

Q4 2022 – Final Avid Results

December 2022

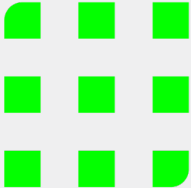


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2022 CX KPIs

2022



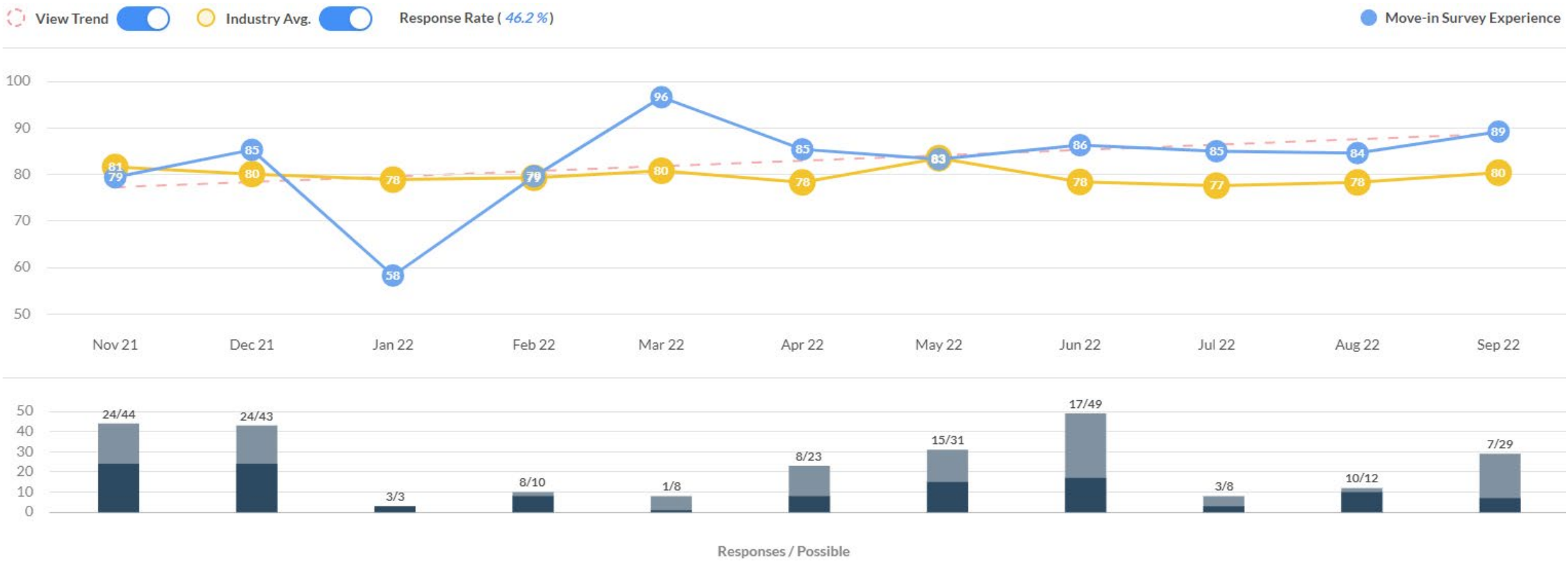
Performance Goals – CX KPIs

KPI	2021 FINAL (Nov 1, 2020 – Oct 31, 2021)	2022 CURRENT (Nov 1, 2022 – Oct 31, 2022)	DELTA (2021 vs. 2022)	ONT. IND. AVG.	CANADA BEST IN CLASS
Home Clean & Ready, Move In	76.0	78.6	+2.6	78.8	80.5
Overall Rating of Builder, Move-In	86.2	87.9	+1.7	82.5	91.1
THBE, Mid Year	80.3	81.5	+1.2	75.2	83.6
Overall Rating of Builder, Year-End	88.8	87.8	-1.0	80.1	91.0
Quality of Experience, Move In	84.3	86.4	+2.1	80.8	90.4
Would Recommend	88.5	90.4	+1.9	84.2	85.9
Builder's Level of Caring	82.8	86.4	+3.6	78.4	79.9
Quality of Workmanship	77.3	79.0	+1.7	73.4	75.8
Home Value for Price Paid	78.0	78.5	+0.5	77.8	77.8
Survey Response Rate	51.9	60.4	+8.5	n/a	n/a

179/345

139/230

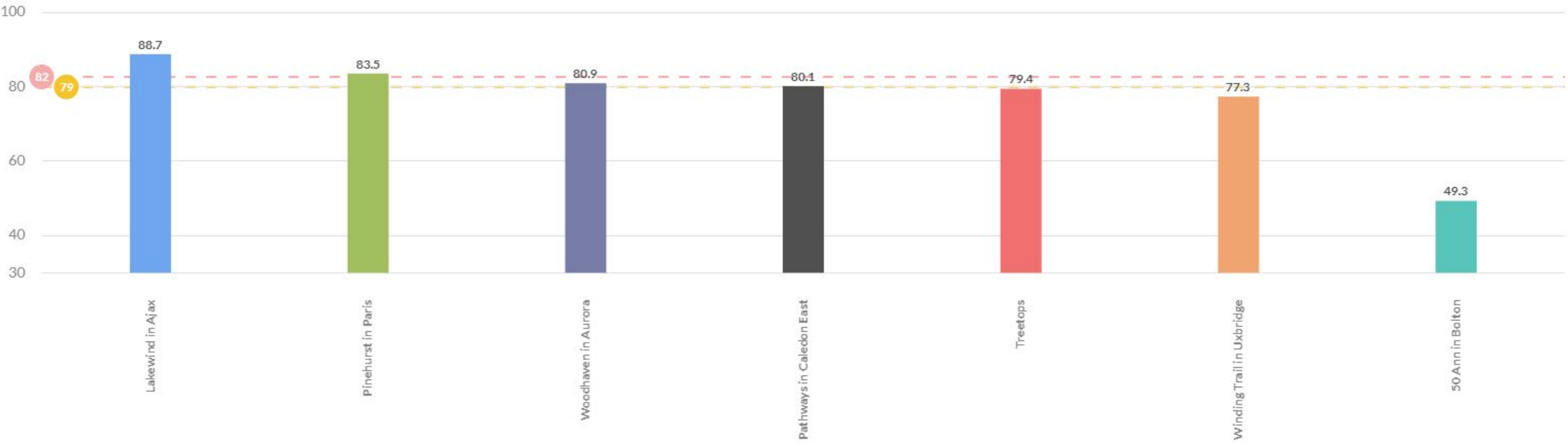
Move In – 2022 THBE Trend



Move In – 2022 THBE Community Scores

Weighted Avg. (82.6) ☒ Industry Avg. (79.9) ☒ Response Rate (46.3 %)

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CX KPI Insights

Successes:

- Vs. 2021 = Incremental improvements on almost all KPIs
- Healthy gap on majority of KPIs when compared to Ont. Ind. Avg.
- Would Recommend/Level of Caring/Quality of Workmanship/Home Value for Price Paid
 - These 4 KPIs outperformed the Canada Best In Class scores (top 10% nationally)!

2023 Opportunities:

- Home Clean & Ready – strong focus in 2022 led to improvements, however 2023 will bring higher expectations around community consistency and meeting corporate goals
- Survey Response Rate – ~~despite increased communication efforts and monetary incentives, overall Move In percentage continues to decline year-over-year~~
 - *Jan 2023 Update – Avid was erroneously reporting our 2022 total closings and as a result, Move In survey response rate, which is now updated throughout this document*
 - *(Previous = 46.3% | Actual = 60.4%)*

Sales Pulse Survey

November 1, 2021 to October 31, 2022



Sales Pulse: Category Scores

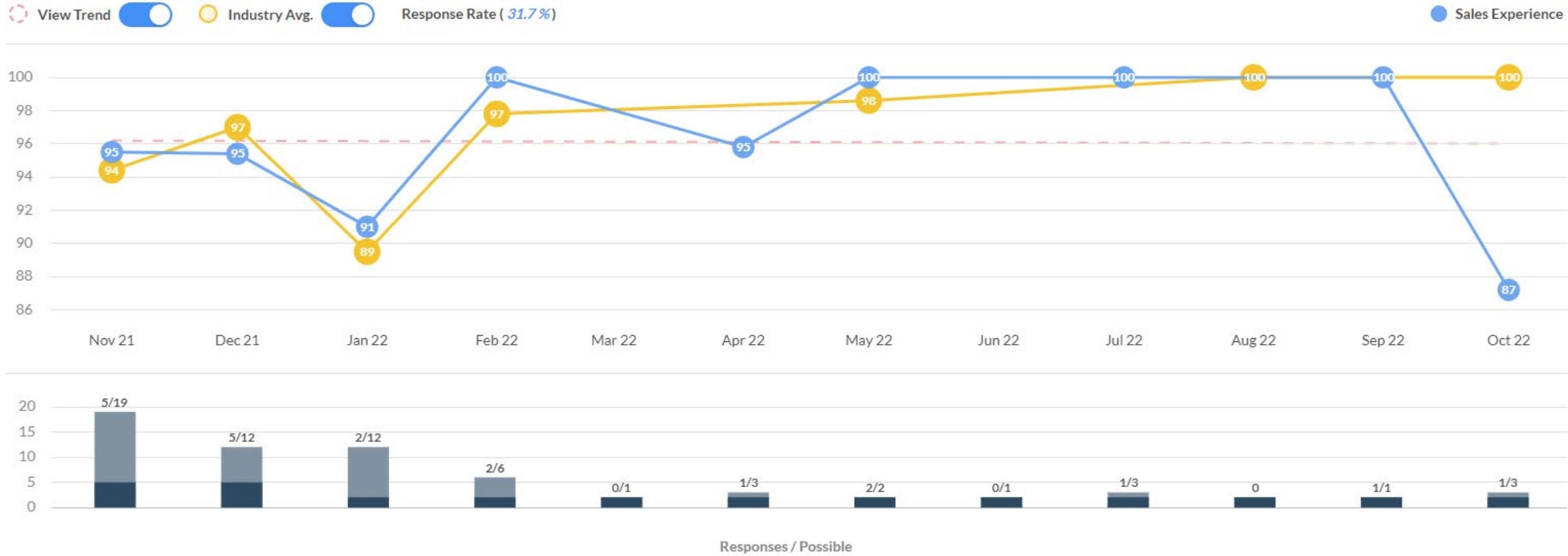
QUESTION	2021	2022	DELTA
Sales Pulse Experience	90.9	96.0	+5.1
Knowledgeable About Community	93.1	97.5	+4.4
Set Clear Expectations About New Home Process	92.3	97.5	+5.2
Rep. Trustworthy	93.8	95.8	+2.0
Model Homes Easy to Find	89.6	95.3	+5.7
Would Recommend	92.9	94.7	+1.8
myTime Enhanced Experience	94.1	*94.3	+0.2
Website Easy to Navigate	84.7	92.1	+7.4
Online Sales Rep Enhanced Experience	95.9	*91.5	-4.4

152/367
(41.4%)

20/61
(32.8%)

* Received less than 5 responses in 2022

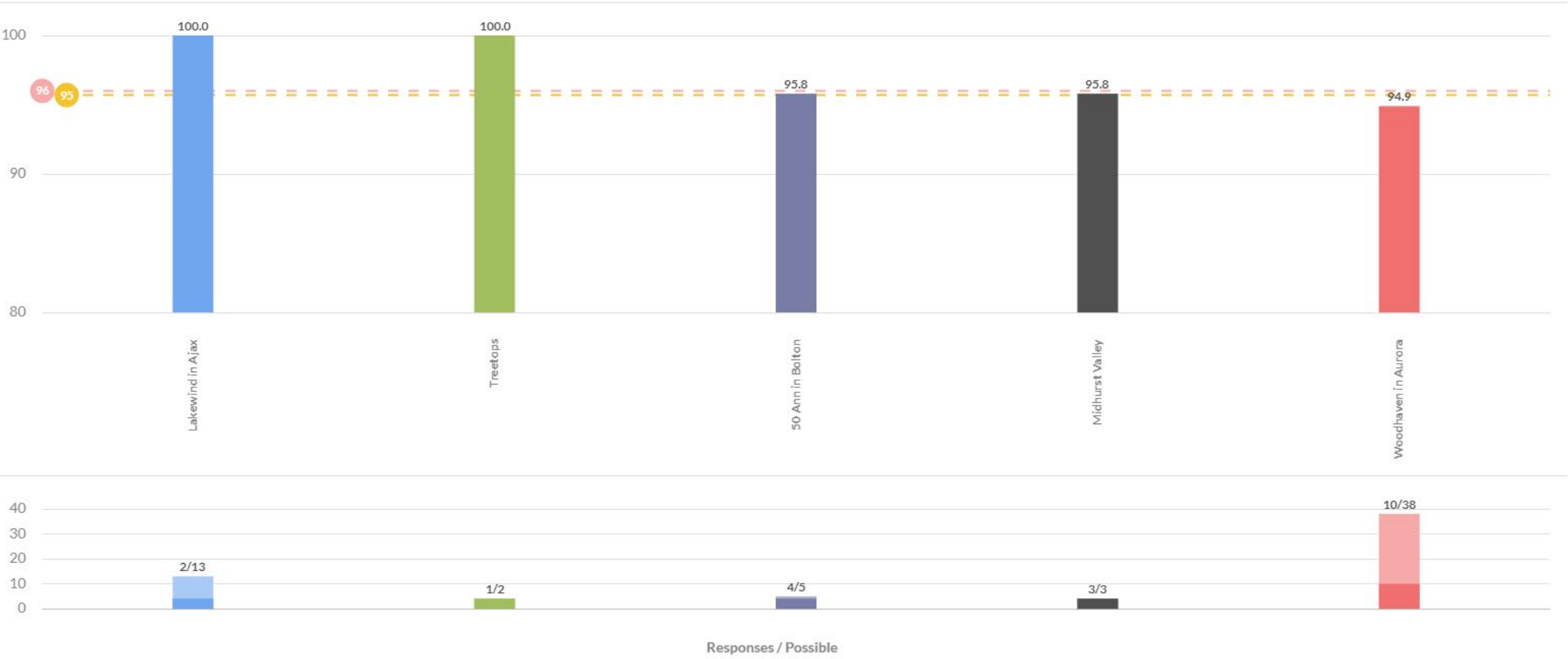
Sales Pulse Trend



Sales Pulse Community Scores

Weighted Avg. (96) ☒ Industry Avg. (95.7) ☒ Response Rate (32.8 %)

