



Homes Extra NEW HOMES & CONDOS

Sabal smashes the competition

Sabal Homes' Edmonton division is proud to announce its second-place ranking across North America for Eliant's Highest Percent of Sales From Referrals.

This prestigious ranking speaks to Sabal's impact on its customers. The number of 2013 Sabal homebuyers who were referred by a friend or family member exceeded nearly every other home builder across North America.

"We are so proud to be ranked second for the highest per centage of sales from referrals across North America," says Nicole McLaws, Sabal Homes marketing manager.

"We know that we're up against stiff competition across Canada and the United States, and this ranking just goes to show Sabal's achievements in building uncommonly stylish homes that people love to talk about.

In fact, our homeowners like to talk us up so much that they're willing to refer their friends and family members to buy a new Sabal home. That's why we've achieved this prestigious ranking, and we couldn't be more thrilled."

Rankings are based on scores from all homeowner surveys received from Jan. 1 to Dec. 31, 2013, regardless of closing date. Sabal ranked second place in the Large Builder category with 46.1% of sales from referrals, while an honourable mention was awarded to Sabal Homes' multi-family division in Calgary for per centage of sales from referrals in the Medium Builder category.

In 2013, Sabal Homes received dozens of referrals from past homebuyers, and in 2014, the builder looks forward to increasing its referral base, with an exciting 20-year anniversary promo-

tion designed to thank past Sabal homebuyers for purchasing with Sabal Homes.

"To thank our homebuyers for supporting us through our 20-year history, we have recently launched a \$2,000 referral incentive program, which will run from March 1, 2014 to February 28, 2015," McLaws says.

"This means that any past Sabal homebuyer who refers a friend or family member that buys a Sabal home will receive \$2,000."

Headquartered in California, Eliant is recognized as the building industry's leading provider of Customer Experience solutions for hundreds of North America's top homebuilders. The firm is the largest consumer research company in the country that caters exclusively to the building industry, conducting over 100,000 homebuyer surveys annually.

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Sabal recently celebrated their 20th anniversary

Hopewell

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17
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