



9TH ANNUAL —  
CustomerInsight  
**HOME**  
AWARDS  
**2019**

CELEBRATING THE LEADERS  
IN CUSTOMER EXPERIENCE

**2019 RULES AND  
REGULATIONS**

**FOR BUILDER AND TRADE PARTNER  
PERFORMANCE RESULTS**

CustomerInsight

**HOME**  
HOME OWNER MARK OF EXCELLENCE

**Constellation**  
HOMEBUILDER SYSTEMS



## H.O.M.E. OWNER MARK OF EXCELLENCE AWARDS

Now in its 9th year, The H.O.M.E. (Home Owner Mark of Excellence) Awards is an annual competition honouring excellence in customer, trade and employee satisfaction. The H.O.M.E. Awards symbolize the persistence and excellence personified by the Industries top Homebuilding and trade professionals while strengthening the human drive for continual improvement.



**REGISTRATION OPEN TO ALL COMPANIES  
OCTOBER 25TH, 2018 TO DECEMBER 7TH, 2018**

The official Rules & Regulations for entries into the H.O.M.E. Awards are now available.

**DEADLINE FOR REGISTRATION AND SUBMISSION: DECEMBER 7TH, 2018**  
**ANNOUNCEMENTS: FEBRUARY 2019**

### **CONTACT CUSTOMERINSIGHT FOR MORE INFORMATION:**

**Head Office**

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## PREAMBLE

This document contains all the Rules and Regulations and Entry procedures for Builder and Trade/Suppliers into the H.O.M.E. (Home Owner Mark of Excellence) Awards. Read this document carefully and completely before entering.

## OVERVIEW

The H.O.M.E. Awards, administered by CustomerInsight Inc., honour outstanding achievements in the Residential Homebuilding Industry.

Each year CustomerInsight honours residential homebuilders and trades/suppliers across Canada and the United States to celebrate and promote the talent and accomplishments of the most exceptional companies in the Industry. Each fall, CustomerInsight sends out a Call-for-Entries to CHBA and NAHB members across North America.

Official Rules and Regulations are posted on the CustomerInsight website, [www.customerinsight.ca](http://www.customerinsight.ca) and are available for download. Entering Companies must contact CustomerInsight and receive a confirmation email of participation. Any builder and trade/supplier that meets the current eligibility criteria may be entered for consideration. Entries are submitted by the Owner.

Unlike other award programs that have Nominating Committees and nominations tabulated by an official ballot accountant, H.O.M.E. Awards are based solely on the voice of the customer and verified by our Statistician and Research Analysts. Questions are based on the company's ability to follow through on commitments, product, service and process satisfaction.

All companies submitting for awards must agree to the terms and conditions and follow the rules and regulations as set forth in this document.

Companies will be audited to validate the accuracy of submissions, response rates, customer data, and results.



## ENTRY CATEGORIES AND LISTINGS

### CUSTOMER CERTIFIED

Not an award category, but a criterion to qualify for the Awards.

Any builder scoring 70% or more in customer satisfaction will be considered as “Customer Certified” and deemed eligible to qualify for the H.O.M.E Awards.



### BEST CUSTOMER EXPERIENCE

**Description:**

Unlike any other award, H.O.M.E. Best Customer Experience is based on the voice of the customer from 2 touch-points throughout the build process. (1 and 13-month Builder Review).



**Requirements:**

Entry requires both 1 and 13-month full builder reviews.

**Categories: Single-family**

- Small: 5 - 45
- Medium: 46 - 149
- Large: 150+

**Multi-Family (Has a condo board)**

- 25 - 115
- 116+

**Entry Fee:**

- CustomerInsight client – Entry fee covered (where the company has both reviews).
- Non-client or Continuation client – Please contact us for fee details.



## BUILDER OF CHOICE

### Description:

Relationships and partnerships forged during the year have a significant impact on customer satisfaction, brand recognition among stakeholders, media, the online community and future customers.



**BUILDER OF CHOICE**

### Requirements:

Entry requires building company to have the above 1 and 13-month full builder reviews AND the additional employee and trade partner review to be started no later than January 15th, 2018.

### Categories: Single-family

- Small: 5 - 45
- Medium: 46 - 149
- Large: 150+

### Multi-Family (Has a condo board)

- 25 - 115
- 116+

### Entry Fee:

- CustomerInsight client – Entry fee covered if all three components met.
- Non-client or Continuation client – Please contact us for fee details.





