

December 13, 2010

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 Triumph Homes' customers closing from April through September 2010.

Excellent results this period. Customer satisfaction results are up across the board with very strong satisfaction with both the new home experience and the homes and communities. All of the key measurements of customers' experience are about the same as our top 10% of clients indicating great organization, communication and guidance by the Triumph staff start to finish. Customer willingness to refer is 95% for the period and 98% since the company's inception in Houston.

Among respondents this period, about 20% purchased their new homes based upon referrals from other Triumph Homes customers, about double national referral rates. In addition, nearly 70% of these most recent customers have already referred friends to Triumph. As such, one of the most important priorities is maintaining connections with these customers and helping their friends when referred.

The only aspect of the purchase experience that slipped some this period is the overall lending process. The changing mortgage lending environment has made this aspect of the new home purchase more challenging for virtually all of our clients. It should be noted, however, that your lender results are significantly better than most, and customers were especially pleased with the assistance and advice provided by Triumph staff. In addition, the closing process went extremely well with one relatively minor surprise and no loan related problems. As I describe in my report, the company remains in great position to sell and benefit from referral sales with customer about the same as our top 10% of clients.

As always, I have detailed my thoughts in my report. After you get a chance to read the report, let me know if there are any areas you would like to discuss. I'm happy to help in any way I can.

Congratulations on these continuing excellent results and hang in there; we'll do the same.

Kindest regards,



J. Keith O'Brien
Woodland, O'Brien & Scott