



## Press Release

### **J.D. Power and Associates Reports: Trilogy by Shea Homes Ranks Highest in Satisfying Buyers of Homes in Active Adult Communities**

Shea Homes Active Adult Communities in the Inland Empire and San Francisco Bay Area Receive Distinction, As Well as Two Del Webb Communities in the Inland Empire

**WESTLAKE VILLAGE, Calif.: 12 September 2007** — Trilogy by Shea Homes ranks highest in customer satisfaction among the largest active adult community home builders, according to the J.D. Power and Associates 2007 New-Home Builder Customer Satisfaction Study<sup>SM</sup> released today.

The study, which includes satisfaction rankings of builders in 34 of the largest U.S. home-building markets, measures buyer satisfaction in active adult communities.<sup>1</sup>

New-home buyers who are ages 55 and older comprise more than one-fourth (29%) of the respondents to the study. Of these respondents, more than one-third (34%) purchased a home in an active adult community.

“Active adult communities are a particularly fast-growing segment of the otherwise struggling U.S. housing market,” said Paula Sonkin, executive vice president of the real estate and construction industries practice at J.D. Power and Associates. “The importance of satisfying these customers by providing secure, low-maintenance communities and well-planned amenities will become increasingly critical for home builders as the Baby Boomer generation continues into retirement age.”

Trilogy by Shea Homes receives particularly high ratings in the three areas that are most important to active adult buyers: builder’s warranty/customer service; construction manager; and home readiness.

Following Trilogy by Shea in the active adult brand rankings are Centex Homes, Del Webb and K. Hovnanian’s Four Seasons, respectively.

The study finds that builder reputation is considerably more important to active adult home buyers than to typical new-home buyers. Approximately 62 percent of active adult home buyers say that builder reputation is “extremely important” to their selection, compared with only 56 percent of non-active adult home buyers. However, active adult purchasers consider price to be less important—with 62% saying that price is “extremely important”—compared with non-active adult home-buyers, of which 72 percent say that price is “extremely important.”

The study also highlights select active adult communities that perform within the top 10 percent of qualifying communities. These Active Adult Communities of Distinction are:

- La Quinta, Inland Empire, Calif. (Trilogy by Shea Homes)
- Rio Vista, San Francisco Bay Area (Trilogy by Shea Homes)
- Solera At Apple Valley, Inland Empire, Calif. (Del Webb)
- Solera At Oak Valley Greens, Inland Empire, Calif. (Del Webb)

---

<sup>1</sup> Communities targeted to buyers who are 55 years old and older.

More than one-half of active adult buyers are located in five markets: Phoenix (20%), Las Vegas (11%), Inland Empire, Calif. (9%), Orlando, (7%) and Philadelphia (7%).

The 2007 New-Home Builder Customer Satisfaction Study is based on responses from 50,401 buyers of newly built single-family homes who provided feedback after living in their homes an average of four to 18 months. The study includes responses from 5,386 active adult home buyers. For more comprehensive builder rankings for all 34 U.S. markets, visit [www.jdpower.com](http://www.jdpower.com)

#### **About J.D. Power and Associates**

Headquartered in Westlake Village, Calif., J.D. Power and Associates is an ISO 9001-registered global marketing information services firm operating in key business sectors including market research, forecasting, performance improvement, training and customer satisfaction. For more information on [car reviews and ratings](#), [car insurance](#), [health insurance](#), [cell phone ratings](#), and more, please visit [JDPower.com](http://JDPower.com). J.D. Power and Associates is a business unit of The McGraw-Hill Companies.

#### **About The McGraw-Hill Companies**

Founded in 1888, The McGraw-Hill Companies (NYSE: MHP) is a leading global information services provider meeting worldwide needs in the financial services, education and business information markets through leading brands such as Standard & Poor's, McGraw-Hill Education, BusinessWeek and J.D. Power and Associates. The Corporation has more than 280 offices in 40 countries. Sales in 2006 were \$6.3 billion. Additional information is available at <http://www.mcgraw-hill.com>.

