebuilders across the country, asking them about their purchase and ownership experience. Builders are separated into three categories: high-volume builder, large-sized builder and medium-sized builder. In 2010, only 41 builders from across the country received the highest ratings of first, second and third place, and honorable mention.

In the 2010 awards, McKee Builders' took top honors — first place — in the Purchase Experience category for medium homebuyers. McKee Builders also was honored in the Customer Service Experience category (honorable mention) and received second-place ranking in the Highest Percentage of Sales from Referrals category.

McKee Builders' homebuyers also gave the company high ratings in the Customer Service and Overall First

Eliant sends detailed surveys to every McKee Builders' homebuyer immediately after they move in, five months after the move and again five months later. The survey asks for their input on everything about the homebuying experience, customer service and quality of the homes. This includes the sales team, the financing, the design of the homes, customer service, and quality of everything from the roof to appliances.

"McKee Builders has received high ratings from their homebuyers not just in one category, but across the board," said Mirman. "There is not one area we measure that they do not excel in."

While most awards are based on other homebuilders' impressions, the Eliant Awards are based solely on the satisfaction of homebuyers. "Our focus has always been on quality and the absolute best customer experience possible," said Frank McKee, president of McKee Builders. "These awards are



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