



Trust Value Customer Success

Retail/Facility Spotlight Pine View Homes and Clayton Lewistown

Clayton Home Building Group's sales and customer care experience teams foster relationships with our **valued Retail Partners** by striving to provide a world-class customer experience. This is done, in part, by offering quality homes, timely communication and dedicated service.

We work to build trust by creating partnerships, not simply making transactions.

Trish Banks, owner and operator of **Pine View Homes** of Winslow, Maine, and the customer experience team of **Clayton Lewistown**, including **Brand Experience Manager J.P. Quinn**, share one of these successful partnerships. In fact, Pine View Homes is the top-selling Retail Partner in the Northeast for the Lewistown, Pennsylvania facility.



Trish Banks and family

But there's so much more they have in common: Banks and Quinn also share a belief in putting **people over profits**, building strong teams and offering the highest quality service and products.



Vintage photos of Banks' great-grandparents and early Pine View Homes advertising

J.P. Quinn understands that notion well. No more than a few years ago, Quinn and his sales team, along with many other departments at Lewistown, were struggling with quality, efficiency and frustrated team members. As a result, KPI metrics and B2B scores suffered. Then, in 2020, a shift happened that brought about **dramatic improvements**.

Pine View Homes was opened by Banks' great-grandfather in 1955. As the **fourth-generation owner**, Banks knows a thing or two about buying and selling homes. Experience has taught her, however, that what truly matters is the **relationships** built within our industry, with her home buyers and with her team. She says, "The home buying experience for a customer is a very emotional decision. We take it very seriously."

From offering a streamlined buying process to being available outside traditional business hours, Banks and her team— many of whom are long-time employees or family members— strive for relationships that last long after the sale.

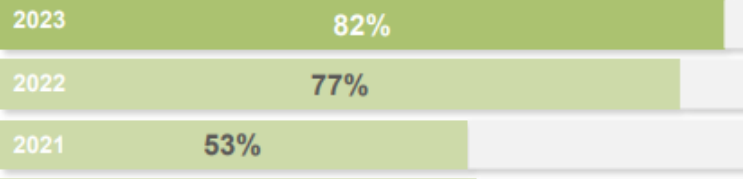


J.P. Quinn, Brand Experience Manager, Clayton Lewistown

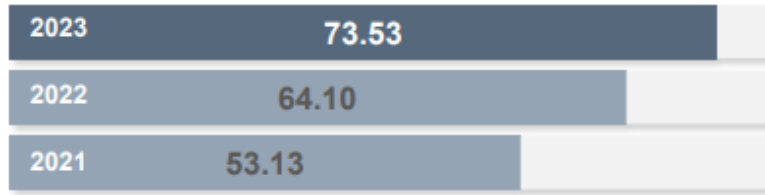
When asked about the shift, Quinn says, "It's simple. **We changed our focus from profitability to people.**" Rather than focusing on the number of transactions made, Quinn and other Lewistown Team Members worked to build and strengthen relationships to earn trust with their customers.

Increased B2B scores, shown below, reflect their success. In 2023, Clayton Lewistown achieved a remarkable **82% ease of doing business** score, up 29 percent from 2021, and a **business-to-business NPS of 73%**, up from 53% just two years prior. Combined with the focus on *Being a home* for Team Members, the Clayton Lewistown team has grown stronger and more cohesive, and home quality has increased.

EASE OF BUSINESS



NPS



Their **independent partner NPS** reflects an incredible 47.1 point growth in just three years – from 12.9 in 2021 to knocking on the door of world class at 60 in 2024—with a current referral rate of 25%.

That high quality impresses Banks, who boasts her own **world-class NPS of 85**. Pine View Homes has non-negotiable high standards and, as she says, “Clayton is the manufacturer that shares my high standards. If I were another manufacturer, I would be so stressed out having to compete with Clayton!”



Banks is particularly excited by the quality and efficiency of **Clayton’s eBuilt® homes**, so much so that when eBuilt was first announced, she immediately switched her current orders to eBuilt and began advertising it heavily, believing that Clayton is “years ahead of other off-site home builders.” Because of that, **about 80%** of homes at Pine View’s home center are Clayton eBuilt homes.

eBuilt™

Banks says the ease of doing business with Clayton, along with Retail Partner tools like the **eBuilt Resource Guide, free eBuilt banner, and ClaytonGo**, cemented her enthusiasm and gave her what she needs to promote and sell eBuilt homes.

Quinn isn't surprised to hear a customer gush about quality. Each time a new Team Member joins Clayton Lewistown, Quinn emphasizes the importance of building high-quality homes. He asks each new Team Member to imagine building a home for **someone they love**, perhaps a parent or a partner, and to put that much attention into each Clayton home they build.

Clayton Lewiston's excellent service after the sale keeps quality high and partnerships strong. As Quinn says, **"Being a partner is about caring about the longevity of Clayton Built homes."**



Simply put, **Banks and Quinn care**. They care about building teams who take pride in their work and, in turn, about taking care of those teams. They care about quality and reputations. They both believe in Clayton's excellent quality, tools and processes. And most of all, they care about *Earning trust* through strong and lasting business and customer relationships.

Thank you, Trish, J.P. and your excellent teams, for **Opening doors** for so many Clayton homeowners.

