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BUILDERS  
ASSOCIATION**

FOR IMMEDIATE RELEASE

**Wisconsin Builders Association and Avid Ratings Unveil Customer Satisfaction and Market Survey of Wisconsin Homeowners**

*Landmark study reveals almost 50% of respondents believe that customer reviews are important in the home buying experience*

**MADISON, WI (January 5, 2017)** – Avid® Ratings, in partnership with The Wisconsin Builders Association (WBA), announced today the release of the largest market research study in Wisconsin for homeowner satisfaction and preferences. Homebuilders, remodelers, trade contractors, building product retailers, and installers that completed projects in Wisconsin from January 2010 through December 2015 participated in this first-of-its-kind study. The study had 2,408 homeowners who were surveyed with 11 percent responding.

The survey measured customer satisfaction with products and services, and identified key areas impacting referrals and customer reviews. Avid Ratings, the Madison-based full-service customer engagement and loyalty management firm, conducted the landmark survey.

“We are excited to announce the first statewide study of new homebuyers throughout Wisconsin,” said Paul Cardis, chief executive officer at Avid Ratings. “This new study represents what homebuyers are looking for when purchasing a home, purchasing a product, having a remodeling job done in their home, and provides a wealth of information for those in the industry.”

The customized survey, which was distributed to customers starting in February 2016, examined more than 50 in-depth areas of customer satisfaction, home design, building features, buying preferences, and demographics. The results from the WBA Market Study includes detailed question-level comparisons by customer demographics, individual markets in Wisconsin, current home, income, and many other relevant customer segments.

Some of the findings include what homebuyers want in their new homes. Must-haves include double sinks in bathrooms (58.7%), open concept kitchen (60%), while 60.5% of the participants believe energy efficient appliances are must haves. Builder satisfaction was high in the survey, with 85.4% of homeowners saying they were satisfied with their builder.

“The information gleaned from the survey will help provide more insight into our member’s customers’ needs, give our members the inside knowledge needed to make better decisions, and ultimately stay

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more competitive,” said Brad Boycks, Executive Director at the Wisconsin Builders Association.

Companies that participated are automatically eligible to win a *2016 Avid Award for Highest Customer Ratings in Residential Construction*. The Avid Award is the pinnacle recognition of customer satisfaction in homebuilding and remodeling.

To order the survey, please visit <http://wba.avidratings.com>.

### **About Avid Ratings**

Founded in 1992, Avid Ratings Co. ([avidratings.com](http://avidratings.com)) is a full-service customer experience (CX) firm dedicated exclusively to helping residential construction companies maximize customer value, increase sales velocity, and grow market share. Avid develops and implements end-to-end voice of customer (VoC) and integrated marketing technologies for attracting, delighting, and activating loyal homebuilding and remodeling customers. Avid Ratings currently serves over 2,000 residential construction companies throughout North America and is ranked among the “50 Most Influential Tech Companies in Residential Construction” by *Constructech* magazine.

### **About Wisconsin Builders Association**

A professional trade association, the Wisconsin Builders Association (WBA) advances the housing industry for members and consumers through government involvement, education, and promotion. The WBA's role is to drive sound housing policy resulting in affordable, innovative, and environmentally conscious homes accessible to all. Founded in 1947, the WBA consists of 21 locals throughout the state, representing over 4,000 members.

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