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Sales Pulse Insights

Successes:

- All scores increased from 2021, with the caveat that the sample size was limited based on this year's sales program (20 total surveys received in 2022)

2023 Opportunities:

- Insights are minimal due to limited 2022 sample size and lack of industry participation with this survey (Brookfield only)
- Please see 'Move In – Sales Experience Insights' on p.18

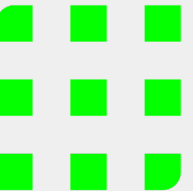
Move In Survey

November 1, 2021 to October 31, 2022



Move In – Sales Experience

November 1, 2021 to October 31, 2022



Sales Experience: Category Scores

QUESTION	2021	2022	DELTA (2022 vs. 2021)	ONT. IND.	CANADA BEST IN CLASS
Sales Experience	87.9	87.7	-0.2	84.6	88.6
Responded Quickly to Calls/Questions	90.5	90.9	+0.4	84.7	87.1
Available When Needed	87.8	88.1	+0.3	83.3	87.4
Provided Accurate Answers	87.2	87.2	0	84.7	88.6
Made the Buying Process Pleasant	87.9	86.5	-1.4	84.9	88.7
Explained Buying Process Clearly	88.0	86.0	-2.0	85.8	89.6

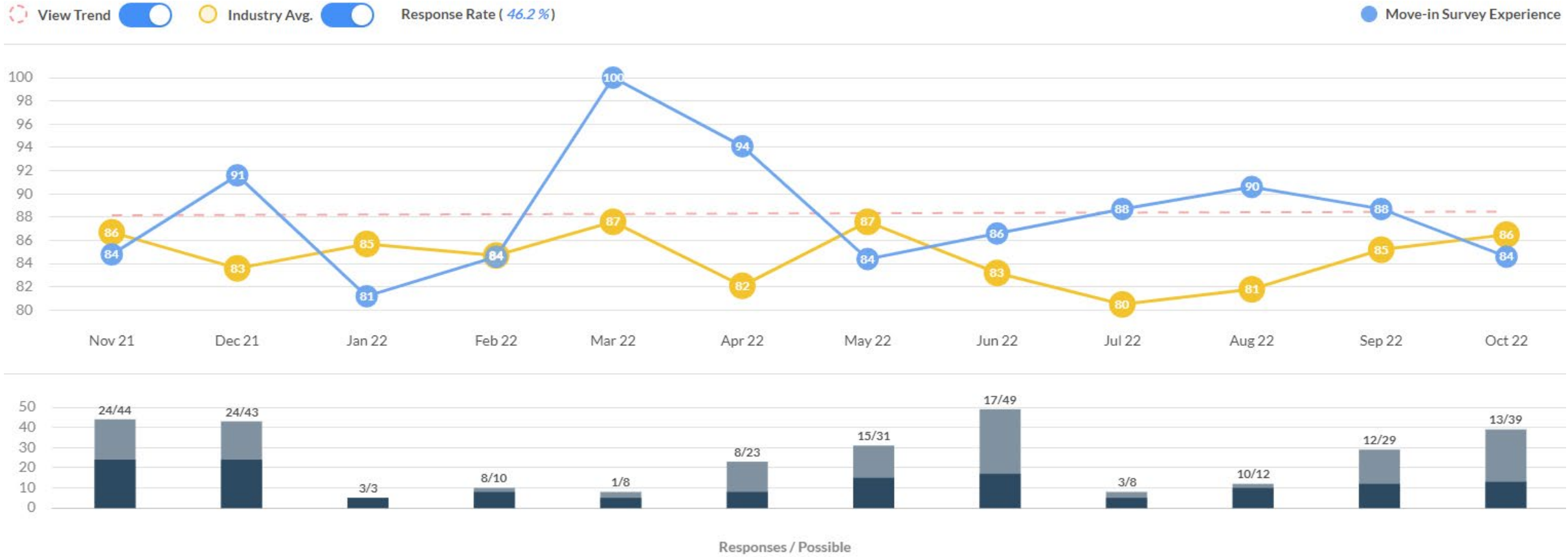
179/345

(51.9%)

139/230

(60.4%)

Move In – Sales Experience Trend



Move In – Sales Experience Community Scores



Sales Experience Insights

Successes:

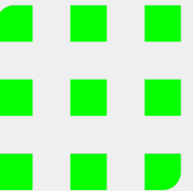
- All scores above Ontario Industry Average
- Incremental gains from 2021 in Responded Quickly and Available When Needed, including successfully ranking above 2022 Canada Best In Class scores
- Lakewind

2023 Opportunities:

- 2021 Delta = Decreasing scores in Made Buying Process Pleasant and Explained Buying Process Clearly
 - What strategies can be targeted to better meet and exceed homeowner expectations?
 - Ex. Importance of honesty/inoculation to set-up future teams for success
 - Are resources and/or process changes required?
- Is there anything unique from Lakewind that can be applied to other communities?

Move In – Studio Experience

November 1, 2021 to October 31, 2022



Studio Experience: Category Scores

QUESTION	2021	2022	DELTA (2022 vs. 2021)	ONT. IND.	CANADA BEST IN CLASS
Studio Experience	84.2	84.4	+0.2	81.7	82.1
Rep. Made Selections Process Pleasant	86.7	87.3	+0.6	84.7	82.9
Rep. Knowledgeable	87.7	87.1	-0.6	85.9	85.5
Responsive to Needs & Budget	85.3	84.2	-1.1	85.9	85.4
Presented with Wide Selection	84.5	83.4	-1.1	81.2	85.4
Value of Options for Price Paid	82.6	82.2	-0.4	74.4	76.0
Features of Options Accurately Communicated	79.3	81.6	+2.3	78.5	80.3

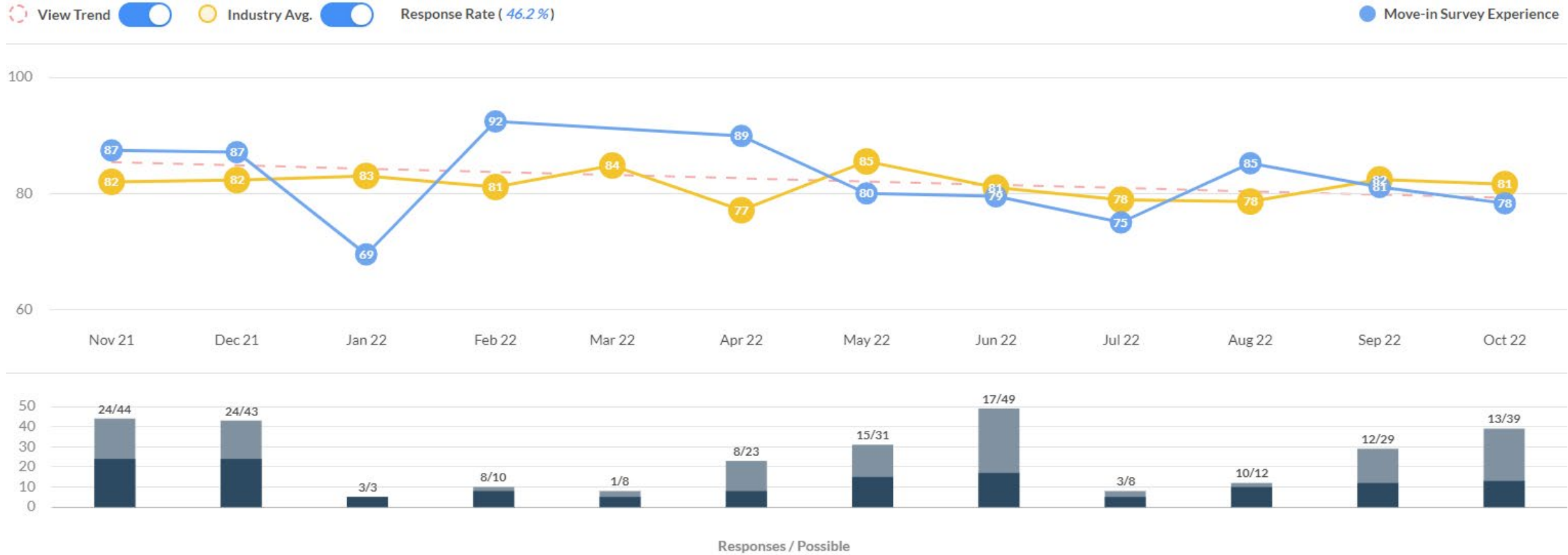
179/345

(51.9%)

139/230

(60.4%)

Move In – Studio Experience Trend



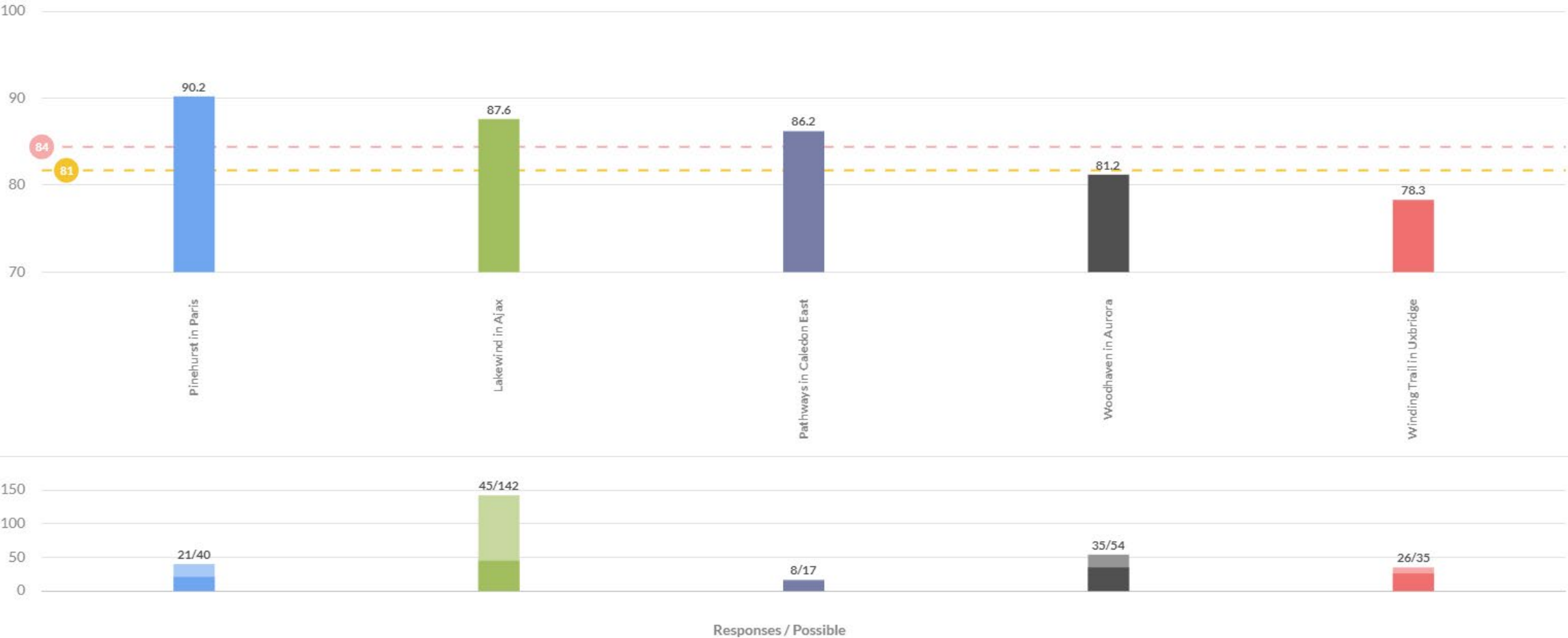
Move In – Studio Experience Community Scores

Weighted Avg. (84.4) Industry Avg. (81.7) Response Rate (46.9 %)

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Studio Experience Insights

Successes:

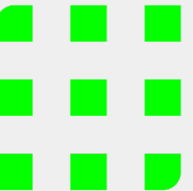
- Overall = All scores except one above Ontario Industry Average
- 2021 Delta = Incremental gains/stability on all scores
- Communities = Pinehurst and Lakewind

2023 Opportunities:

- Responsive to Needs & Budget – several comments pointed to feeling rushed or wishing there was more appointment time during selection process
- Communities = Why did Pinehurst/Lakewind perform so strongly? Winding Trail/Woodhaven so poorly? Expectations due to product, demographic or price-point?
 - What strategies can be targeted to better meet individual homeowner expectations?
 - Are resources and/or process changes required?
- Early learnings from the Midhurst Valley CountryWide partnership?

