

SITE STORY



Customer satisfaction keeps buyers coming back

In a day and age where so many builders are making promises regarding their products, hoping to tap into the rapidly growing housing market throughout the GTA, Durham Homes continues to set a whole new standard for quality and customer satisfaction.

Located in Oshawa, Durham Homes is a family-run business with nearly 60 years of experience. They believe in building homes that not only meet and exceed the rigorous Energy Star building standards but also provide an exceptional level of comfort and convenience.

This outstanding commitment to quality is more than just a mission statement - it continues to be the experience of people who buy a Durham home. In a recent survey of all 2007 purchasers, 95% were satisfied with the overall customer service they received and more than 90% said that they would buy a home from Durham

Homes again.

"We were very excited when the numbers came back from our Customer Satisfaction Survey" says Victor Fiume, general manager of Durham Homes. "We have always strived to set an exceptional standard for customer service, so it is very gratifying to see such an overwhelmingly positive response."

The Durham Homes commitment to customer service permeates every level of the organization, from the office and managerial staff, through to every one of the trades. The end result has been an extraordinarily high number of families who come back to buy again.

Mark and Ann Robinson are one of those families. They recently purchased their second Durham home in Kingsway Forest. "I have worked in the city for 20 years and had a good idea of the neighbourhood we wanted to be in" Mark says. "There were a few builders

in the area, but Durham Homes was the one that delivered the highest level of quality features."

The Robinson family purchased the four-bedroom White Oak model and bought their second Durham home because they needed more room. "We needed to size up, but everyone in the family loved the Kingsway Forest neighbourhood - the kids wanted to stay in the same school, the Durham Transit bus is right here and we have easy access to a number of major highways. It was great that we could purchase another quality home in such an exceptional neighbourhood.

"Another thing that we noticed when buying both of our Durham Homes was the fact that this was a family-run business," he says. "Sometimes large housing builders can end up with an impersonal operation that doesn't leave very much room for personalized customer service. Throughout every stage of the process, the people at

Durham Homes were there to meet any needs or requests we had and answer any questions.

The Kingsway Forest community by Durham Homes offers homebuyers not only a great location but also the ability to customize their environmentally friendly homes in ways that many other builders simply do not make available. That means greater flexibility in terms of changes and upgrades for those purchasing a Durham home and the opportunity to incorporate floor plan ideas and special requirements that make for a perfect fit.

The team at Durham Homes is not, however, ready to rest on their laurels just yet. Although they are very encouraged by the exceptionally positive results of their Customer Satisfaction Survey, there is still more work that needs to be done.

"We are constantly evaluating every aspect of our customer ser-

vice and quality-assurance programs and looking for new and innovative ways that we can develop and deliver an even better product," says Fiume. "We look forward to the challenges ahead and to making sure our customers continue to buy Durham Homes for generations to come."

-Durham Homes

FAST FACTS

Location: Oshawa

Builder: Durham Homes

Prices: Detached homes starting at \$262,900

Features: All home Energy Star.

To see for yourself: Visit the website at www.kingswayforest.ca or call 905-576-6771.