October 15, 2020

Ms. Melissa Rogers Davis
Councilwoman, Town of Pineville
200 Dover Street
Pineville, NC 28134

VIA E-MAIL

RE: Stanley Martin Homes

Dear Ms. Rogers,

By way of this letter, I would like to address your concern about Stanley Martin Homes' 2-star online review rating raised during the September 28th Town Council Work Session. Upon further investigation, I do see where Stanley Martin Homes has a 2-star rating on Yelp.com. This is based on 35 reviews between 2011 and 2020.

Avid Ratings, an independent customer satisfaction company, conducts surveys on the total home buying experience and provides an overall rating that can be compared to builders throughout North America. Avid serves as an unbiased party and is a company Stanley Martin utilizes for our homeowner surveys and reviews. As of the date of this letter, we hold a 4.5-star rating throughout 672 reviews. Of those 672 reviews, 65% were rated 5 stars.

We also hold an A+ rating with the Better Business Bureau which I believe is a testament to our response to complaints and negative reviews.

The values at Stanley Martin Homes as emphasized by our CEO and executives place emphasis on our team and ensuring we have knowledgeable, driven and dedicated people working together and to always act with the highest standards of integrity. Our company mission is to design and build homes people love at a price they can afford. Our vision is to build homes and neighborhoods that help people enjoy life more.

In closing, I sincerely feel that Stanley Martin Homes is a quality builder. I have worked for or gained true insight on other builders in our market and I can honestly say I am grateful and happy to be a part of Stanley Martin Homes. As a resident of Pineville, myself, I share your concern in allowing unreputable companies to conduct business in our Town. Thank you for bringing this topic up and allowing me the opportunity to respond.

Respectfully,

Jeremy Smith
Senior Land Acquisition Manager