Move In – Home Orientation

November 1, 2021 to October 31, 2022



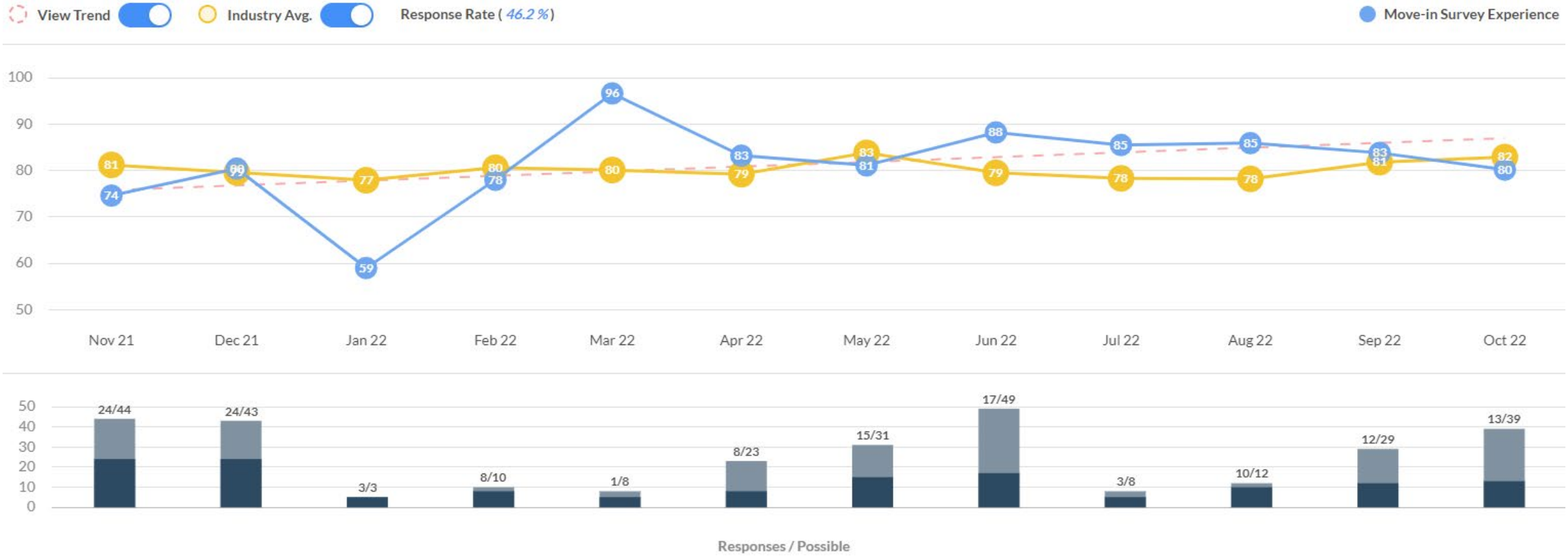
Home Orientation: Category Scores

QUESTION	2021	2022	DELTA (2022 vs. 2021)	ONT. IND.	CANADA BEST IN CLASS
Home Orientation	79.5	80.9	+1.4	80.2	82.8
Rep. Pleasant to Work With	89.4	88.9	-0.5	87.4	90.2
Operations of Home Clearly Demonstrated	82.8	83.9	+1.1	85.0	88.7
Warranty Policies Clearly Explained	84.0	82.6	-1.4	82.3	85.4
Home Clean & Ready	76.0	78.6	+2.6	78.8	80.5
Perception of Items Listed for Correction	66.5	70.6	+4.1	68.1	70.2

179/345
(51.9%)

139/230
(60.4%)

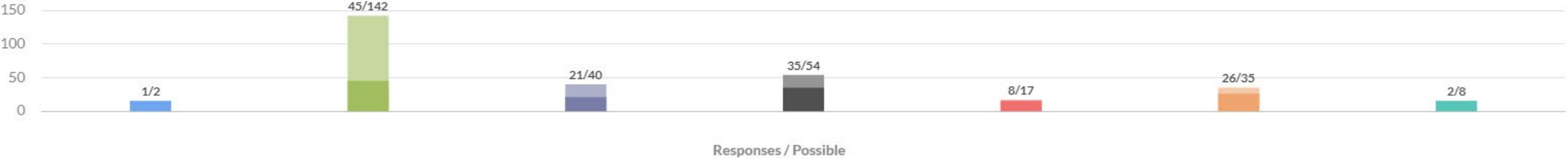
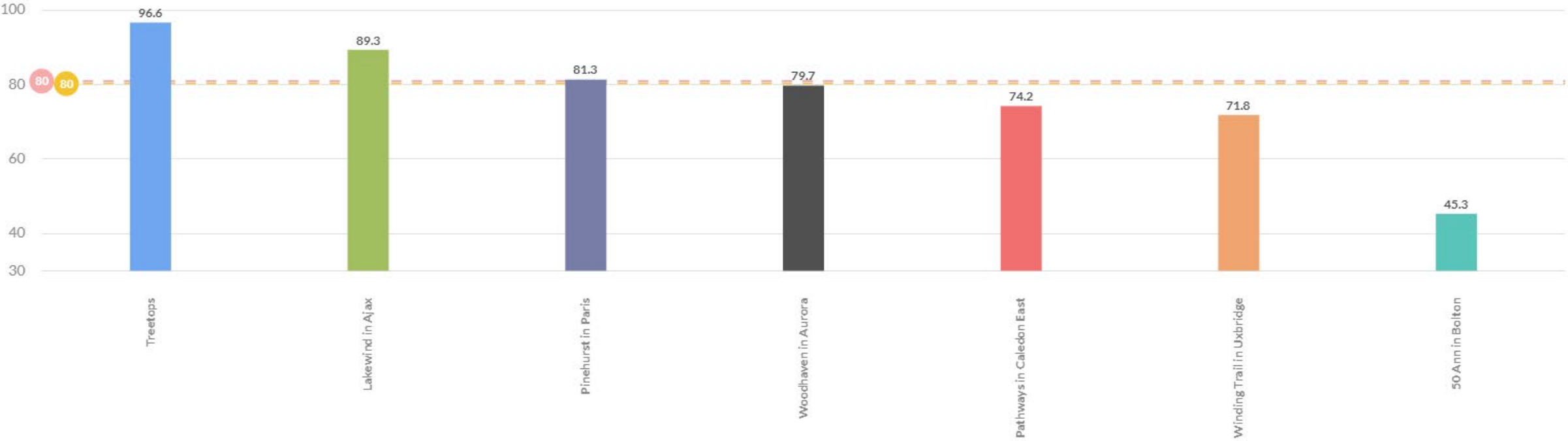
Move In – Home Orientation Trend



Move In – Home Orientation Community Scores

Weighted Avg. (80.9) Industry Avg. (80.2) Response Rate (46.3 %)

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Home Orientation Insights

Successes:

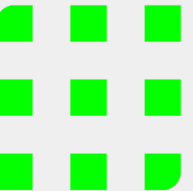
- Perception of Items Listed for Correction gains speaks to improved efforts around inoculation and expectation setting (outperforming Ont. Ind. and Canada BIC!)
- Lakewind = Ranks significantly above all other communities

2023 Opportunities:

- Operations of Home Clearly Demonstrated/Home Clean & Ready = Gains made in 2022, but both still rank below Ont. Ind.
 - Is there any additional support we can provide to Fortune?
 - Takeaway collateral re: Home Operations for homeowners?
- Communities = Why did Winding Trail/Pathways perform so poorly? Expectations? Fortune representatives?
- Pilot Brookfield-led Home Orientations
 - Who, what, when for 2023?

Move In – Construction Experience

November 1, 2021 to October 31, 2022



Construction Experience: Category Scores

QUESTION	2021	2022	DELTA (2022 vs. 2021)	ONT. IND.	CANADA BEST IN CLASS
Construction Experience	86.8	89.1	+2.3	82.8	83.6
Friendly & Courteous	91.0	92.5	+1.5	86.7	89.1
Knowledgeable	88.2	89.3	+1.1	84.5	84.2
Responsive to Concerns	85.5	88.2	+2.7	81.7	82.1
Dedicated to Building Quality Home	84.6	88.1	+3.5	80.8	81.7
Explained Construction Process Accurately	84.4	84.9	+0.5	82.0	81.6
Home Clean & Ready	76.0	78.6	+2.6	78.8	80.5
Conditions of Job Site	77.5	76.9	-0.6	78.2	78.6

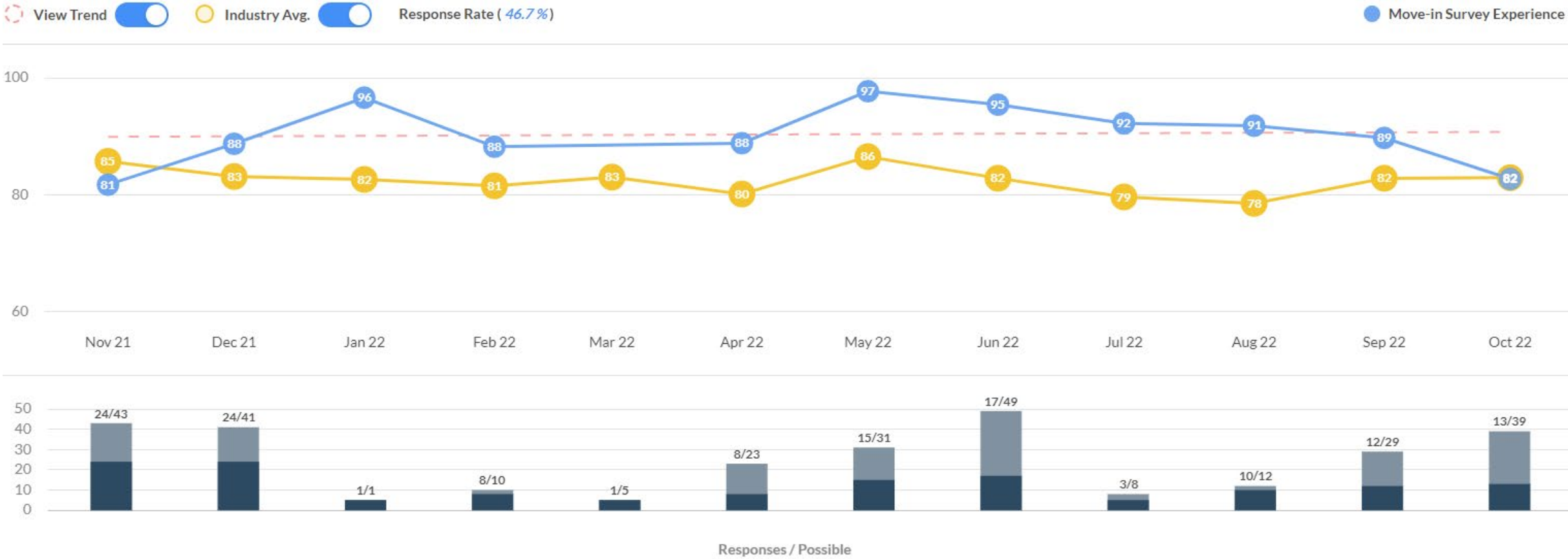
179/345

(51.9%)

139/230

(60.4%)

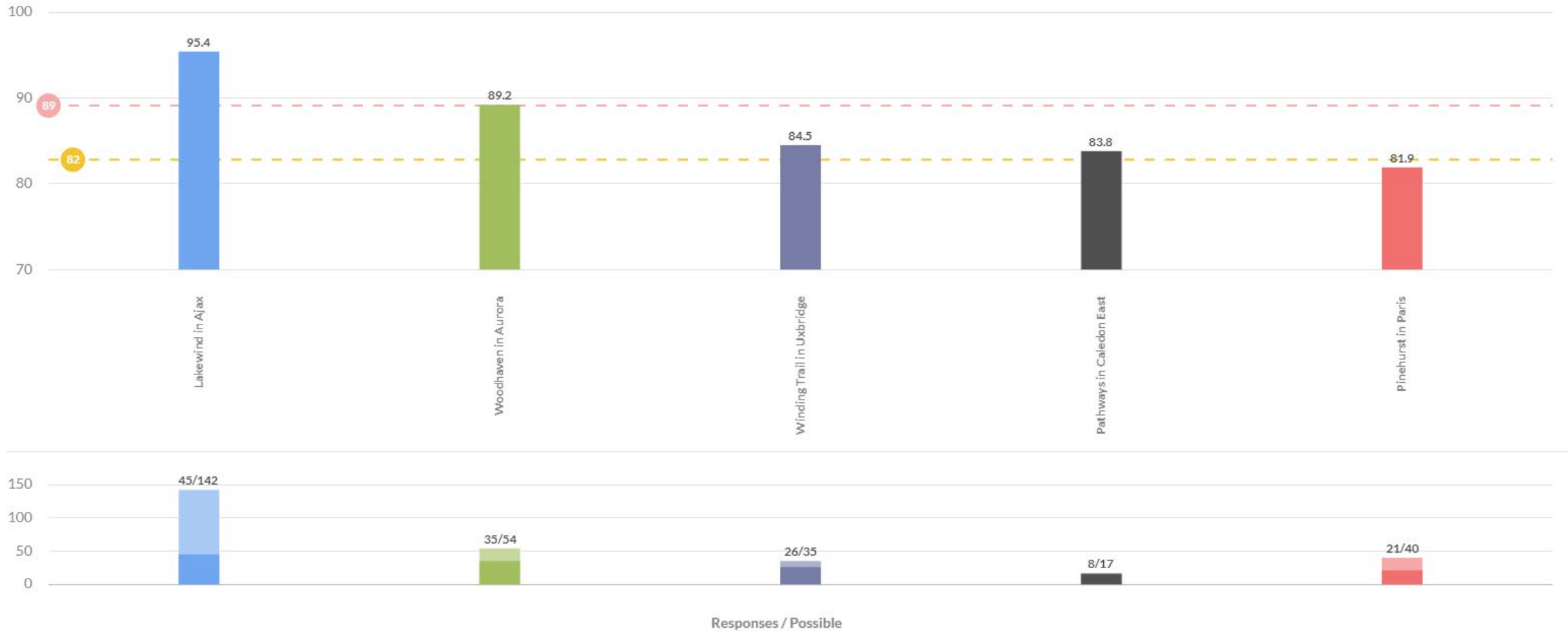
Move In – Construction Experience Trend



Move In – Construction Experience Community Scores

Weighted Avg. (89.1) ☒ Industry Avg. (82.8) ☒ Response Rate (46.9 %)

