



Press Release

J.D. Power and Associates and McGraw-Hill Construction Report: Among Builders and Remodelers, Simonton Windows Ranks Highest in Customer Satisfaction With Windows and Patio Doors

WESTLAKE VILLAGE, Calif.: 7 August 2008—Simonton Windows ranks highest in satisfying builders and remodelers with windows and patio doors, according to the J.D. Power and Associates/McGraw-Hill Construction 2008 Builder and Remodeler Residential Window and Patio Door Satisfaction StudySM released today.

Now in its third year, the study measures [satisfaction with residential windows and patio doors based on responses from new-home builders and remodelers](#) by evaluating performance in seven factors (in order of importance): product (20%); warranty and repair service (19%); value (18%); customer service and support (14%); delivery (11%); credit/billing process (9%); and ordering process (9%). The study is designed to provide comprehensive information to assist window and patio door manufacturers in their efforts to improve customer satisfaction.

Simonton achieves an index score of 829 on a 1,000-point scale and performs particularly well in the ordering process, delivery and value factors. Pella and Milgard follow in the rankings, scoring 821 and 813, respectively. Pella performs well in the customer service and support and credit/billing process factors, while Milgard performs particularly well in warranty and repair service.

Despite a challenging economic environment for the homebuilding and construction industries, overall satisfaction has improved notably in 2008 (796), compared with 2007 (780). In addition, value has increased in importance as a driver of satisfaction in 2008, compared with the previous year.

“The increase in importance of the value factor—which denotes builders’ and remodelers’ perception of product value compared to the price paid—is not unexpected, given the current trying times in the housing industry in which both construction and sales are down,” said Jim Howland, senior director of the construction and real estate practice at J.D. Power and Associates. “In spite of the market downturn, however, window and patio door manufacturers have succeeded in satisfying customers by not only providing high-quality products, but also by elevating levels of customer service and support.”

The study finds that the energy efficiency of windows and patio doors has emerged as a particularly important product feature in 2008.

“Consumers are becoming increasingly aware of energy efficient and environmentally friendly building options, and builders and remodelers are responding accordingly to consumer demand by placing particular importance on energy efficiency when evaluating products,” said Burleigh Morton, senior director of research and analytics at McGraw-Hill Construction. “In addition, if builders and remodelers are able to tout the energy efficiency of windows and patio doors that they install, it may give them an edge in the tight housing and construction markets.”

The 2008 Builder and Remodeler Residential Window and Patio Door Satisfaction Study is based on responses from 2,837 new-home builders and remodelers. Each respondent evaluated up to two manufacturers of residential windows and patio doors. The study was fielded between May and June 2008.

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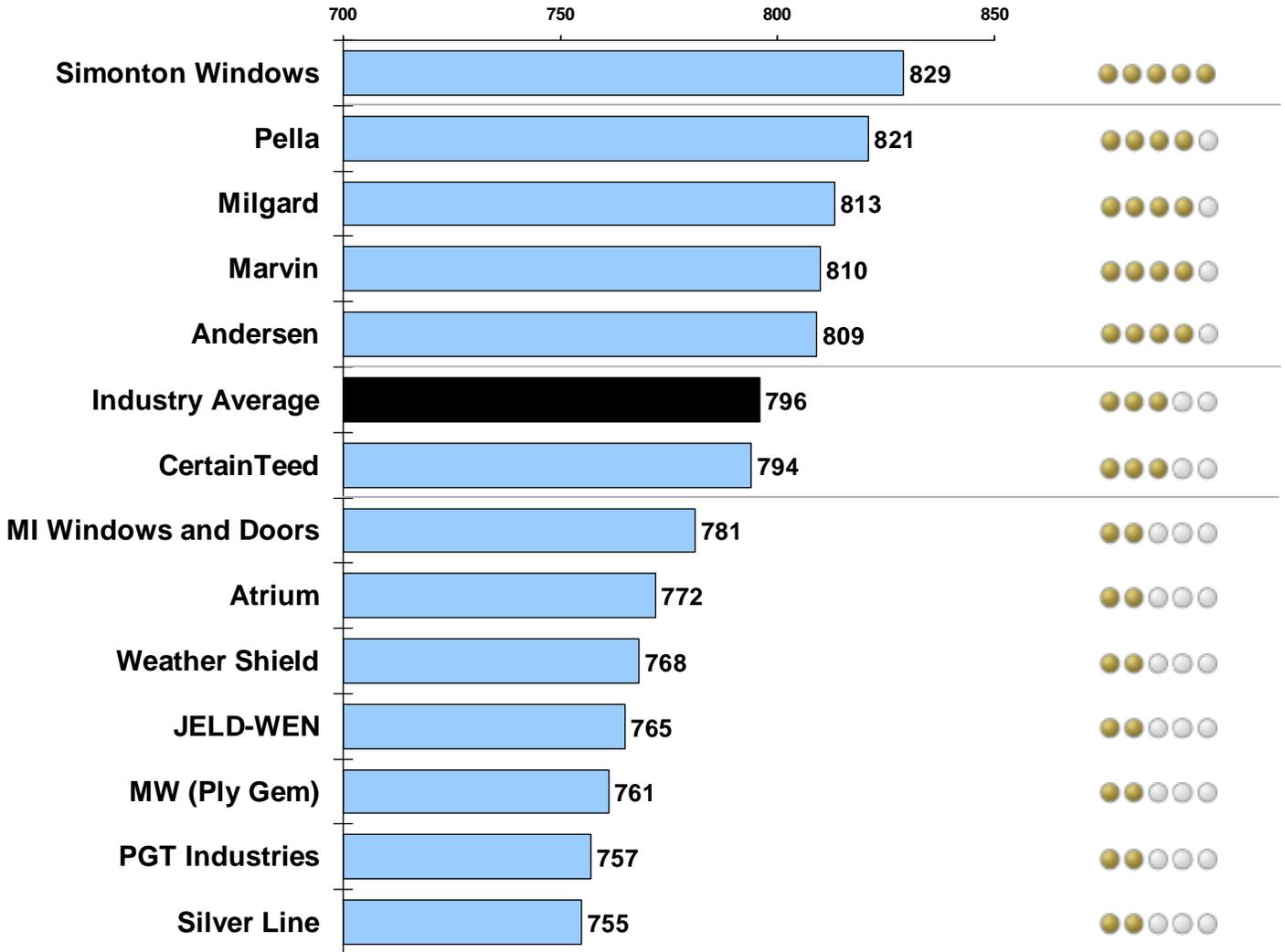
NOTE: One chart follows.

J.D. Power and Associates/McGraw-Hill Construction 2008 Builder and Remodeler Residential Window and Patio Door Satisfaction StudySM

Customer Satisfaction Index Ranking

(Based on a 1,000-point scale)

JDPower.com
Power Circle RatingsTM
for consumers:



Power Circle Ratings Legend

- Among the best
- Better than most
- About average
- The rest

Source: J.D. Power and Associates/McGraw-Hill Construction 2008 Builder and Remodeler Residential Window and Patio Door Satisfaction StudySM

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