



NEWS RELEASE

KB Home's #1 Ranking and Record-High Scores Reinforce Its Unwavering Commitment to Customer Satisfaction

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KB Home was once again ranked #1 on TrustBuilder®, a leading third-party review site, and achieved historically high customer satisfaction scores on AvidCXTM, a trusted homebuyer survey platform

LOS ANGELES--(BUSINESS WIRE)-- KB Home (NYSE: KBH), one of the largest and most trusted homebuilders in the U.S., today announced industry-leading customer satisfaction results in 2024, reinforcing the company's reputation for delivering an exceptional personalized homebuying experience.

"We are 100% committed to our customers and their satisfaction, so earning leading rankings and achieving our highest-ever scores is a tremendous honor," said Jeffrey T. Mezger, Chairman and Chief Executive Officer of KB Home. "As a home is the largest and most emotional purchase that most people make in their lifetimes, we do not take the trust our customers place in us lightly. Our entire team is motivated every day to create an exceptional personalized experience and turn our customers' dreams into reality."

In 2024, KB Home was the #1 customer-ranked national homebuilder on TrustBuilder, a leading independent homebuilding review site, marking the fifth consecutive year it earned the top spot. Based on thousands of verified homebuyer reviews, KB Home achieved an impressive 4.5 out of 5 stars and either ranked #1 or tied for #1 in nearly all its markets. Since the inception of TrustBuilder, KB Home has received over 10,000 buyer surveys, 73% more than its next closest competitor, highlighting the breadth of its results.

“As a leading U.S. homebuilder with a unique business model that empowers buyers with choice throughout the process, it’s no surprise that KB Home’s reputation resonates so strongly with its customers,” said Andy Reid, Chief Operating Officer at New Home Source® and Zonda™, which owns and operates TrustBuilder. “Their customer-first mission is focused on helping people move into the homes of their dreams, and their customers are clearly responding to how well that approach is working.”

Additionally, KB Home achieved its highest-ever full-year overall customer satisfaction score of 96%, as measured through a comprehensive post move-in survey conducted via AvidCX, a trusted platform of homebuyer experience insights. In recognition of its dedication to customer satisfaction, the builder received an unprecedented 18 division-level AvidCX awards, including the prestigious 2025 AvidCX Cup. This notable award recognized the company’s Los Angeles/Ventura division as the top-scoring production builder across North America based on customer surveys taken during the first year of homeownership. KB Home also earned an impressive 108 AvidCX Service Awards, which honored team members – in sales, design, construction, mortgage and customer care – who rank in the top 5% nationally in customer satisfaction.

“KB Home’s focus on truly understanding what homebuyers value most continues to drive exceptional customer satisfaction,” said Aaron Everson, Business Unit Leader at ECI Software Solutions™, which owns and manages the proprietary AvidCX platform. “By leveraging real-time insights to continuously improve every step of the homebuying journey, they’ve built a legacy of putting the customer first, setting a standard for the industry. Their record customer satisfaction scores and multiple AvidCX awards are a clear reflection of that commitment.”

KB Home’s customer-first approach begins with a data-driven product design based on thousands of surveys of recent buyers. The company then builds choice into its home designs and homebuying process, allowing customers to tailor their home to their unique lifestyle and budget, from homesites and floor plans to design features. Every homebuyer is supported by a dedicated team that guides them every step of the way during the design and building process. The builder also follows up with customers 30 days after they move in as well as three, six, 10 and 18 months later to help ensure an exceptional homeownership experience.

To learn more about KB Home’s commitment to delivering exceptional customer satisfaction, visit **kbhome.com/reviews**.

For more information on KB Home, call 888-KB-HOMES or visit **kbhome.com**.

About KB Home

KB Home is one of the largest and most trusted homebuilders in the United States. We operate in 49 markets, have built nearly 700,000 quality homes in our more than 65-year history, and are honored to be the #1 customer-

ranked national homebuilder based on third-party buyer surveys. What sets KB Home apart is building strong personal relationships with every customer and creating an exceptional experience that offers our homebuyers the ability to personalize their home based on what they value at a price they can afford. As the industry leader in sustainability, KB Home has achieved one of the highest residential energy-efficiency ratings and delivered more ENERGY STAR® certified homes than any other builder, helping to lower the total cost of homeownership. For more information, visit **kbhome.com**.

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