



Builder Partnerships Achievement Awards 2012: Ryland Homes Achieves High Level Customer Service Recognition

HOUSTON--(BUSINESS WIRE)-- [Ryland Homes \(NYSE:RYL\)](#), Houston division proudly received a level of Distinction in Customer Service from the [Builder Partnerships Customer Satisfaction Awards \(BPAA\)](#) at the International Builders Show in Orlando, FL on February 7, 2012. This level of distinction states that 83-93% of Ryland's previous homebuyers are willing to refer their friends and family, because they feel confident that they will receive the high quality of customer service provided by the Ryland Homes Houston division.

"The Customer Satisfaction Awards recognizes those companies that have the ability to deliver what is most important to homebuyers: quality construction and a great buying experience," said Monica Wheaton, CEO of Builder Partnerships.

The awards are an independent customer satisfaction measurement that is available to all builders, not just those in certain markets or of a certain size. Also, the award does not rank one builder against another but recognizes all builders who achieve a benchmark of customer satisfaction, which gives homebuyers a truer measure of a company's quality. These results are determined through a survey of homebuyers conducted by Woodland, O'Brien & Scoot, an industry-leading customer satisfaction survey and consulting firm that helps builders improve their customer experience.

For 45 years, homebuyers have trusted Ryland Homes as a new homebuilder for truly livable designs, great neighborhoods, outstanding quality and a commitment to complete satisfaction in their new home. With a dedication to building homes that are energy-efficient and a better value to their customers, as well as a national strength rooted in local focus, Ryland Homes and its dedicated team prides itself on a day-to-day commitment to the customer.

If you would like more information about this topic please contact Diane Morrison, Vice President of Sales & Marketing at dmorriso@ryland.com.

Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=50222385&lang=en>

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