



nerej

Marvin Windows and Doors ranked highest by builders and remodelers in J.D. Power and Associates study

September 18, 2007 - Construction Design & Engineering

Marvin Windows and Doors ranks highest in satisfying builders and remodelers with residential windows and patio doors, according to a recent J.D. Power and Associates study.

The 2007 Builder and Remodeler Residential Window and Patio Door Satisfaction Study was designed to provide comprehensive information to assist window and patio door manufacturers in their efforts to improve customer satisfaction. Overall builder and remodeler satisfaction was based on performance in seven factors. They are (in order of importance): product; warranty repair and service; delivery; price; sales and marketing support; ordering process; and credit/billing process.

Marvin ranks highest among builders and remodelers in satisfaction with windows and patio doors, with an index score of 819 on a 1,000-point scale, and performs particularly well in five factors: product; warranty and repair service; delivery; sales and marketing support; and ordering process.

"We highly value the opinions of our builder and remodeler customers," said Susan Marvin, president, Marvin Windows and Doors. "Homeowners also rely heavily on the advice and opinions of their builders and remodelers which makes this recognition exceptionally rewarding. We will continue to strive to exceed expectations and maintain our company's core commitment to customer satisfaction."

This is the second consecutive year that Marvin Windows and Doors has received the highest ranking in a J.D. Power and Associates study. In 2006, which was the only year the study was conducted, Marvin ranked highest in architect satisfaction among residential window and patio door manufacturers.

The 2007 Builder and Remodeler Residential Window and Patio Door Satisfaction Study is based on responses from 2,677 new-home builders and remodelers. Each respondent evaluated up to two manufacturers of residential windows and patio doors.

J.D. Power and Associates is an ISO 9001-registered global marketing information services firm operating in key business sectors including market research, forecasting, consulting, training and customer satisfaction. J.D. Power and Associates can be accessed online at www.jdpower.com.

New England Real Estate Journal - 17 Accord Park Drive #207, Norwell MA 02061 - (781) 878-4540