

## Our homes and communities

# CUSTOMER CARE

We strive to maintain high standards of customer care and to build homes of the highest quality.

Taylor Morrison West Florida received the highly prestigious 2009 AVID Award for Best Customer Experience by a large homebuilder in the United States. The region scored 97 out of a possible 100 points with respect to homeowners who said that they would recommend Taylor Morrison to others.

Our North American operations also received accolades from market research specialists JD Power in 2009. Taylor Morrison was the highest ranked builder in Sacramento in the New Home Quality Survey while Monarch Corporation was named the highest performing company in Ottawa in terms of customer satisfaction.

One major area of UK focus in 2009 was the rebranding of our offices and sites as Taylor Wimpey rather than George Wimpey and Bryant Homes. Customers will now benefit from increased consistency in the way that we tackle all aspects of site

development and customer care throughout the UK. Also in 2009, we completed the training and implementation of our new UK Customer Journey, which is supported by a series of KPIs.

All of Taylor Wimpey's homes in Spain are endorsed by Safe Buying Experience. This international accreditation scheme guarantees customers that we provide a high level of customer care and that stringent legal checks have been carried out in terms of construction and buying processes.

### Sustainability communications

New build houses are significantly more energy and water efficient than older homes and many of our developments integrate a range of sustainability features. It is important that we explain these aspects of our homes and developments to customers and prospective customers.

### Taylor Wimpey UK Customer Satisfaction

In the UK, our customers are surveyed by the HBF (Home Builders Federation) eight weeks after completion and the NHBC (National House-Building Council) nine months after completion. The survey results form a key part of our customer service management (CSM) system.

Please note that the figures relate to survey scores that were available at the end of December each year.

	2008 Taylor Wimpey	2008 UK housebuilder average	2009 Taylor Wimpey	2009 UK housebuilder average
Customers satisfied or very satisfied with the service provided during the buying process	76.6%	78.2%	83.2%	83.5%
Customers satisfied or very satisfied with the condition of their home on the day they moved in	74.0%	76.5%	85.4%	84.7%
Customers satisfied or very satisfied with the quality of their home	79.4%	80.8%	87.1%	86.3%
Customers who would recommend us to a friend	76.8%	79.0%	86.7%	86.4%

### Taylor Morrison Customer Satisfaction

Customer surveys in North America are undertaken by AVID Advisors, which works with hundreds of housebuilders across the United States and Canada. Results are out of a possible 100 points.

Please note that the figures relate to survey scores that were available at the end of December each year.

	2008 Taylor Morrison	2008 NA housebuilder average	2009 Taylor Morrison	2009 NA housebuilder average
Total homebuyer satisfaction	85.4	83.0	86.6	83.8
Overall service satisfaction	85.1	82.3	86.1	83.2
Overall product satisfaction	85.7	83.7	87.0	84.3
Recommendation to family and friends	89.9	86.6	91.8	88.8

During 2009 we started to develop a Homebuyer's Guide to Sustainability that will be included in all UK home owner packs. This process is still underway and we now expect to introduce the finalised packs during 2010. The packs will contain information on a range of issues including local recycling facilities and green transport options. We also increasingly provide sustainability related information in customer brochures and at our showhomes.

#### Awards

We won a series of awards in 2009 relating to sales and marketing as well as quality of construction. These included site manager Mike Mullen receiving a commendation in the Homes for Scotland Peoples Awards 2009 for Customer Care and our development at The Place in Groby, Leicestershire winning Best Large Housing Site in the East Midlands Region Local Authority Building Excellence Awards 2009.

In addition, 70 of our site managers won Quality Awards in the housebuilding industry's Pride in the Job awards organised by NHBC (the National House-Building Council). Of these site managers, 16 received Seals of Excellence and two went on to become Regional Award winners in

the large housebuilder category of the awards. Tony Butcher, site manager of our Campbell Park development in Milton Keynes, was also a finalist in the Construction Manager of the Year Awards 2009.

Taylor Morrison won a series of marketing and sales awards at the GHBA Houston's Best Awards 2009, the North East Florida Builders Association Laurel Awards and the National Association of Home Builders' The Nationals.

#### Future plans

A key area of focus in the UK in 2010 is to ensure full compliance with the Consumer Code, which comes into force on 1 April 2010. The Code requires us to continue to meet a series of mandatory requirements in terms of marketing, sales and customer service. In addition to making any necessary changes to our systems and procedures, we will develop and implement training for all relevant employees and introduce an audit programme to monitor compliance.

We will also provide product knowledge training for our UK sales personnel in 2010. This will help our sales teams to fully understand and be able to explain the sustainability features of the homes we build.

In 2009, Taylor Morrison set up a multi-disciplinary working group to identify the company's best practices in customer care. This process will continue in 2010 and a best practice guidance document will be drawn up for all Divisions.

Further details of our customer care policies are available online at [www.taylorwimpeyplc.com/CorporateResponsibility/Policies](http://www.taylorwimpeyplc.com/CorporateResponsibility/Policies)

- Taylor Morrison West Florida won the 2009 AVID Award for Best Customer Care Experience by a large homebuilder in the United States.
- 91.8% of our North American customers, 86.7% of our UK customers and 98% of our Spanish customers would recommend us.
- We communicate with customers about the sustainability features of the homes and communities that we build.
- In the NHBC Pride in the Job Awards, 70 of our site managers won Quality Awards, 16 received Seals of Excellence and two were named Regional Winners.

## SATISFIED CUSTOMERS

It took just one visit for Bob and Sue Miller to decide to buy a condominium at our Tortuga community in Fort Myers, Florida in 2009. They found salesperson Kelly Warren "very knowledgeable and thorough" and said that "all the people involved were very professional and did everything as promised". The Millers were "very happy with the quality and the purchase price". All in all, "we're very happy with our decision to purchase at Tortuga".

