

December 10, 2009

Mickey Pizzitola and Rick Morgan
Triumph Homes
10110 W Sam Houston Parkway North, Suite 200
Houston, TX 77064

Dear Mickey and Rick,

We have completed and enclosed are our summary reports and my written analysis recapping your customer satisfaction results for customers closing from April through September 2009.

This was another very stressful period for both customers and employees, but your customer satisfaction results have bounced back strongly after some struggles last period. Willingness to refer continues at 100% in **Houston**. Your consistent 100% willing is now the longest I've seen for a production builder, quite an accomplishment through these terrible times. We are also seeing solid gains in several key areas – quality, delivery condition, scheduling, and most communication categories. As a result, enthusiasm and support for the company is tremendously strong at nearly 90% and there could hardly be more referral potential among this group. Overall, 80% indicate that they have referred friends and almost half have referred 3-10 times or more. That is a lot of promotion coming out of your communities and it is producing about 1/3 of your sales again this period (33% referrals).

Dallas results are not quite as positive with 75% willing to refer, but there is actually very little significant disappointment. Quality and satisfaction with the homes is Dallas' best ever and communication is also much improved. The only customer slightly negative has some AC problems and apparently had a follow up breakdown in service... nothing serious.

As always, I have detailed my thoughts in my report, but want to again congratulate you and your team for your steady focus and commitment to customer satisfaction. It's making a difference in sales now and is also positioning Triumph Homes very well for market share gains when this market finally begins to turn. Congratulations to you and your staff and let me know if we can help in anyway. Hang in there and we'll do the same.

Kindest regards,



J. Keith O'Brien