#### **Media Relations Contacts:**

Elaine Pacheco  
Cohn & Wolfe  
Los Angeles, Calif. 90069  
(310) 967-2961

[Elaine\\_pacheco@cohnwolfe.com](mailto:Elaine_pacheco@cohnwolfe.com)

John Tews  
J.D. Power and Associates  
Troy, Mich.  
(248) 312-4119

[john.tews@jdpa.com](mailto:john.tews@jdpa.com)

Peter Dadlani  
J.D. Power and Associates  
Westlake Village, Calif.  
(805) 418-8103

[syvetril.perryman@jdpa.com](mailto:syvetril.perryman@jdpa.com)

No advertising or other promotional use can be made of the information in this release without the express prior written consent of J.D. Power and Associates. [www.jdpower.com/corporate](http://www.jdpower.com/corporate)

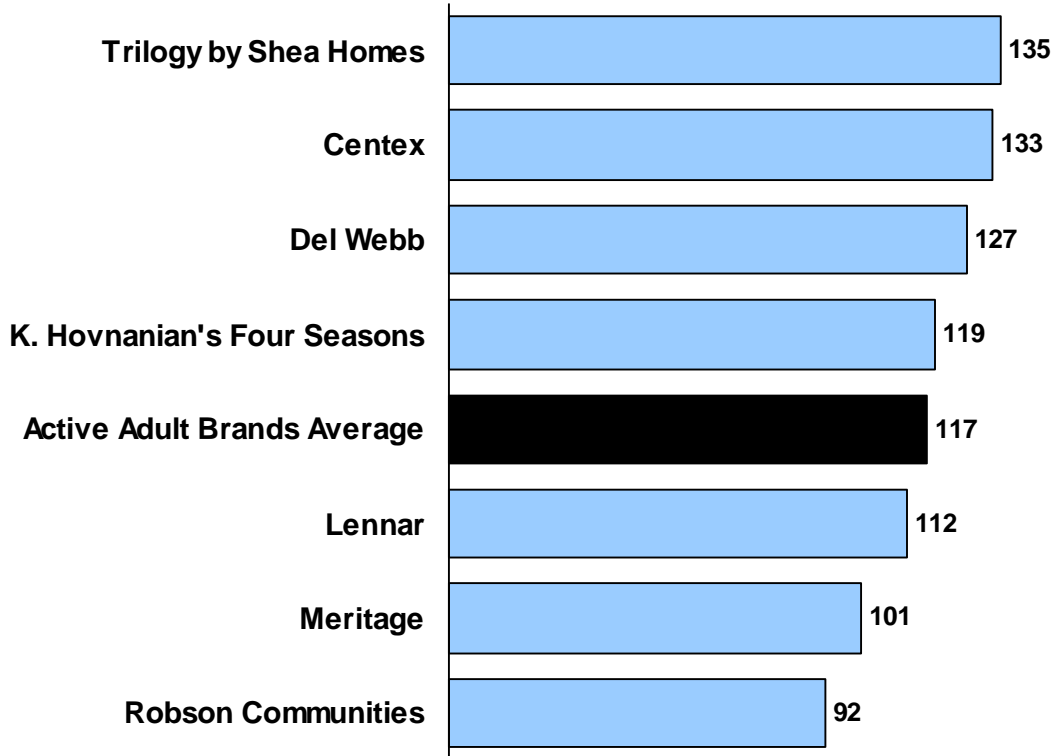
# # #

(Page 2 of 2)

NOTE: One chart follows.

# J.D. Power and Associates 2007 New-Home Builder Customer Satisfaction Study<sup>SM</sup>

## Overall Satisfaction Index Scores *Active Adult Home Builders*



*NOTE: This study utilizes an index score that originally set the market average in 2001 at 100 points, which allows for comparisons to year-over-year results.*

*To be included in the active adult brand ranking, brands must be represented in at least two of the 34 markets surveyed and must receive a minimum number of surveys completed by active adult home buyers.*

*Included in the study but not meeting ranking criteria are: Anasca, Avatar, Cambridge (DRH), D.R. Horton, Engle, Farnsworth, GL Homes, Iacobucci, Lakewood Development Co., Levitt, Orleans, Pulte, Ryan, Ryland, Toll Brothers, Transeastern (FL), Village Builders and WCI.*

Source: J.D. Power and Associates 2007 New-Home Builder Customer Satisfaction Study<sup>SM</sup>

*Charts and graphs extracted from this press release must be accompanied by a statement identifying J.D. Power and Associates as the publisher and the J.D. Power and Associates 2007 New-Home Builder Customer Satisfaction Study<sup>SM</sup> as the source. Rankings are based on numerical scores, and not necessarily on statistical significance. No advertising or other promotional use can be made of the information in this release or J.D. Power and Associates study results without the express prior written consent of J.D. Power and Associates.*