



## **FOR IMMEDIATE RELEASE**

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### **Masterworks Construction Services, Inc. receives 2013 Guildmaster Award**

The [GuildQuality](#), The Nation's Leader in Customer Satisfaction Surveying for the Building Industry, has awarded Masterworks Construction Services, Inc. with its coveted Guildmaster Award for 2013.

The Guildmaster Awards celebrate service excellence among home builders, remodelers, developers, property managers, home services contractors, and real estate professionals. The awards are open to all Guildmembers who apply. GuildQuality begins accepting applications in October, and announces the award winners on or about May 1 of the following year.

In granting awards, GuildQuality considers two primary metrics for each candidate: the percentage of customers who would recommend and the percentage of customers who responded. Incorporating a high response rate into the calculation enables us to confidently recognize top performing companies, however, in many cases, some companies will receive very high customer satisfaction scores but may not qualify because too few customers responded to a survey.

#### **Minimum recommendation rate**

The primary requirement for receiving a Guildmaster Award is exemplary customer service, as demonstrated by an extremely high customer recommendation rate. In the home building, remodeling, and real estate industry, the average customer recommendation rate for businesses is approximately 70%. In order to receive a Guildmaster Award, a member must achieve a recommendation rate of 90% or greater.

#### **Number of survey responses reviewed and minimum required response rate**

In considering eligibility for an award, GuildQuality reviews survey feedback received from all customers who have bought a home or had work completed in the current calendar year. If that includes fewer than 20 survey responses (as is often the case for companies with a small number of customers each year), GuildQuality includes older responses in the review as well, so that the feedback from the most recent 20 customers who responded to a survey are considered. Under no circumstances are Guildmembers with fewer than 20 survey responses eligible for a 2013 Guildmaster Award.

In addition to a minimum number of survey responses, GuildQuality also requires a minimum response rate. Candidates with fewer than 20 survey responses in the year must have a minimum survey response rate of 70%. The minimum

response rate decreases as a candidate's survey feedback increases according to the schedule below. Candidates with 100 or more survey responses in the year must have a minimum survey response rate of 50%.



### **About Masterworks Construction Services, Inc.**

Based in Long Beach, CA, Masterworks Construction Services, Inc. is a comprehensive general contractor that provides a full spectrum of residential and commercial remodeling and building services. Masterworks offers Architectural Design, Construction, Landscape Design and Landscape Installation services, but it is our commitment to integrity, quality, trust, and client satisfaction that is the cornerstone of all projects. Masterworks Construction Services, Inc. is a fully licensed contractor in California. All Masterworks projects are completed under official building code regulations with all proper permits from local building inspection agencies. More information on Masterworks Construction Services, Inc. can be found at [www.mworksconstruction.com](http://www.mworksconstruction.com)