



Dear Sterling Homes,

When my wife Kerri and I decided to make a move to a new home, we had a number of choices when it came to home builders in the Evanston area. Initially we had chosen one of your competitors and put a deposit down on a lot that we had liked. After discussing house plans with the sales staff at their show home, we realized we were making a mistake. It became very clear that your competitor was not concerned about customer satisfaction and that his interest lied solely in his sale numbers. So we collected our deposit and walked next door to your show home and met Sterling's Area Manager, Steve.

From the time we first walked into the show home, all the way through the construction process and right up until we took possession, Steve was there to help along the way. In a world filled with terrible customer service (especially in the Calgary area), Steve was a breath of fresh air.

Steve completely understands that he is in the business of servicing customer needs and he truly listens to his customers. We have a number of examples throughout our building process, but one that truly stands out is the fact that we were under a tight budget when it came to purchasing our new home and Steve did everything in his power to keep extra costs at a minimum. This truly shows that he had listened to our initial concerns about price and that he was committed to keeping us happy. We were also impressed with his undivided attention while addressing questions that we had throughout the building process – he could've easily brushed us off when other potential buyers came into the show home, but this was never the case.

Steve communicated with us regularly, which made Kerri and I feel very comfortable and made us feel he was always aware of any problems or concerns that we had. After building our first home with another home builder in the Calgary area and receiving very poor customer service after the purchase agreement we signed, Kerri and I were very concerned that we would receive the same kind of treatment with Sterling, but this was absolutely not the case. Steve always made us feel important, appreciated and he was always sincere and genuine. We never got the feeling that he was fake or putting on an act to make a sale (which I can't say about your competitor next door). We've come to feel like Steve is not only our Sterling "go to guy" but a friend as well.

Any problems that arose throughout the process Steve dealt with immediately and let us know what was being done to correct the situation, which was very important to us. When something had gone wrong (which wasn't very often) Steve always apologized and never once, made us feel like we were responsible for the mistake.

Towards the end of the building process is when Kerri and I realized Steve's true commitment to us. We were under a great deal of stress due to our existing home being on the market for a long period of time and not selling – with the possession of our new home getting closer and closer, we weren't sure if our home would sell. We approached Steve with our concerns and after a couple of phone calls, Steve had informed us that possession could be pushed back to buy us more time to get our existing home sold. It turns out that we were able to sell within the original time frame and take possession fairly close to our original date, which was a huge relief.

All of the above illustrates how Steve gave Kerri and I exceptional service that was far above and beyond what was expected. In today's customer service world, Steve is truly one in a million! We would definitely recommend Sterling Homes, and specifically Steve, to any friends or family that are looking to build a new home.

It's been a great pleasure and experience dealing with all of your staff (Ashley, Greg, Aaron & Shannon) and if we decide to build again (we may not want to ever leave this house!), Sterling will be our number one choice. If you have more people like Steve on the Sterling team, it's no wonder why you are rated best in customer satisfaction.

Thank you very much, Steve!

Sincerely,

Kerri and Devin Bratvold

Evanston - November 2010 Possession