Aspect Business Unit **Communities**



Construction Experience Insights

Successes:

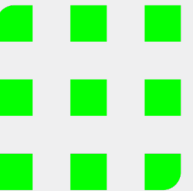
- 2022 Gains = Every single score increased except one
- Several scores rank significantly above Ont. Ind. and Canada BIC
- Lakewind and Woodhaven produced exceptional scores

2023 Opportunities:

- Conditions of Job Site = continue efforts of formalizing construction compound and minimum standards
- Home Clean & Ready – strong focus in 2022 led to improvements, however 2023 will bring higher expectations around community consistency and meeting corporate goals
- Communities = Is there anything specific to Lakewind and Woodhaven that can be applied to future communities?

Move In – Service Experience

November 1, 2021 to October 31, 2022



Service Experience: Successes

TOP FIVE SCORES					
QUESTION	2021	2022	DELTA (2022 vs. 2021)	ONT. IND.	CANADA BIC
[Construction] Friendly & Courteous	91.0	92.5	+1.5	86.7	89.1
[Sales] Responded Quickly	90.5	90.9	+0.4	84.7	87.1
[Service] Office Staff Helpful	88.3	90.6	+2.3	84.0	94.1
[Construction] Knowledgeable	88.2	89.3	+1.1	84.5	84.2
[PDI] Rep. Pleasant	89.4	88.9	-0.5	87.4	90.2

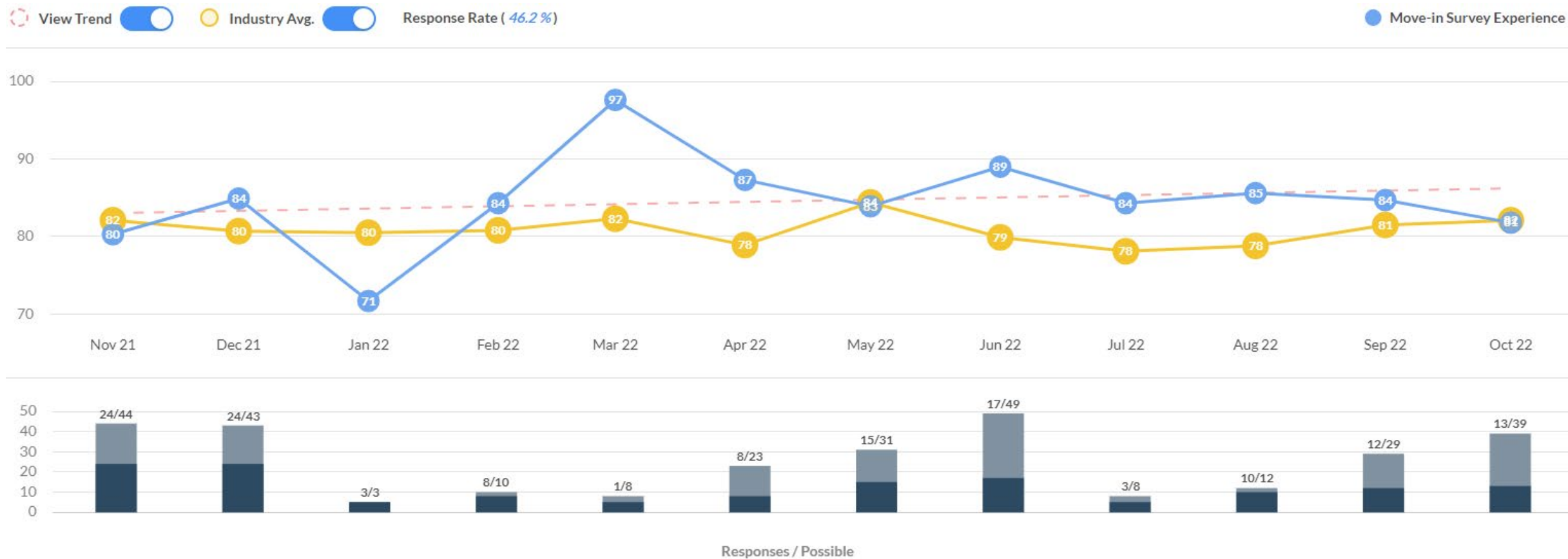
HIGHEST FIVE DELTAS					
QUESTION	2021	2022	ONT. IND.	DELTA (2022. vs. ONT.)	CANADA BIC
[Studio] Value of Options for Price Paid	82.6	82.2	74.4	+7.8	76.0
[Construction] Dedicated to Quality Home	84.6	88.1	80.8	+7.3	81.7
[Service] Office Staff Helpful	88.3	90.6	84.0	+6.6	94.1
[Construction] Responsive to Concerns	85.5	88.2	81.7	+6.5	82.1
[Sales] Responded Quickly	90.5	90.9	84.7	+6.2	87.1

Service Experience: Opportunities

BOTTOM FIVE SCORES					
QUESTION	2021	2022	DELTA (2022 vs. 2021)	ONT. IND.	CANADA BIC
[Studio] Features Accurately Communicated	79.3	81.6	+2.3	78.5	80.3
[PDI] Home Clean & Ready	76.0	78.6	+2.6	78.8	80.5
[PDI] Time to Correct All Items	66.8	72.2	+5.4	68.0	68.8
[PDI] Perception of Items Listed for Correction	66.5	70.6	+4.1	68.1	70.2
[PDI] # of Items Corrected by Move In	63.7	65.0	+1.3	66.1	66.6

LOWEST FIVE DELTAS					
QUESTION	2021	2022	ONT. IND.	DELTA (2022 vs. ONT.)	CANADA BIC
[Sales] Explained Buying Process Clearly	88.0	86.0	85.8	+0.2	89.6
[PDI] Home Clean & Ready	76.0	78.6	78.8	-0.2	80.5
[PDI] # of Items Corrected by Move In	63.7	65.0	66.1	-1.1	66.6
[PDI] Operations Clearly Demonstrated	82.8	83.9	85.0	-1.1	88.7
[Studio] Responsive to Needs & Budget	85.3	84.2	85.9	-1.7	85.4

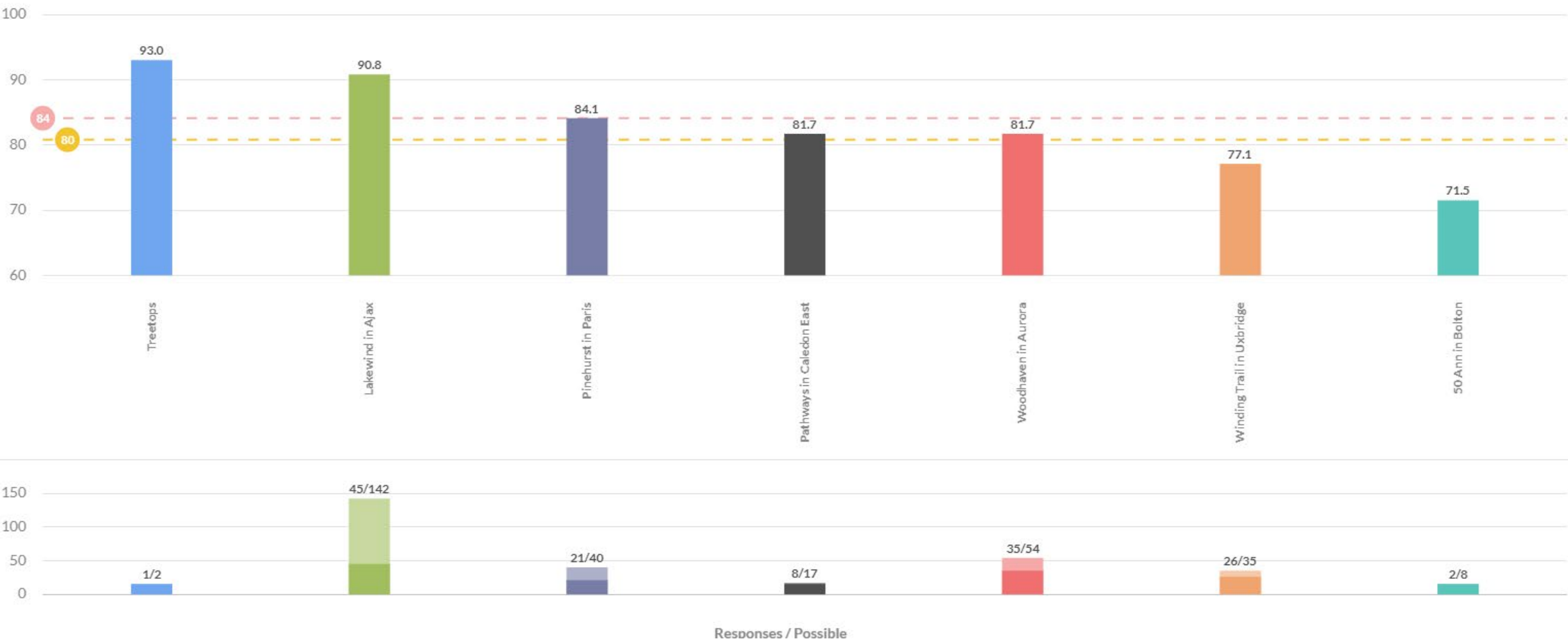
Move In – Service Experience Trend



Move In – Service Experience Community Scores

Weighted Avg. (84.1) ☒ Industry Avg. (80.8) ☒ Response Rate (46.3 %)

Aspect Business Unit **Communities**



Service Insights

Successes:

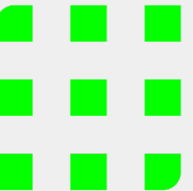
- 2022 Gains = Strong 2021 scores were eclipsed by even stronger 2022 results
- Service is our Strength! = Top scores shared across all teams (Construction, Sales, Office, Studio) and aligned with CX values (friendly, responsive, available, knowledgeable, value, dedicated to quality)
- 5 lowest performing Service scores all increased from 2022

2023 Opportunities:

- # of Items Corrected by Move In = enhanced 2023 quality assurance reporting should assist with overall understanding of recurring issues and guide future improvements
- Setting & managing homeowner expectations:
 - Explained Buying Process, Operations Clearly Demonstrated, Features Accurately Communicated, Time to Correct PDI Items, Perception of Items Listed for Correction

Move In – Interior Features

November 1, 2021 to October 31, 2022



Interior Features: Successes

TOP FIVE SCORES					
QUESTION	2021	2022	DELTA (2022 vs. 2021)	ONT. IND.	CANADA BIC
Vinyl Floor	80.8	89.6	+8.8	85.0	92.2
Kitchen Plumbing Drainage	85.1	87.5	+2.4	83.7	86.2
Pantry	81.9	87.2	+5.3	83.7	85.4
Laminate Floor	83.3	86.6	+3.3	83.5	84.7
Bathroom Plumbing Drainage	83.2	86.3	+3.1	81.9	82.9

