



MEDIA CONTACT:

Nat Ackerman – 678-318-4116
Touchstone Homes
nackerman@touchstonehomes.com

MEDIA CONTACT:

Kristin Skoug - 608-824-2554
Marketing Manager, AVID Ratings
kristin.skoug@avidratings.com

**AVID RATINGS AND PROFESSIONAL BUILDER MAGAZINE RECOGNIZE TOUCHSTONE HOMES
2007 AVID Award Finalist for Best Homebuilding Experience in Atlanta Market**

ATLANTA - October 5, 2007 - AVID Ratings™ Co. and *Professional Builder* magazine have announced the winners and finalists of the AVID Awards™ for best customer experience in the home building industry. Touchstone Homes, with headquarters in Suwanee, Ga., has been recognized as a finalist for Best Homebuilding Experience in Atlanta Market.

Now in its fifth year, the AVID Awards presented by *Professional Builder* are the leading industry-sponsored awards honoring the best builders in United States for excellence in homeowner delight. In 2007, AVID Ratings surveyed 65,000 homebuyers in the Atlanta area to determine the top builders in that market. Touchstone Homes was named one of three finalists for the top award out of 31 builders in the Atlanta market. According to survey respondents, 88.2 percent of Touchstone Homes' homebuyers are willing to recommend their builder to family and friends.

“Our data shows more than two-thirds of Touchstone’s customers make referrals,” states Paul Cardis, CEO of AVID Ratings. “These days, referrals are generated by providing a delightful customer experience, not merely satisfying, and Touchstone Homes understands this concept.”

Touchstone Homes' top areas in customer experience are:

- Clear explanation of home's operation
- The condition of the job site
- Homebuyers actually making referrals
- The exterior trim
- The grading and drainage

The winners and finalists of the 2007 AVID Awards presented by *Professional Builder* will be published in the November 2007 issue of *Professional Builder* magazine. AVID Awards presented by *Professional Builder* include the AVID Diamond Award, which recognizes the No. 1 builder in the United States; the AVID Award for builders with more than 500 closings, the AVID Award for builders with 100-499 closings, and the AVID Award for top builders in local markets.

AVID Ratings is a full-service customer loyalty management firm, providing enterprise customer loyalty research, organizational consulting, and proprietary solutions to the home building industry. Surveying over 500 homebuilding companies throughout the United States and Canada, AVID Ratings maintains the largest homebuyer satisfaction database in the industry. AVID Ratings assesses homebuyers' experience and then provides focused business solutions and training programs to improve referrals, margins, and long-term customer loyalty. In addition, AVID Ratings provides proprietary solutions and training at its AVID Leadership Conferences. For more information, visit www.avidratings.com.