

[McCaffrey ranks No. 1 in customer referrals](#)



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A survey conducted recently by Eliant, a consumer research company, revealed Fresno's McCaffrey Homes ranked highest in customer referrals.

Over 60,000 homeowners across the country participated in the survey that covered 200 homebuilders nationwide. McCaffrey took the top spot in referral sales with 43.8% of its buyers saying they had referred the company to friends.

"Earning such a strong vote of confidence from our customers is very gratifying," said Lauren McCaffrey Knowlton, vice president of marketing with McCaffrey Homes. "The Eliant awards confirm that we are meeting our goals."

McCaffrey Homes also received second place honors for "best purchase experience."

The awards are based solely on customer responses, according to Eliant's CEO Robert Mirman.

"Customer referrals are the ultimate measure of success in building a reputation for customer service," Mirman said. "Getting more sales from referrals than any other builder in the country is an extraordinary achievement."

McCaffrey Homes has garnered several awards in the past, including many for architectural design for its communities based throughout Fresno, Clovis and the surrounding Central Valley.