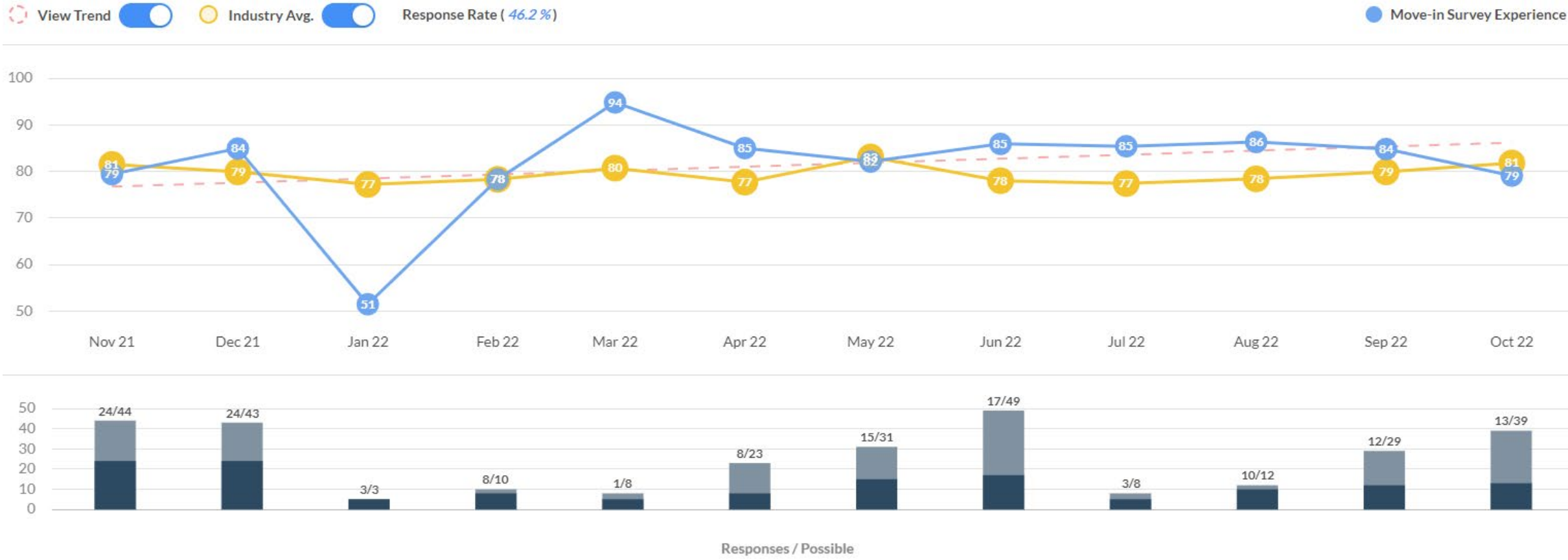
HIGHEST FIVE DELTAS					
QUESTION	2021	2022	ONT. IND.	DELTA (2022 vs. ONT.)	CANADA BIC
Windows	80.4	84.7	77.6	+7.1	79.0
Kitchen Ventilation (Range Hood)	81.2	84.9	78.6	+6.3	79.8
Insulation (Drafts, Sound, etc.)	84.0	83.6	77.9	+5.7	79.5
Carpet	84.3	85.1	79.7	+5.4	78.7
Shower(s)	83.0	85.2	79.9	+5.3	79.2

Interior Features: Opportunities

BOTTOM FIVE SCORES					
QUESTION	2021	2022	DELTA (2022 vs. 2021)	ONT. IND.	CANADA BIC
Closet/Storage Space	83.4	79.2	-4.1	83.3	85.0
Cabinets	75.1	79.1	+4.0	76.5	80.1
Storage Shelves/Organizers	80.0	78.5	-1.5	80.9	81.5
Interior Trim	76.6	77.8	+1.2	76.9	78.7
Paint	67.5	69.6	+2.1	69.9	73.9

LOWEST FIVE DELTAS					
QUESTION	2021	2022	ONT. IND.	DELTA (2022 vs. ONT.)	CANADA BIC
Washer/Dryer	84.9	84.0	84.3	-0.3	83.3
Paint	67.5	69.6	69.9	-0.3	73.9
Dishwasher	85.2	80.3	80.7	-0.4	88.1
Storage Shelves/Organizers	80.0	78.5	80.9	-2.4	81.5
Closet/Storage Space	83.4	79.2	83.3	-4.1	85.0

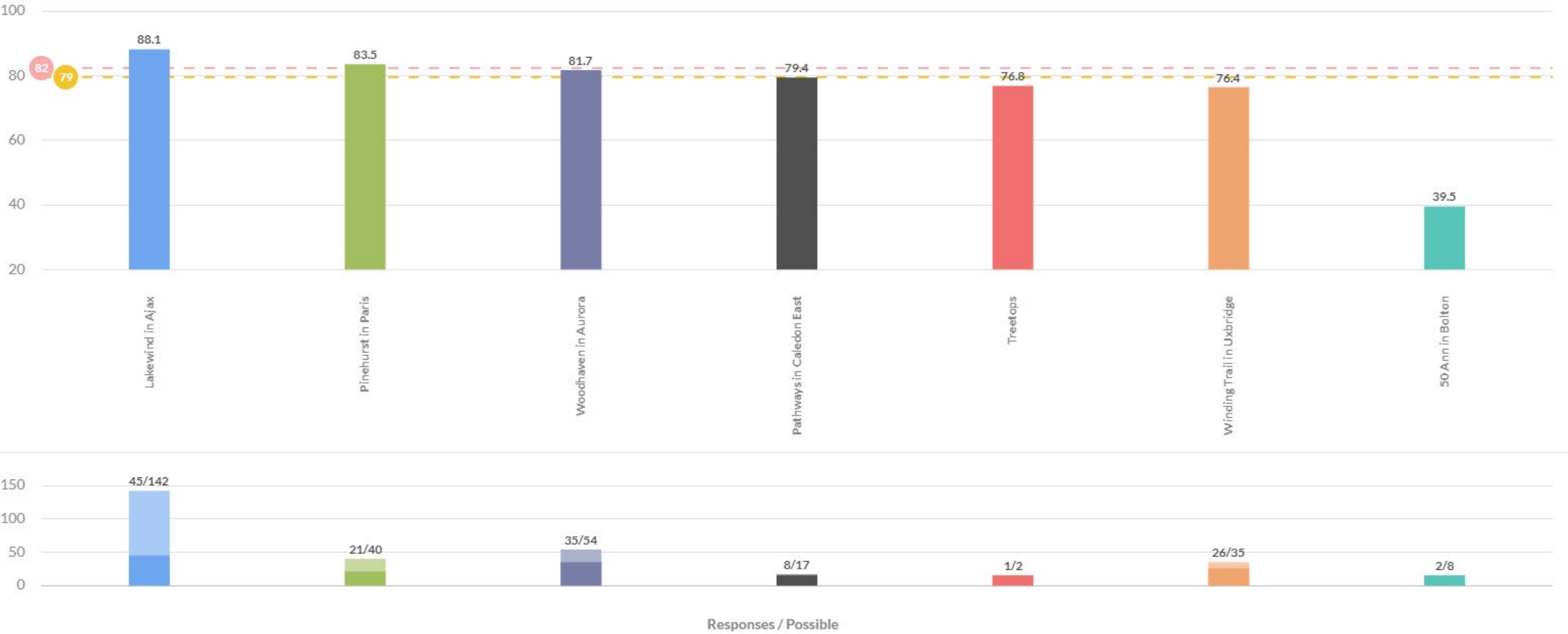
Move In – Interior Features Trend



Move In – Interior Features Community Scores

Weighted Avg. (82.3) Industry Avg. (79.5) Response Rate (46.3 %)

Aspect Business Unit Communities



Interior Features Insights

Successes:

- Significant gains in all top 5 scores compared to 2021, with multiple items ranking above Canada Best In Class

2023 Opportunities:

- Closet/Storage Space, Storage Shelves/Organizers, and Paint all fall into bottom 5 scores and lowest 5 deltas

Move In – Exterior Features

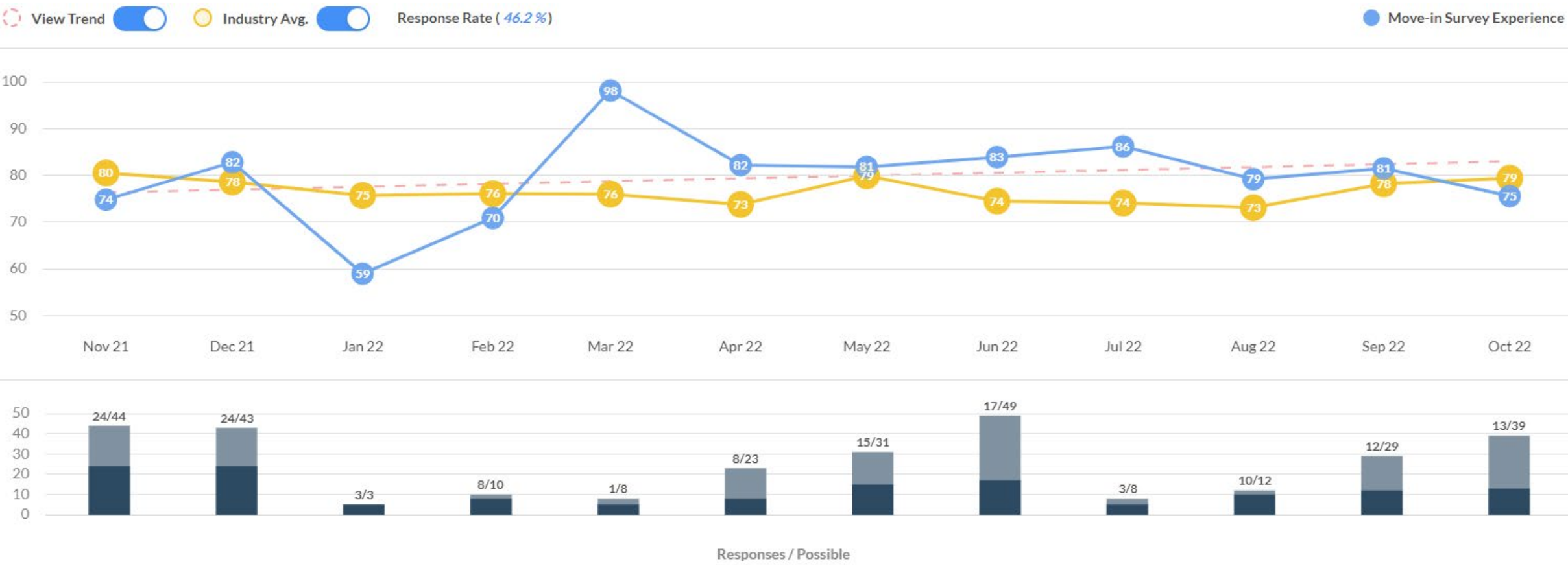
November 1, 2021 to October 31, 2022



Exterior Features: Category Scores

QUESTION	2021	2022	DELTA (2022 vs. 2021)	ONT. IND.	CANADA BEST IN CLASS
Exterior Features	78.8	79.3	+0.5	77.0	77.9
Roofing	84.6	86.4	+1.8	80.9	79.9
Siding	82.1	85.4	+3.1	79.8	78.5
Exterior Lighting	81.2	83.8	+2.6	81.8	83.4
Auxiliary Door(s)	81.0	82.6	+1.6	79.6	90.4
Exterior Trim	80.3	80.5	+0.2	75.7	76.7
Grading/Drainage	80.0	80.1	+0.1	76.8	73.4
Plantings	82.5	78.3	-4.2	82.3	82.6
Concrete/Flatwork/Basement	77.7	78.0	+0.3	77.0	75.9
Overhead Garage Door(s)	76.6	77.0	+0.4	78.7	94.5
Grass/Sod	82.8	76.8	-6.0	78.4	68.8
Exterior Front Door	74.3	75.9	+1.6	72.1	75.1
Driveway	72.7	70.9	-1.8	76.6	73.6
	179/345 (51.9%)	138/298 (46.3%)			

Move In – Exterior Features Trend



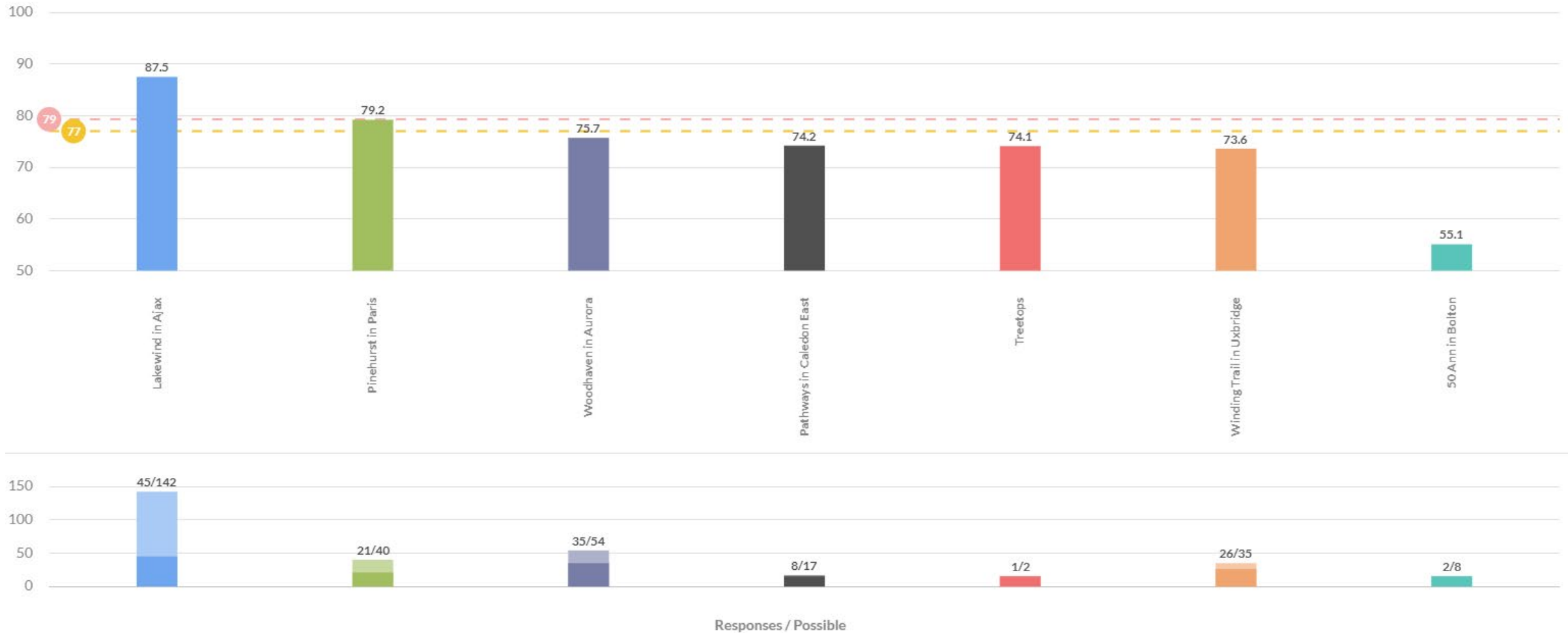
Move In – Exterior Features Community Scores

