

**AVID RATINGS AND PROFESSIONAL BUILDER MAGAZINE
RECOGNIZE FARNSWORTH DEVELOPMENT AS A 2008 AVID AWARD FINALIST
FOR BEST CUSTOMER EXPERIENCE IN PHOENIX**

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AVID Ratings and *Professional Builder* magazine have announced the winners and finalists of the AVID Awards™ for best customer experience in the home building industry. Farnsworth Development has been recognized as one of four finalists for the AVID Award, Best Customer Experience in Phoenix.

Now in its sixth year, The AVID Awards presented by *Professional Builder* are the leading industry-sponsored awards honoring the best builders in the United States for delighting homeowners. In 2008, AVID Ratings surveyed 45,000 homebuyers in the Phoenix area to determine the top builders in that market. According to survey respondents, 91.1 percent of Farnsworth Development's homebuyers are willing to recommend the builder to family and friends.

Farnsworth Development's top areas in customer experience are:

- Construction team was professional
- Time taken to correct items
- Energy efficiency of home
- Home Features - trim
- Home features – quality of walls

The winners and finalists of the 2008 AVID Awards presented by *Professional Builder* will be published in the November 2008 issue of *Professional Builder* magazine. AVID Awards presented by *Professional Builder* include the AVID Cup, which recognizes the No. 1 builder in North America; AVID Diamond Award, which recognizes the No. 1 builder in the United States; the AVID Award for builders with more than 500 closings, the AVID Award for builders with 100-499 closings, and the AVID Award for top builders in a local market. Winners and finalists are determined by AVID Ratings and for the 2008 program a total of 149 client builders and 254 of Phoenix market builders surveyed.

AVID Ratings is a full-service customer loyalty management firm, providing enterprise customer loyalty research, organizational strategies, employee training, and proprietary solutions to the home building industry. Surveying over 400 homebuilding companies throughout the United States and Canada, AVID Ratings maintains the largest homebuyer satisfaction database in the industry. AVID Ratings assesses homebuyers' experience and then provides focused business solutions and training programs to improve referrals, margins, and long-term customer loyalty. For more information, visit www.avidratings.com.

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