

## **Mattamy Homes Sees Opportunity for Growth, Moves Base of U.S. Operations to Orlando, FL**

*~ After Being Rated #1 in Customer Satisfaction by J.D. Power & Associates, Mattamy Outlines Customer Service as Key to Ambitious Growth Goals ~*

**Feb. 26, 2008** - [PRLog](#) -- Mattamy Homes moved its base of U.S. operations to Orlando, FL, which is now under the direction of homebuilding veteran Steve Parker. The company's ambitious goal is to grow its roughly 1,000 homes-per-year U.S. division to five times its size in the next five years. While much of the industry is struggling in what has become a challenging market, Mattamy Homes is uniquely positioned to experience tremendous growth on the upside of this slowdown.

This call to action is one that Steve Parker has answered before. It parallels his past experience with Morrison Homes, which he joined back in 1996 when it was about the same size as Mattamy is today. "Steve was part of a management team that grew that business from less than 1,000 units to more than 5,000 units in just 5 or 6 years," says Laura Bailey, another homebuilding veteran from Morrison who recently joined Mattamy.

And just how is Mattamy planning on doing this, especially with the current market conditions? For starters, Steve plans to aggressively pursue Mattamy's unfaltering dedication to customer service, the cornerstone of the company ever since its inception nearly 30 years ago, and a quality that lives in CEO Peter E. Gilgan and the rest of the Mattamy staff. "In the short time that I've been with the company," remarks Parker, "I've learned that it's the people that have made it this company. You can read about the company or the awards, but what you should really read about are the amazing people."

And there are awards to read about: in 2007, Mattamy Homes was ranked #1 in Customer Satisfaction with New Home Builders in the Greater Charlotte Area by J.D. Power and Associates. Mattamy was also named 2007 "Home Builder of the Year" by GTHBA-UDI (the Greater Toronto Area Home Building Industry and Land Development Association), recognizing construction quality and after-sales service, as well as the entire new home buying experience.

Besides Mattamy's reputation for customer service, its U.S. operations are small and private, with "the advantage of not having many assets invested in the U.S.," explains Parker, "we're not struggling as much looking at our asset portfolio." Combine this with an experienced team dedicated to growing the business, and the future of the business comes into view. "The future of Mattamy Homes is to grow in the U.S.," says Parker, "Today, Mattamy Homes is a Canadian builder that also builds in the U.S. Hopefully, between 5 and 6 years from now, we'll be a U.S. homebuilder that also builds in Canada."

### **About Mattamy Homes**

Mattamy Homes began as the inspired dream of CEO Peter E. Gilgan in 1978. Today, Mattamy is Canada's largest builder of new homes, and has also built a reputation for being a quality, customer satisfaction-driven business. This has been done by satisfying one homeowner at a time, tailoring homes to each individual and fashioning the perfect space for that family's lifestyle, dreams, and desires. By educating and taking its buyers through the entire new home buying experience, Mattamy has emerged as a leader in customer service. Mattamy has U.S. operations in Florida, North Carolina, Arizona, and Minnesota.

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