Weighted Avg. (79.3) ☒ Industry Avg. (77) ☒ Response Rate (46.3 %)

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Exterior Features Insights

Successes:

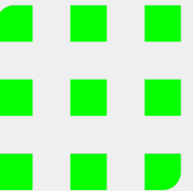
- Incremental gains made across almost all items compared to 2021
- New Seasonal Commitment to help reinforce homeowner expectations around seasonal work timing
- Willow Glen Process Improvement – curated homeowner packages matching elevations rather than more difficult online point selection with limited homeowner support

2023 Opportunities:

- Plantings – monitor new process to ensure homeowners feedback aligns with intentions as 2023 results vs. 2022 will provide understanding
- Driveway, Plantings, Grass/Sod, Lighting, Landscaping
 - What can we do to further improve homeowner communications and expectations?
 - Land team to provide more regular updates and communication?

Move In – Product Experience

November 1, 2021 to October 31, 2022



Product Experience: Successes

TOP FIVE SCORES					
QUESTION	2021	2022	DELTA (2022 vs. 2021)	ONT. IND.	CANADA BIC
Overall Location in Community	88.4	91.0	+1.6	88.2	88.9
Community/Building Location	87.8	90.4	+2.6	88.3	88.9
Vinyl Floor	80.8	89.6	+8.8	85.0	92.2
Kitchen Plumbing Drainage	85.1	87.5	+2.4	83.7	86.2
Home's Exterior Appearance	85.3	87.2	+1.9	83.4	83.6

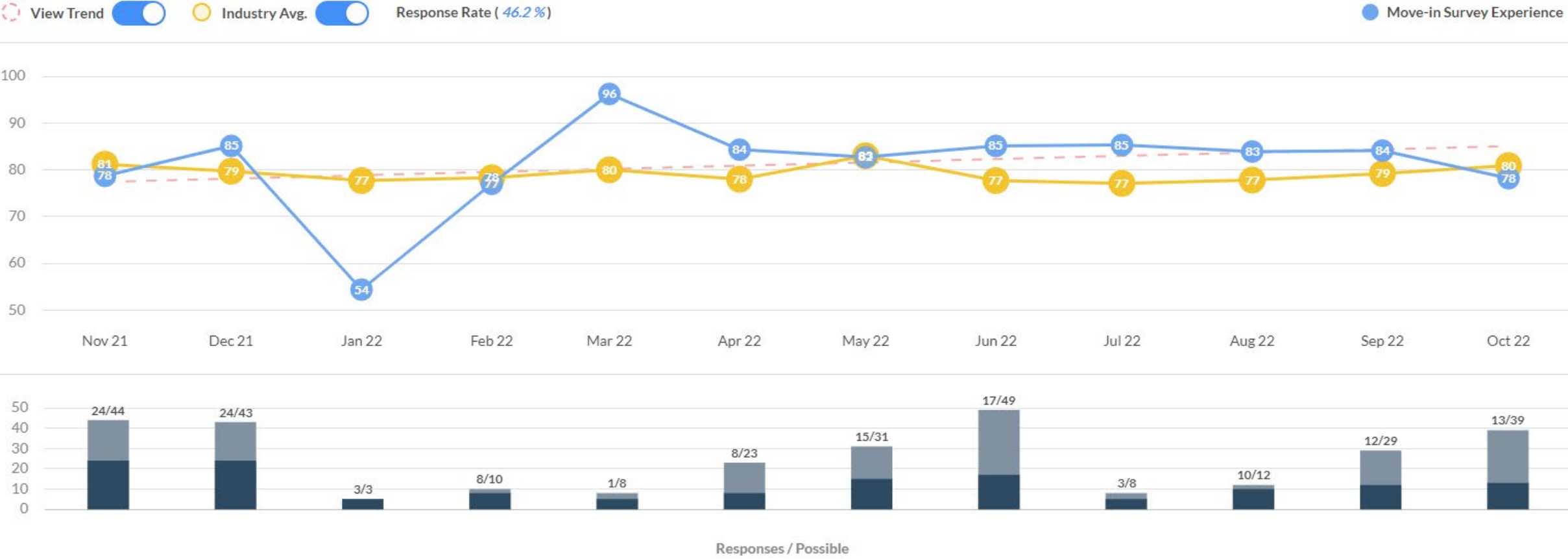
HIGHEST FIVE DELTAS					
QUESTION	2021	2022	ONT. IND.	DELTA (2022 vs. ONT.)	CANADA BIC
Projected vs. Actual Closing Date	80.7	71.2	62.4	+8.8	69.9
Windows	80.4	84.7	77.6	+7.1	79.0
Kitchen Ventilation (Range Hood)	81.2	84.9	78.6	+6.3	79.8
Insulation (Drafts, Sound, etc.)	84.0	83.6	77.9	+5.7	79.5
Quality of Workmanship	77.3	79.0	73.4	+5.6	75.8

Product Experience: Opportunities

BOTTOM FIVE SCORES					
QUESTION	2021	2022	DELTA (2022 vs. 2021)	ONT. IND.	CANADA BIC
Grass/Sod	82.8	76.8	-6.0	78.4	68.8
Exterior Front Door	74.3	75.9	+1.6	72.1	75.1
Projected vs. Actual Closing Date	80.7	71.2	-9.5	62.4	69.9
Driveway	72.7	70.9	-1.8	76.6	73.6
Paint	67.5	69.6	+2.1	69.9	73.9

LOWEST FIVE DELTAS					
QUESTION	2021	2022	ONT. IND.	DELTA (2022 vs. ONT.)	CANADA BIC
Overhead Garage Door(s)	76.6	77.0	78.7	-1.7	94.5
Storage Shelves/Organizers	80.0	78.5	80.9	-2.4	81.5
Plantings	82.5	78.3	82.3	-4.0	82.6
Closet/Storage Space	83.4	79.2	83.3	-4.1	85.0
Driveway	72.7	70.9	76.6	-5.7	73.6

Move In – Product Experience Trend



Move In – Product Experience Community Scores

Weighted Avg. (81.8) ☒

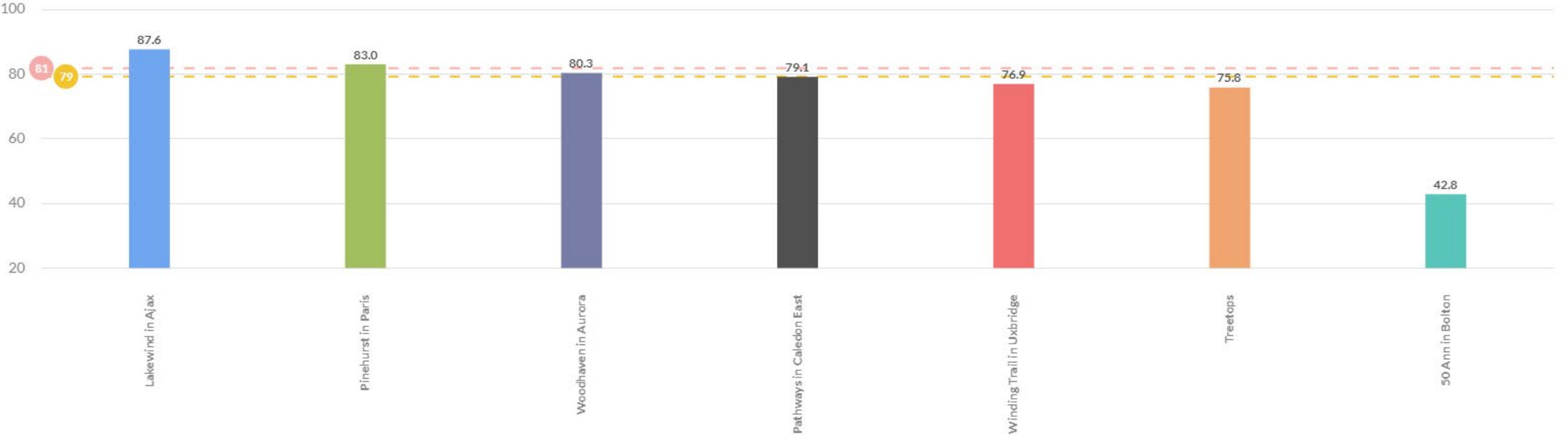
Industry Avg. (79.2) ☒

Response Rate (46.3 %)

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Business Unit

Communities



Product Experience Insights

Successes:

- All top 5 scores displayed significant gains from 2021 scores and largely outperform Canada Best In Class
 - Specific call-outs to Community Location (Land), Home's Exterior Appearance (Architecture) and Quality of Workmanship (Construction)
- Closing Delays – using 2021 correlation data to understand homeowner priorities proved effective, as though our score decreased from previous years, it largely had positive impacts for homeowners since it was attributed to a more complete home upon closing

2023 Opportunities:

- Exterior Features provide for the biggest opportunities for improvement (Driveway, Plantings, Grass/Sod)
 - What can we do to further improve homeowner communications and expectations?
 - Land team to provide more regular updates and communication?

Mid Year Survey

May 1, 2021 to April 30, 2022



Mid Year: Category/KPI Scores

KPI	2021	2022	DELTA (2022 vs. 2021)	ONT. IND. AVG.	CANADA BEST IN CLASS
THBE	80.3	81.5	+1.2	75.2	83.6
Warranty Service	75.6	80.9	+5.3	68.6	80.0
Overall Star Rating	85.2	82.7	-2.5	72.4	87.2
Would Recommend	90.1	86.2	-4.9	74.9	89.9
Level of Caring	80.8	80.4	-0.4	70.9	84.4
# of Items Corrected	81.8	83.8	+2.0	80.5	84.8
Time Taken to Correct Issues	73.4	71.1	-2.3	60.0	74.9

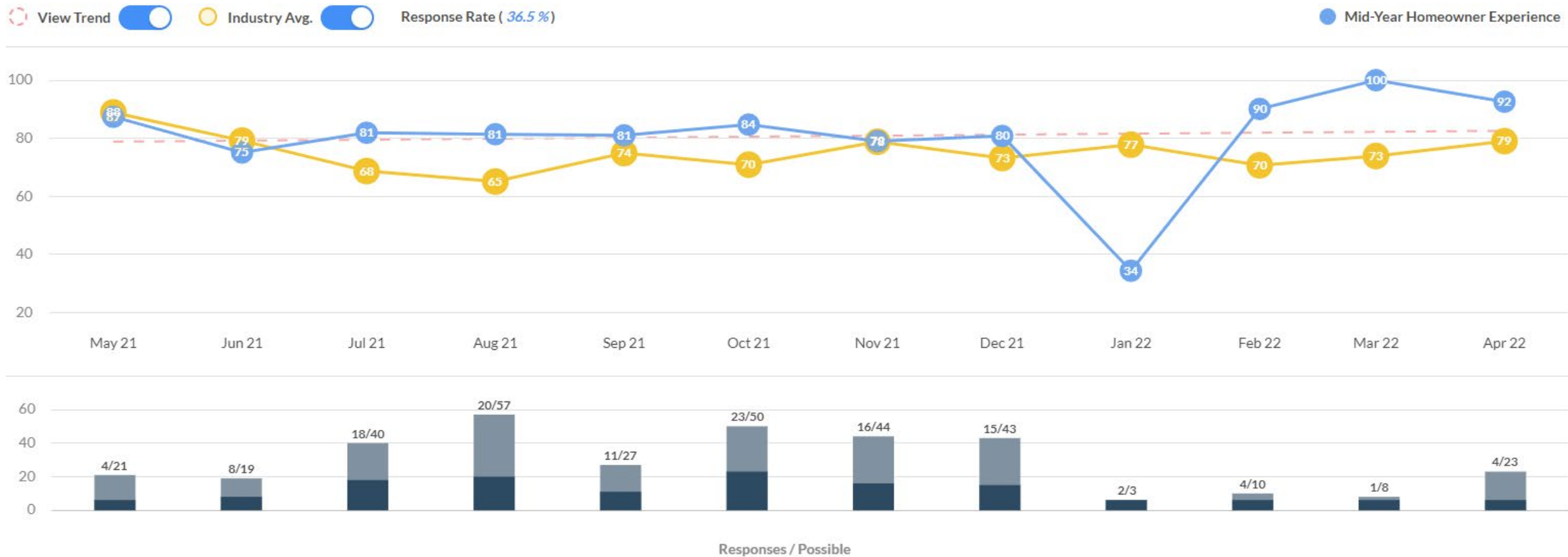
90/278

(32.4%)

