



PRESS RELEASE

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WHO SAYS YOU CAN'T CHOOSE YOUR NEIGHBOUR?

A sales consultant who matched new home buyers as potential neighbours has won a top industry award.

Deborah Smith Campbell of Mactaggart & Mickel received the accolade for her efforts to foster community spirit by ensuring that new neighbours get on with each other.

The award was part of a new scheme focusing on customer service which was introduced by Homes for Scotland, the organisation that represents companies building 95% of the country's new homes, to highlight best practice in the industry and raise standards even further.

Homes for Scotland Executive Director, Bruce Black said:

"Our members already take the matter of customer service extremely seriously and the industry has much to show by way of innovative and positive approaches like those taken by Deborah. However, we also recognise the room for improvement that exists. So this year we invited member companies to submit their customer service policies and programmes for scrutiny in order to demonstrate the industry's commitment to ensuring buyers enjoy the highest levels of service and confidence when purchasing a new home."

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Homes for Scotland received 40 entries for the awards which were all evaluated by an independent panel of judges representing a variety of interests within the customer service field. Chaired by Robin Harper MSP, the panel included Trisha McAuley from the Scottish Consumer Council, Robert Crawford from the Institute of Customer Service and Malcolm MacLeod from the National House Building Council.

Deborah's vision of creating a community out of a new development by arranging social events to bring people together and providing homeowners with gift packs she purchased herself was one of the many examples of outstanding customer service to impress the judges.

Encouraged by what he has seen, Robin Harper said:

"There is clearly a will amongst house builders in Scotland to achieve high standards of customer service. The Homes for Scotland scheme has performed a useful service in highlighting best practice examples that will set standards for the whole industry in future years"

The winners of the Homes for Scotland Customer Service Awards 2005 were as follows:

Customer Service Strategy

Stewart Milne Homes

Strathclyde Homes

Bancon Homes

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Customer Service at Site/Development Level

George Wimpey

Individual Award for Customer Service

Tam Wylie, Site Manager, Cala Homes

Deborah Smith-Campbell, Sales Consultant, Mactaggart & Mickel

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Notes to editors:

Homes for Scotland (www.homesforscotland.com) is the representative membership body for the home building and residential development industry in Scotland. Its member companies provide 95% of all new homes in Scotland.