RYLAND

Ryland Takes Top Honors in the Eliant 2012 Home Buyers' Choice Awards

TAMPA, Fla.--(BUSINESS WIRE)-- Ryland Homes is proud to be the recipient of multiple Eliant Home Buyers' Choice Awards in their Houston, San Antonio, Southern California and Tampa divisions. The Awards recognized Ryland Homes for their excellence in one or more customer-experience categories with an outstanding ten awards for 2012. Eliant & Real Estate Temps administered more than 68,000 surveys to all recent homeowners from more than 170 major homebuilders across the United States and Canada to determine the scores for awards.

Lynda Lane, CEO of Real Estate Temps and a long-term partner with Eliant on this award program, said: "We were pleased to note that home builders are clearly delivering on the promise of an incredible home-buying experience. Most importantly, these builders are selling an increasing number of homes from referrals. Over the last three years, our top-ten-rated builders have improved each year from an average of 32.1% of sales from referrals to more than 41% this year.

Lane also notes, "These award winners are not being selected by a panel of industry judges, but have been identified by their customers...the ultimate judges."

In 2012, Ryland Homes received the following awards:

- First Place, Construction Experience
  Medium Builders — Southern California Division
- Second Place, Design Selection Experience
  Medium Builders — Southern California Division
- Honorable Mention, Construction Experience
  High Volume Builders - Houston Division
- Honorable Mention, Construction Experience
  High Volume Builders - Tampa Division
- Honorable Mention, Customer Service Experience
  High Volume — Tampa Division
- Honorable Mention, Customer Service Experience
  High Volume — San Antonio
- Honorable Mention, Purchase Experience
  High Volume Builders - Houston Division
- Honorable Mention, Design Selection Experience
  High Volume Builders - San Antonio Division
- Honorable Mention, Overall First-Year Quality
  High Volume — Tampa Division
- Honorable Mention, Overall First-Year Quality
  High Volume - San Antonio Division

For 45 years, homebuyers have trusted Ryland Homes as a new-home builder 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, and is humbled by the overwhelming recognition of the Eliant 2012 Home Buyer's Choice Awards.

If you would like more information about this topic please contact Diane Morrison, Vice President of Sales and Marketing, at 813-281-1810 x 143 or dmorriso@ryland.com

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