126/345

(36.5%)

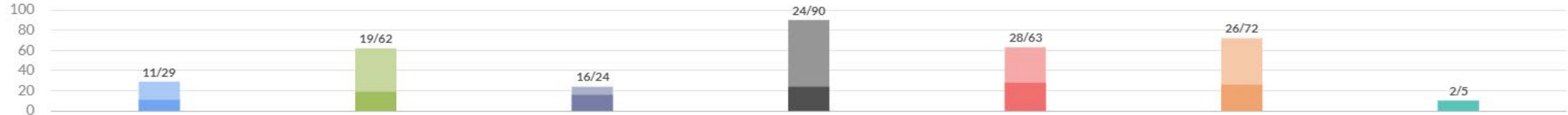
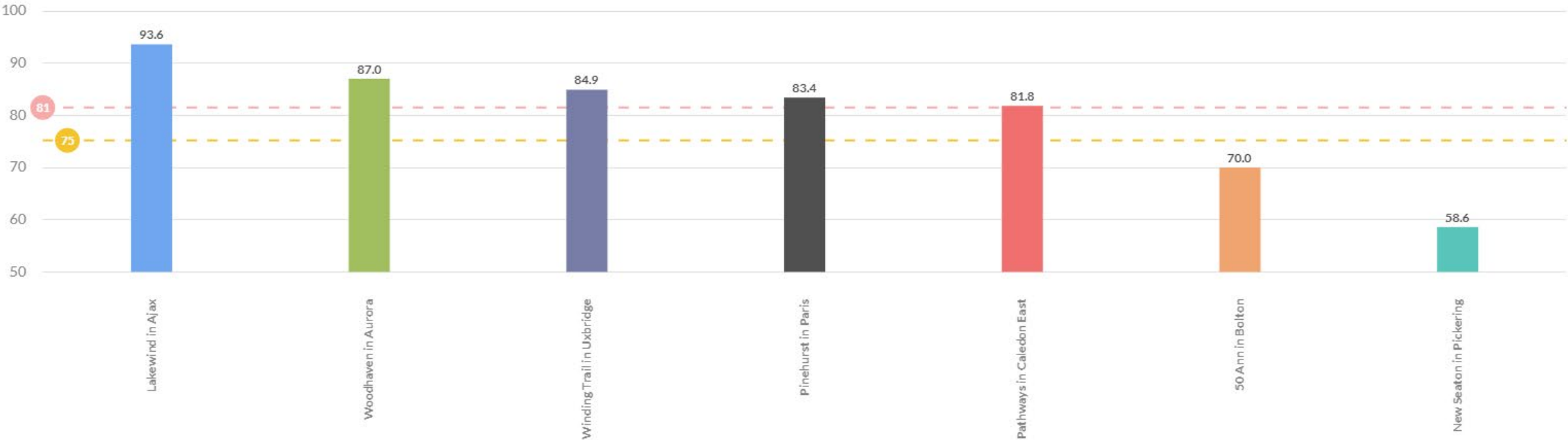
Mid Year – THBE Trend



Mid Year – THBE Community Scores

Weighted Avg. (81.5) ☒ Industry Avg. (75.2) ☒ Response Rate (36.5 %)

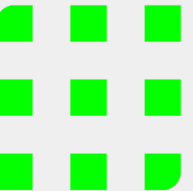
Aspect Business Unit **Communities**



Responses / Possible

Mid Year – Warranty Service

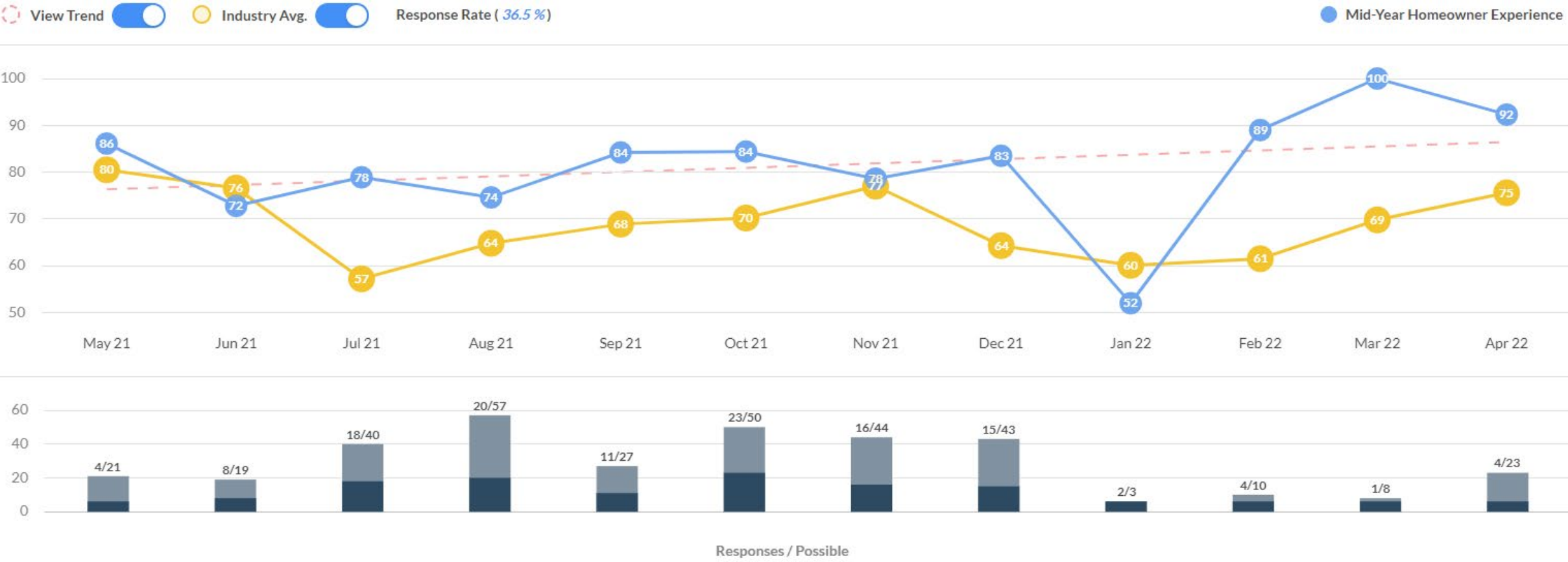
May 1, 2021 to April 30, 2022



Mid Year: Warranty Service Scores

QUESTION	2021	2022	DELTA (2022 vs. 2021)	ONT. IND.	CANADA BEST IN CLASS
Warranty Service	75.6	80.9	+5.3	68.6	80.0
Professional in Appearance	82.4	86.3	+3.9	76.8	88.3
Immediately Contacted to Schedule Service	76.6	84.1	+7.5	68.7	83.3
On Time For Appointments	80.4	83.1	+2.7	74.6	85.0
Adequately Cleaned Following Repairs	76.6	82.4	+5.8	69.9	81.7
Provided Positive Overall Experience	75.4	81.1	+5.7	67.9	78.3
Provided Highest Quality Service	75.7	79.7	+4.0	67.8	87.0
Began Work in Timely Manner	75.7	79.3	+3.6	66.1	81.8
Provided Highest Quality Repairs	70.6	78.7	+8.1	66.1	70.0
Provided Informative Updates on Status	71.0	78.4	+7.4	64.1	71.7
Finished Work in Timely Manner	73.8	76.7	+2.9	64.3	78.4
	90/278 (32.4%)	126/345 (36.5%)			

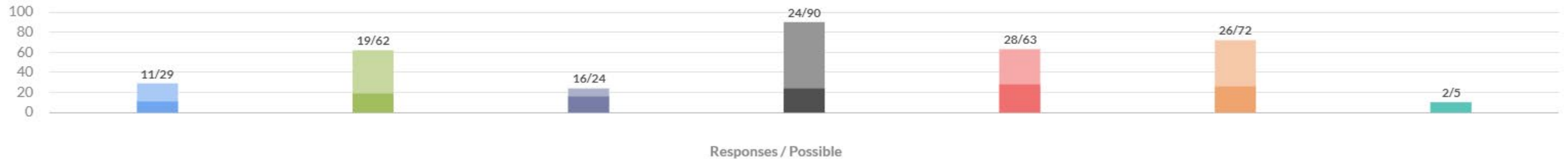
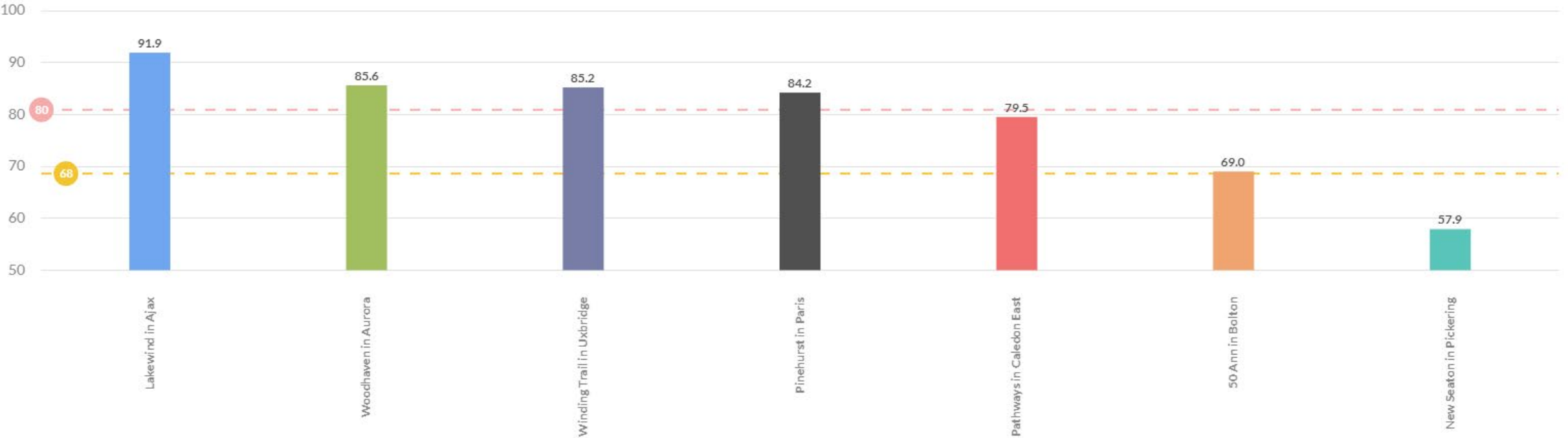
Mid Year – Warranty Service Trend



Mid Year – Warranty Service Community Scores

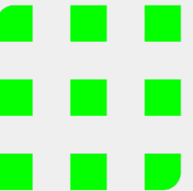
Weighted Avg. (80.9) Industry Avg. (68.6) Response Rate (36.5 %)

Aspect Business Unit Communities



Mid Year – Overall Star Rating

May 1, 2021 to April 30, 2022



Mid Year: Overall Star Rating Scores

QUESTION	2021	2022	DELTA (2022 vs. 2021)	ONT. IND.	CANADA BEST IN CLASS
Overall Star Rating	85.2	82.7	-2.5	72.4	87.2
Overall Responsiveness	85.9	84.8	-1.1	72.6	92.5
Confidence in Builder	86.1	83.3	-2.8	70.4	86.2
Quality of Home	84.2	83.0	-0.8	74.0	87.5
Caring Displayed by Builder	86.1	82.4	-3.7	70.9	85.0
Overall Value	85.7	82.2	-3.5	76.0	90.0
Quality of Experience	82.6	80.0	-2.6	69.6	88.8

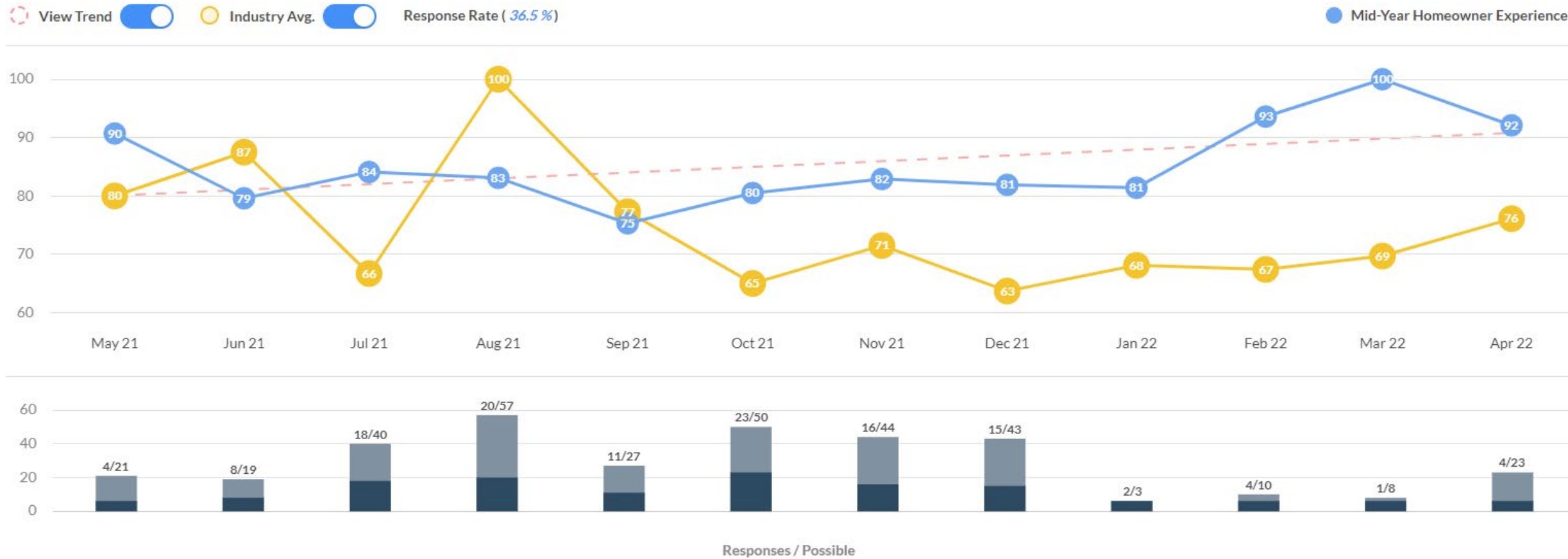
90/278

(32.4%)

