



REALEX Homes Wins the Talk of the Town Customer Satisfaction Award

/EINPresswire.com/ Houston homebuilder, [REALEX Homes](#), receives high customer satisfaction ratings and earns the prestigious Talk of the Town Award.

Earning a 5-star rating for customer satisfaction, REALEX Homes has won the prestigious CMUS Talk of the Town Customer Satisfaction Award in the Contractors — Home Builders category for 2012.

The [Talk of the Town Awards](#), presented by Talk of the Town News, Customer Care News magazine and Celebration Media U.S. (CMUS), honor companies and professionals that provide excellent customer service as reported by their customers through no-cost, user-review websites, blogs, social networks, business rating services, and other honors and accolades. This data is analyzed by a team of researchers who calculate a company's CMUS Power Rating™. Only those that receive a 4-star to 5-star rating receive the CMUS Talk of the Town Customer Satisfaction Award.

REALEX Homes has been serving homebuyers in the Houston area for more than 20 years. Owner and General Contractor Nick Peters established the business for one purpose — to provide homebuyers with a personal, responsive and affordable [custom homebuilder](#).

Providing excellent customer service is a cornerstone of the company. "It may sound trite, but our goal really is customer satisfaction," says Gail Sawyer of REALEX Homes. "We put excellent customer service into practice by offering advantages you won't find with large corporate homebuilders. A key distinction between REALEX Homes and our competitors is that our entire staff has a close relationship with each homeowner. Our homeowners know every member of the team building their home and they talk directly to the person responsible for carrying out their wishes. This eliminates miscommunication and frustration."

Honesty and integrity are key principals of the company's service as well. "That includes being honest about the total cost of a new home, upfront," says Sawyer. "We don't like to aggravate and confuse customers by excluding items from our quote. At REALEX Homes we think most individuals would rather know the real bottom line upfront rather than be lured in by a low price quote. We believe people would rather do business with someone who has been open and honest from the beginning of the process. We also believe a builder that calls itself a custom home builder shouldn't charge the homeowner every single time they try to customize their

plan.”

Another way REALEX Homes puts customers first is with the fully insured warranty it includes with every home, while many builders only include a 10-year warranty. This means if there is a problem after the home is built, the repair costs are covered, period. “It costs more to have an insured warranty, but we believe you have enough other things to worry about,” says Sawyer. “Where we might be in 10 years shouldn’t be one of them.”

The Talk of the Town Award is not the first recognition for REALEX Homes. Year after year, the Greater Houston Builder’s Association (GHBA) has named the company a winner of its prestigious “BEST” Award, recognizing REALEX Homes as one of Houston’s finest custom homebuilders.

REALEX Homes is also heavily involved in the local community, giving both time and resources to many local organizations. It is also a big supporter of Habitat for Humanity. Since many of its projects involve bulldozing an existing home, REALEX Homes donates all the material that can be salvaged and reclaimed from these homes to Habitat.

REALEX Homes is located at 14133 Memorial Drive, #2 in Houston. For more information, call 281-531-8822 or go online to www.realex-homes.com.

About the Award and Sponsors:

This is the fourth year CMUS, Talk of the Town News and Customer Care News have honored companies for achieving high levels of customer satisfaction with the Talk of the Town Awards. Businesses eligible to receive the award include, but are not limited to, beauty salons, spas, restaurants, bakeries, dentists, auto repair facilities, veterinarians, home repair and improvement contractors, florists, hospitals, and physicians.

For more information about the award or its sponsors, please contact CMUS and Talk of the Town News at 877-498-6405 or go online to www.talkofthetownnews.com.

About Celebration Media U.S.: Celebration Media provides companies with valuable information on improving customer care through its publishing division, which produces Customer Care News, and its research department, which provides businesses with information on customer service best practices. This commitment has led to the creation of the Talk of the Town Awards program, which is dedicated to identifying companies that are excelling in high-rated customer service feedback and offering them valuable marketing opportunities to leverage their award, while also giving consumers a tool to find the top consumer-rated businesses in the United States and Canada.

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