## **BEST TRADE/SUPPLY PARTNER**

### **Description:**

Quality of workmanship, reliability, customer service, all critical factors of what makes the best Trade/Supply Partner. One Best Trade/Supply Partner will stand-out from the rest based on their performance.



### **BEST TRADE/SUPPLY PARTNER**

### **Requirements:**

Trade/Supplier Partner to have completed a Partner Performance Review for 2018.

### **Categories: Single-family**

- Trades/Supply Partners.

### **Entry Fee:**

- CustomerInsight client – Entry fee covered.
- Non-client – Please contact us for fee details.

## **ELIGIBLE COMPANIES**

Any Residential Homebuilding company, with 5 or more closings, may be eligible to enter and any Trade/Supply Partner company is eligible to enter where:

- (a) Company has contacted CustomerInsight, prior to deadline, to participate in the 2019 Award year.
- (b) Company has submitted ALL completed submission information required and relevant survey programs have started on or before December 7th, 2018.

## **ENTRY DEADLINE**

For entry to the 2018 H.O.M.E. Awards is December 7th, 2018.



## PERFORMANCE RESULTS TIME-PERIOD

Responses received for reviews from January 1, 2018 - February 15, 2019 will be considered.

## JUDGING PROCEDURES / DETAILS



### **BEST CUSTOMER EXPERIENCE**

100% based on the Voice of the Customer™ on the 1-month and 13-month builder reviews.



### **BUILDER OF CHOICE**

100% based on the Voice of the Customer, Trade Partner and Employee Reviews.



### **BEST TRADE PARTNER**

100% based on the Voice of the Builder Partner Reviews.

## HOW TO ENTER

### **Step 1:**

All interested companies must contact CustomerInsight and obtain the necessary registration form.

### **Step 2:**

Each entering company, (Builder or Trade/Supply Partner), is required to submit directly to CustomerInsight, a completed submission form of customer contact information between the time-period, (Eligibility Requirements). Only submissions that are complete will be accepted. Submissions that are incomplete in any respect will be returned to registrant.

## H.O.M.E. AWARD CONTACT

Interested companies can contact Christian Caswell at [ccaswell@customerinsight.ca](mailto:ccaswell@customerinsight.ca) or **705-309-4988** to enter.



## VOLUME CATEGORIES AND RESPONSE RATES

Volume Categories	Minimum Response Rate Required	
	1-Month	13-Month
<b>Single Family</b>		
Small: 5 - 45	40%	25%
Medium: 46 - 149	40%	25%
Large: 150+	40%	25%
<b>Multi-Family</b>		
25 - 115	40%	25%
116+	40%	25%

## CONDITIONS OF ENTRY

1. The entering company warrants that their company has read, understood and is eligible to be entered in accordance with the rules and regulations, as contained herein.
2. The entering company represents and warrants to CustomerInsight that:
  - (a) the entering company has obtained all necessary rights and permissions required to administer the builder reviews, (surveys), to their customers, trades, and employees; and abide by all Anti-Spam rules and regulations holding CustomerInsight harmless of any liability.
  - (b) there is no litigation, claim, proceeding or dispute pending or threatened against the entering company or the entry, the adverse determination of which might adversely affect CustomerInsight or impair CustomerInsight's ability to exploit its rights hereunder.





3. The entering company hereby does transfer to CustomerInsight, the right, in perpetuity, in any and all media now or hereafter devised, throughout the world, too:
  - (a) incorporate one or more pictures of this entry into one or more social media and/or other print media for exploitation/promotion of entering company's brand;
  - (b) show any portion of this entry to CustomerInsight members as considered necessary by CustomerInsight in its sole discretion;
  - (c) show any portion of this entry during Awards presentations;
  - (d) archive logos of this entry to an interactive storage device, to CustomerInsight website and/or the World Wide Web;
  - (e) otherwise, use one or more pictures of the entry for promotional purposes for future Awards and/or enhancement of the image of CustomerInsight content;
  - (f) reproduce, reformat, modify and/or edit any such pictures for any of the foregoing purposes;
4. The entering company agrees that CustomerInsight will rule on any dispute in matters relating to the entry, eligibility, gaming, fixing or rigging submissions for their own benefit. The entering company acknowledges that CustomerInsight's decision shall be final.
5. The entering company agrees that in the matter of dispute in regards to entries, CustomerInsight's decision shall be final. The entering company acknowledges that CustomerInsight and the H.O.M.E. Awards will retain a copy of each award-winning company logo and score for its archives.



