

## VAN DAELE AND ELIANT TEAM UP TO CREATE

### OUTSTANDING CUSTOMER EXPERIENCE & REFERRAL SALES

Van Daele Homes' customer satisfaction scores are soaring to an amazing level, reaching an industry leading 95% customer satisfaction rating. These impressive satisfaction levels and increased referral-based sales are the result of the company's customized 'Buyer Friendly' program, their relationship with renowned customer satisfaction expert Bob Mirman of Eliant, Inc., and a team of truly dedicated Van Daele employees and associates.

The privately owned home builder is raising the bar by setting the industry standard for outstanding customer service and creating the ultimate home buying experience. It is an experience that begins the moment a home buyer walks into the sales center and continues throughout the home buying and home building process, and then for years after the home buyer moves in to their new Van Daele home. Every Van Daele employee and trade partner is dedicated to exceeding home buyer's expectations with the 'Buyer Friendly' program.

Van Daele's outstanding results and evaluations are seen in the surveys that are conducted by Eliant, Inc., an international company providing full service to home builders by offering highly perfected benchmark surveys, training, workshops, consultation and resources.

"In my 25 years of working with over 600 homebuilders, Van Daele has developed one of the very best programs to utilize the survey information provided by their home buyers. In carefully analyzing every rating and comment, Van Daele has grown from a product-centered home builder to a customer-centered home builder, and the results show," says Bob Mirman, CEO of Eliant.

"Their level of service is second to none, yet they are still focused on improving and fine-tuning. When it comes to customer satisfaction, I expect them to be the top-rated home builder in the country next year. For Van Daele, it's not just about pleasing and meeting home buyer needs. It's about

exceeding home buyers' expectations and 'WOWing' them. They do that like I've never seen before," he added.

Van Daele asks their home buyers to complete the Eliant surveys shortly after move-in, five months later, and near the end of their first year in the new home. . The company never rests on its laurels and relies on customers' feedback which leads to even further improvements. The survey also provides an opportunity for home owners to rave about the many members of the Van Daele team *by name* including their lender representatives, design center partners, escrow companies, sales counselors, construction teams and buyer service representatives who often receive a 100% score.

"We happily gave Van Daele a 100% ranking in all areas," says Grace Germain, a recently interviewed new homeowner at Van Daele's Spencer's Crossing in Murrieta. And, the Shiono family of Sevilla in Irvine says, "The level of Van Daele customer service was and is amazing."

Michael Van Daele, Chief Operating Officer of Van Daele Homes and the lead creator of the 'Buyer Friendly' program says, "This is the driving force behind everything we do at Van Daele. Since the entire Van Daele team was instrumental in contributing their ideas to 'Buyer Friendly', the commitment to making it a success is deeply ingrained in our culture. The increased number of sales from home owner referrals is a tremendous testimony to the team's efforts. To be able to provide an exceptional *experience* for our homeowners, in addition to our industry-leading value, quality and customer service that we have provided for years, is what sets us apart. Our commitment to homeowner satisfaction is one of the reasons the Building Industry Association of Southern California just honored us with the Builder of the Year Award."

Van Daele Homes is currently building two new communities in Murrieta at Spencer's Crossing, in Chula Vista at San Miguel Ranch, and in Irvine at Portola Springs Woodbury East. In 2012, Van Daele will have a growing presence in other Southern California counties including Orange, San Diego, Los Angeles, San Bernardino and Riverside. New communities will debut in Rancho Cucamonga, Fontana,

Anaheim and other locations beginning early next year. For more information on Van Daele Homes, visit [www.vandaele.com](http://www.vandaele.com) or follow them on Facebook.