



Builder Member Feedback leads to changes in New Home Builder Review Program

FOR IMMEDIATE RELEASE: November 25, 2015

CALGARY, Alberta; Beginning in 2016, the Professional Home Builders Institute (PHBI) will discontinue the New Home and Builder Review Program (NHBR). Moving forward, Builder Members will be able to choose their own market research provider.

“PHBI prides itself on collaboration with the industry and this is another example of PHBI’s proactive approach to changing market preferences. Our ongoing dialogue with Builder Members indicates they would prefer to utilize their own preferred survey provider,” said Joe Connelly, Executive Director, PHBI. “We agreed the concept had merit so we immediately began to study how we could accommodate these Builder Member requests.”

PHBI set up industry visits with a cross section of builder members to discuss and measure the impact of phasing out the NHBR. Focus groups were then conducted in Calgary (September 15, 2015) and in Edmonton (October 22, 2015) to deliberate on the probability of PHBI exiting the NHBR and allowing the members to work directly with their own market research provider.

“The results were consistent,” says John Kozole, President and CEO of The Alberta New Home Warranty Program (ANHWP). “Builder Members shared the same thoughts - - we would like to choose our own provider, our own questions and our own timing. PHBI should move out of the market research game and focus on providing quality education.”

PHBI then discussed the concept with the CHBA chapters in Calgary and Edmonton, and reviewed it with the PHBI Board of Directors. Everyone provided their support for this direction.

As a result of this decision, 2016 will be the last year PHBI will be sponsoring the New Home Buyers Choice Awards.

Going forward into 2016, ANHWP will collect quality and risk mitigation data internally. These ANHWP questions will become part of the new home owner process when a new buyer validates their warranty and accesses the ANHWP Portal. The results from the surveys will be housed at the Program and some industry trending will be made available. Limited summary results will be provided to Builder Members on a timely basis through the ANHWP Builder Portal.

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“This is a very exciting time for PHBI and we look forward to continuing to deliver quality education for the Alberta home building community” says Connelly.

“For the past 3 years, CustomerInsight™ has provided industry leading technology and best in class services and we want to thank them for their excellent work. As part of this transition, CustomerInsight™ has created a Survey Continuation Program endorsed by PHBI that you may wish to consider.”

A Frequently Asked Questions (FAQ) page is available on our website (www.PHBI.ca/review) and we would appreciate your questions for inclusion. Please forward any questions you may have to askphbi@phbi.ca.

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