



Lifestory Research 2017 America's Most Trusted® National Home Builder

Rank	National Home Builder	Index Score
1	Taylor Morrison	115.4
2	Richmond American	113.7
3	K. Hovnanian Homes	113.2
4	Toll Brothers	113.1
5	Shea Homes	112.9
6	Ashton Woods	112.8
7	William Lyon Homes	112.6
8	David Weekley Homes	112.5
9	CalAtlantic Homes	112.0
10	TriPointe Homes	111.5
11	LGI Homes	111.2
12	Meritage Homes	111.0
13	M/I Homes	110.4
14	Century Communities	109.5
15	Lennar	108.9
16	Beazer Homes	108.3
17	D.R. Horton	107.8
18	Pulte Homes	107.6
19	Ryan Homes	107.6
20	KB Home	103.3

Lifestory Research is pleased to announce the results of the 2017 America's Most Trusted® Home Builder Study. In its fifth year, we have tabulated the opinions of home shoppers and have identified the home builder that is trusted the most among the nations largest builders is Taylor Morrison.

This is the second consecutive year in which Taylor Morrison has been identified among home shoppers as being the home builder they trust the most among the nations largest builders. Taylor Morrison operates in 16 regional markets in the United States and closed over 6,300 homes in 2015.

The study, based on 31,764 consumer opinions, tracks how trust impacts consumers' evaluations of home builder brands. Consumer opinions are collected over the course of the prior 12 months in the largest home building markets in the United States. To qualify to participate in the study, participants must have indicated that they were aware of specific brands and actively shopping for a new home.

Trust is measured through the Lifestory Research Net Trust Quotient Score in which every brand in the study is divided into three categories: "advocates," a customer who feels a significant trust toward the brand; "neutrals," those who trust a specific brand, but do not see a specific brand as standing on the shoulders of other brands in regards to trust; and "antagonists," who are skeptics with little, if any, trust in a specific brand. An index score of 100 is average for all home brands included in the study. In the following table is the rank order of the brands. The rankings are based on the Net Trust Index Quotient Score.

Lifestory Research tracks over 100 home builders in this ongoing study. To be included in the national rankings, a builder must be among the 20 largest home builders in the United States.

Survey results for **use by the media**, including the ranking table or results, must be accompanied by a statement identifying Lifestory Research as the publisher and the study from which it originated as the source. **No promotional use or advertising** can be made of the survey results without the express prior written consent of Lifestory Research.*

About Lifestory Research®

Lifestory Research is a trusted national independent market research firm headquartered in Newport Beach, California. At Lifestory Research we are passionate about customers, employees, brands and the science of influence. Our work is backed by research intelligence that drives confident business decisions.

About America's Most Trusted®

America's Most Trusted® is a designation awarded to brands that garner the trust among those they serve. Awards are based upon the collection and evaluation of thousands of consumer opinions. The approach used to capture the opinions of people seeks to adhere to the highest quality standards of consumer insight. See Research Methodology on Lifestory Research website for more information.

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