

Woodland, O'Brien & Scott
1329 County Road D Circle East
St. Paul, Minnesota 55109

Dear Mr. Downing,

I wanted to provide just a quick report on what I'm seeing in your most recent survey results – January through June 2011 closings.

Results are about as good as it gets – 100% willing to refer, 100% enthusiastic and 80% have already referred friends to CornerStone. We simply never see better!

The only hint of disappointment is with a recommended lender not being prepared for a closing, creating some stress and strain at the last minute. Beyond that, customers simply could not be much happier with their homes and with their CornerStone experience. Their comments are filled with praise and recognition and read like brochure and website testimonial copy (see comments below).

Referral potential from this group of customers is extremely strong and 40% said they came to you initially as a referral...

Communication

Results for the entire front-end process are perfect, 100% positive across the board – no confusion or misunderstandings, great appreciation for the assistance and guidance provided, and 100% would work with their same sales representative again next time. Overall, a very smooth and positive start.

Longer term sales follow up and communication results are also 100% positive with no indications of remorse or communication breakdowns. Customers could not be much more satisfied with their experience with the sales staff, and staff is in perfect position to maintain connections and convert referrals.

Selections

Deco and design results are extremely strong as well... 100% positive ratings for the deco experience and the plan review. Customers were also happy with the range of choices offered, the pricing and the company's willingness to make changes and customize. As construction progressed, there do not appear to have been any significant errors or misunderstandings, so minimal stress for staff and customers.

Mortgage Process

Again, about 2/3 of respondents used the recommended lender. Results for the loan process have improved and are near the top of what we are seeing in the market right now. Mortgage lending {can be} a problem-area for clients. Your customers had a positive overall loan experience.

Field Operations & Product Quality

Like most other aspects, production results are your best ever and among the very best we've seen this year. Perceptions of product quality and overall satisfaction with the homes are amazing with 100% superior ratings, well above our top 10% of clients. Comments are all positive with lots of praise for both the homes and building experience. All homes were delivered on-time and all in great condition. There was no punch list carryover and a great overall delivery and acceptance process. The builders are considered professional and caring... 100% of customers would work with their builder again.

Overall, great product, outstanding delivery process and superb customer focus during construction.

Warranty Operations

Warranty service results have been near perfect over the entire past 2 years and continue to be extremely positive this period. All aspects of service are rated positively with no hint of remorse or slippage in enthusiasm after move-in. Service is in perfect position to maintain the 100% enthusiasm and great referral potential.

Overall Results

Overall results are the best we ever see and the trend graph says it all...the highest ratings possible across the board – organization, concern for customers, communication, teamwork, follow through, confidence, satisfaction with the homes, willingness to refer. These customers simply could not be happier, more appreciative, or more excited to refer CornerStone to friends!

Keith O'Brien

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CornerStone Homes

Customer Comments – Closings: January - June 2011

Front-End Sales and Early Communications

Austin Park

It was a wonderful experience building my first home with CornerStone Homes!!! Non-stressful and smooth. Thank you all for putting out such an amazing product. You guys Rock!

Would recommend to anyone.

I just love it. I was allowed to make changes to the home which made it more custom for me and my daughter.

Absolutely satisfied with the builder and the team. Not so much with the finance company.

MuraBella

Highly recommend CornerStone!

Pine Hurst

CornerStone has been wonderful, before and after the sale.

We purchased the Epping, and couldn't be happier.

We will refer any friends and family to CornerStone for building needs.

Planning and Selections

Austin Park

I just love it. I was allowed to make changes to the home which made it more custom for me and my daughter.

Mortgage Process

Austin Park

(Surprises at Closing?) Lender did not have required information we needed for closing until the last minute...

Absolutely satisfied with the builder and the team. Not so much with the finance company.

Product Quality

Austin Park

I just love it. I was allowed to make changes to the home which made it more custom for me and my daughter.

It was a wonderful experience building my first home with CornerStone Homes!!! Non-stressful and smooth. Thank you all for putting out such an amazing product. You guys Rock!

Absolutely satisfied with the builder and the team. Not so much with the finance company.

Great, quality home. Very satisfied.

MuraBella

Very pleased with new home.

Pine Hurst

Bobby Mitchell in particular has been awesome. We always get a reply right away with any concerns and he is always very polite and professional.

CornerStone has been wonderful, before and after the sale.

We purchased the Epping, and couldn't be happier.

Warranty and Warranty Service Performance

Pine Hurst

CornerStone has been wonderful, before and after the sale.

Overall Experience and/or Feelings about Company

Austin Park

Would recommend to anyone.

It was a wonderful experience building my first home with CornerStone Homes!!! Non-stressful and smooth. Thank you all for putting out such an amazing product. You guys Rock!

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