

After-Move-In Service Matrix

	Sales	Selections	Construction
Transition services	Visit new home owners and deliver designated community move-in gift within 2 weeks of settlement.	Host home care reception at sales center; provide attendees with <i>Home Care Basket</i> of sample products and merchant coupons.	On move-in day, install <i>Parking Reserved for New Home Owner</i> signs in front of home. Ensure that driveway and walks are clean. Visit new home owners during move-in, remind them that move-in materials and tools are available for their use and offer to collect flattened packing boxes upon their call.
Enhanced warranty	Welcome home owners with questions at sales center and assist them in reporting items to warranty staff as needed.	Communicate with warranty staff on potential details about home care that home owners need to know.	Welcome home owners with questions at the construction office and assist them in reporting items to warranty as needed.
Courtesy repairs			Assist warranty staff with Service Sweeps.
Information	Conduct Tax Benefits of Home Ownership Seminar between January and March.	Conduct Home Owner Workshops: <ul style="list-style-type: none"> ● Closet Organizing ● Wall Decor ● Window Treatment 	
Social activities	Host Private-Showing Reception for existing home owners at new communities prior to Grand Opening.	At closeout, host reception with silent auction of accessory items. Donate proceeds to charity.	Conduct summer barbeque for home owners, staff, and community trade contractors.
Feedback, repeat and referral buyers	Ask new buyers why/how they chose [Builder]; report results to chief service officer. Review and discuss feedback; select action items and set implementation date.	Review and discuss feedback; select action items and set implementation date.	Review and discuss feedback; select action items and set implementation date.

Continued

	Closing	Warranty	Chief Service Officer
Transition services	<p>Mail <i>Packing Tips Kit</i> 60 days prior to anticipated settlement date.</p> <p>Call home buyer two weeks prior to settlement to review details.</p>	<p>On move-in day, check with home owner for questions and deliver Move-In Survival Kit.</p>	<p>Monitor and ensure support for all assigned activities.</p>
Enhanced warranty	<p>Send <i>Thank You for Buying</i> card on the anniversary of the settlement date.</p>	<p>Watch for items home owners did not notice and volunteer to correct them.</p> <p>Maintain a supply of minor consumable items to give to home owners.</p> <p>Leave a thank you coupon for coffee or ice cream at conclusion of repair visits.</p>	<p>Coordinate with purchasing staff and trades to identify items that might be needed and ensure ready supply for warranty to have on hand for home owners.</p>
Courtesy repairs		<p>Conduct Service Sweeps in spring and fall.</p>	
Information		<p>Conduct Home Owner Workshops:</p> <ul style="list-style-type: none"> ● Landscaping to Save Work and Water ● Home Maintenance Tips ● Recycling and Organic Home Care 	<p>Assist with seminars and workshops by establishing relationships with suppliers and potential instructors as needed.</p>
Social activities			<p>Assist with catering as needed.</p>
Feedback, repeat and referral buyers	<p>Review and discuss feedback; select action items and set implementation date.</p>	<p>Review and discuss feedback; select action items and set implementation date.</p>	<p>Acknowledge and respond to comment cards and hot line contacts; follow up as needed.</p> <p>Ensure that survey summaries are circulated to all departments for discussion and action.</p> <p>Track and circulate rate of repeat and referral buyers.</p>