



660 John Nolen Drive, Suite 320  
Madison, Wisconsin 53713-1469

## PRESS RELEASE

FOR IMMEDIATE RELEASE

### **85% of Wisconsin Homeowners Satisfied with their Builder, Landmark Wisconsin Homeowner Satisfaction and Preferences Study Reveals**

*First market research study of its kind the result of a partnership between Wisconsin Builders Association and Avid Ratings*

**Madison, WI (January 10, 2017)** – The Wisconsin Builders Association® (WBA), in partnership with Avid® Ratings, a full-service customer engagement and loyalty management firm, recently announced the release of the largest market research study in Wisconsin for homeowner satisfaction and preferences. Several WBA member homebuilders, remodelers, trade contractors, building product retailers, and installers that completed projects from January 2010 through December 2015 participated in this first-of-its-kind study conducted by Avid Ratings.

The study surveyed 2,408 homeowners with a higher-than-average 11 percent responding, and examined more than 50 in-depth areas of customer satisfaction, home design, building features, buying preferences, and demographics. Findings revealed high levels of consumer satisfaction with Wisconsin homebuilders, noting them as knowledgeable (91.9%), courteous (93.6%), and responsive (86.3%), with over 85% satisfied overall with their builder and willing to recommend to a friend.

“As an organization equally dedicated to protecting the home buyer, we’re thrilled to see that Wisconsin builders—many of which are our members—are meeting and exceeding the expectations of Wisconsin buyers,” said WBA Executive Director Brad Boycks. “This invaluable feedback, along with feedback on design trends and preferences, helps keep the industry moving forward.”

The market study is available for purchase at <http://wba.avidratings.com>.

#### **About Wisconsin Builders Association**

Founded in 1947, the WBA is a professional trade association built to drive sound housing policy resulting in affordable, innovative, and environmentally conscious homes accessible to all. The WBA is made up of 21 local associations throughout the state representing the interests of over 4,000 members.

#### **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.

#### **For more information, contact:**

Samantha Long, WBA, [slong@wisbuild.org](mailto:slong@wisbuild.org), 608.242.5151 ext. 13  
Katy Biggerstaff, Avid Ratings, [kbiggerstaff@newgroundco.com](mailto:kbiggerstaff@newgroundco.com), 562.761.6338

###