## GROUNDS FOR DISQUALIFICATION

In each case, entering company understands and agrees that if disqualified, no reimbursement of entering company fee will be reimbursed.

1. An entering company is not permitted to complete their own surveys.
2. All entering companies must submit ALL customer information who closed between January 1, 2018 – December 31st, 2018 by February 15th, 2019. Any entering company who does not provide ALL customer data, will be given a maximum of 5 business days to rectify any discrepancies or otherwise be disqualified.
3. Falsifying information in any such manner will be grounds for immediate disqualification.
4. Withholding customer data will be grounds for immediate disqualification.
5. Pressuring customer, incentivizing, gifting, or other like actions will not be tolerated and grounds for immediate disqualification.



**IF ANY OF THE ABOVE REQUIREMENTS, PROCEDURES OR ELIGIBILITY ARE NOT MET, THIS WILL RESULT IN DISQUALIFICATION.**



## **INDUSTRY AMBASSADOR OF THE YEAR**

At CustomerInsight, we know the Residential Homebuilding Industry has representatives who embody exceptional customer experiences and in doing so, have profound impact on the entire building community.

Ambassadors have the unique ability to interact and engage with the community, be a spokesperson, an opinion leader, community influencer, a disruptor for positive change. We're looking for those who give back through committing their time or expertise to educate, promote, and lead by example. If you or someone you know is strengthening or influencing how society views our great industry, we want to recognize him/her.



### **INDUSTRY AMBASSADOR OF THE YEAR**

#### **NOW IS THE TIME TO GET RECOGNIZED!**



So, don't be shy! Nominate yourself and/or someone you know for the 2019 Homebuilding Ambassador of the Year (HBA) Award! Winners will be honoured at the H.O.M.E. Awards event in 2019.

## **EVALUATION CRITERIA**

Do you know anyone who could use some recognition and appreciation for their customer experience work they do? We all know them, the everyday heroes who quietly go about making the world a better place for all of us. The Industry Ambassador Award was created to celebrate these amazing people!

Everyone is eligible as long as they are a member of their local homebuilding association and submit a 750-word document outlining their efforts, as listed below.

#### **The following evaluation criteria will be used:**

1. Societal impact: In the arenas of advocacy, communication, outreach, policy, and/or public service, the individual has advanced the role, understanding, and recognition of customer experience.





2. Service to the community: Individual has immeasurably aided the community through their volunteering.
3. Leadership: By effectively fostering a customer-centric approach working in collaboration with others to positively impact the residential homebuilding industry and perceptions people have of the building community.
4. Promotion of talent/education: Individual has enriched their company and/or the residential homebuilding field through their excellence in mentoring, increasing diversity, transforming curriculum, and/or creating or fostering collaborative or innovative programs for formal or informal education.

## COMMITTEE EVALUATION PROCESS

Nominees/registrants will submit directly to CustomerInsight to ensure initial requirements have been met. Once vetted and names removed, CustomerInsight will then email each registrant/nominee submission to the committee who will be tasked to evaluate each submission.

## TIMELINE

Deadline to register/nominate an individual is **January 15th, 2019**. 750-word submissions are due no later than **January 31st, 2019**. Evaluation committee will have 15 days to review and provide scores back to CustomerInsight.



## CUSTOMERINSIGHT ROLE AND RESPONSIBILITIES

1. CustomerInsight will administer the H.O.M.E. Award program in accordance with the 'Code of Conduct'.
3. CustomerInsight warrants that all individual contact information/customer data will be used for the purposes of the H.O.M.E. Awards ONLY and will not be used for solicitation purposes or other use.

## RESULTS

With more builders scoring higher and higher customer satisfaction ratings, CustomerInsight has decided to institute a rule for those companies scoring within 0.5%. In such a case, CustomerInsight will award a tie to those top performing companies.

## ORDERING ADDITIONAL TROPHIES

CustomerInsight will provide one (1) statue for each category to the winning company. Each winner may purchase any number of statues at cost plus shipping. Statues will not be made available to, and cannot be purchased by, anyone other than the winner(s). Please allow 4-6 weeks for delivery.

Finalists may purchase any number of certificates, decals, and other marketing items for sales centres, show rooms, vehicles, and offices.

## ADVERTISING AND USE OF BRAND

Certified builders, finalists, and winners are free to use the H.O.M.E. Owner Mark of Excellence brand without additional costs. Please contact us for a high-resolution file of the H.O.M.E. Logo.