126/345

(36.5%)

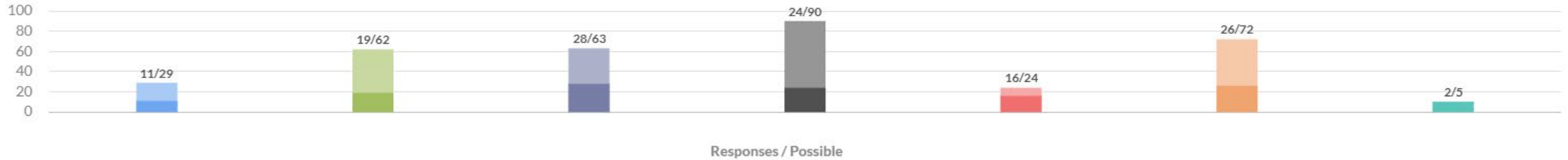
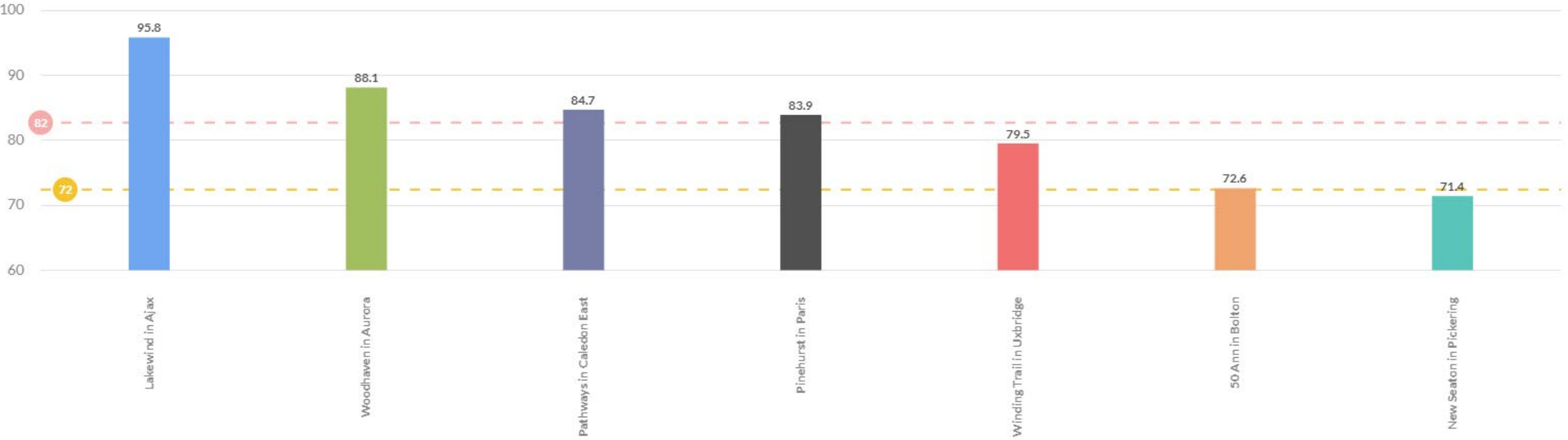
Mid Year – Overall Star Rating Trend



Mid Year – Overall Star Rating Community Scores

Weighted Avg. (82.7) ☒ Industry Avg. (72.4) ☒ Response Rate (36.5 %)

Aspect Business Unit **Communities**



Mid Year Insights

Successes:

- Lowrise communities
- All Customer Care scores (Warranty Service) increased from 2021 final results
- Final results significantly outpaced Ontario Industry Average
- # of Items Corrected

2023 Opportunities:

- Time Taken to Correct Issues – with industry challenges continuing to persist (i.e. material delay, labour shortage) how do we improve this for homeowners?
 - Ex. Combination of timely work and/or more regular communication regarding outstanding deficiencies?

Year End Survey

November 1, 2020 to October 31, 2021



Year End: Category/KPI Scores

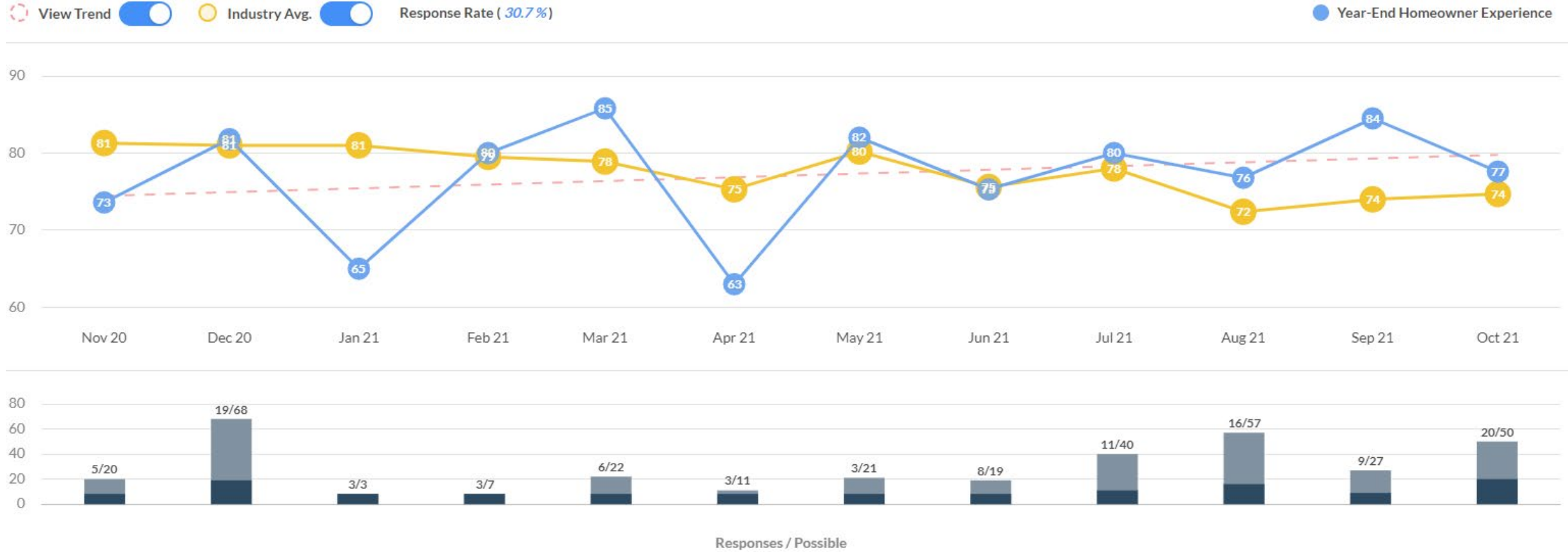
KPI	2021	2022	DELTA (2022 vs. 2021)	ONT. IND.	CANADA BEST IN CLASS
THBE	82.0	78.6	-3.4	77.8	85.6
Warranty Service	88.1	81.6	-6.5	75.9	87.8
Overall Star Rating	88.6	87.5	-1.1	78.4	91.8
Product Experience	81.0	77.9	-3.1	78.1	85.1
Interior Home Features	81.0	77.7	-3.3	78.3	85.2
Exterior Home Features	79.0	76.2	-2.8	76.4	83.8
Would Recommend	92.8	87.7	-5.1	81.8	91.8
Level of Caring	<i>n/a</i>	82.2	<i>n/a</i>	76.5	87.9
Quality of Workmanship	78.5	76.6	-1.9	72.3	83.5
Time Taken to Correct Issues	78.4	73.2	-5.2	68.9	78.6

43/216
(19.9%)

106/345
(30.7%)

+10.8

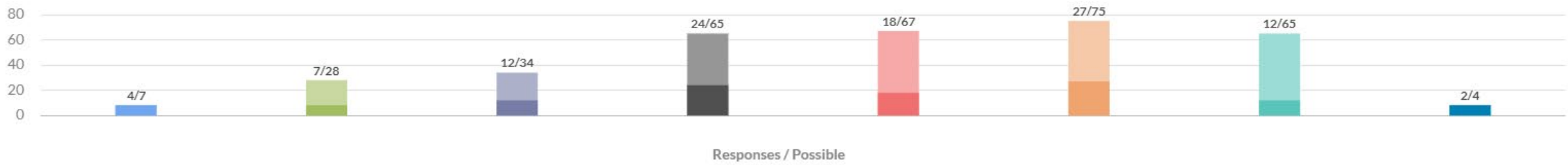
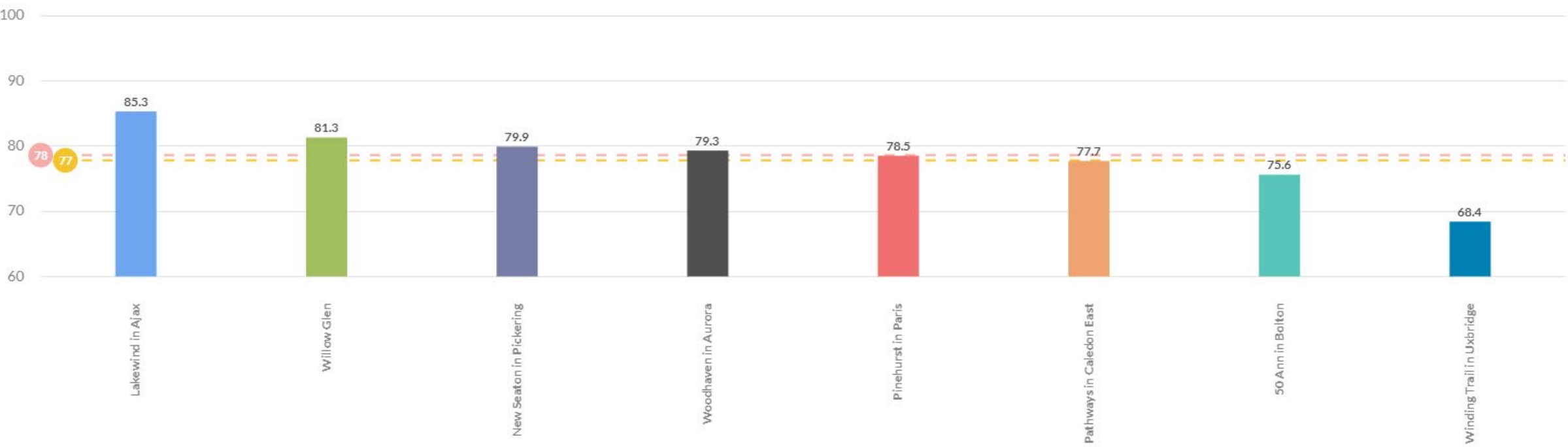
Year End – THBE Trend



Year End – THBE Community Scores

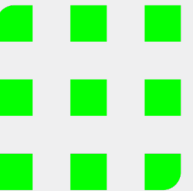
Weighted Avg. (78.6) ☒ Industry Avg. (77.8) ☒ Response Rate (30.7 %)

Aspect ▼ Business Unit **Communities**



Year End – Warranty Service

November 1, 2020 to October 31, 2021

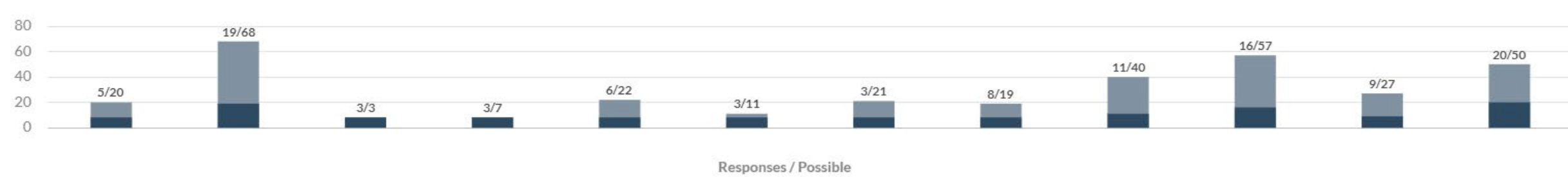
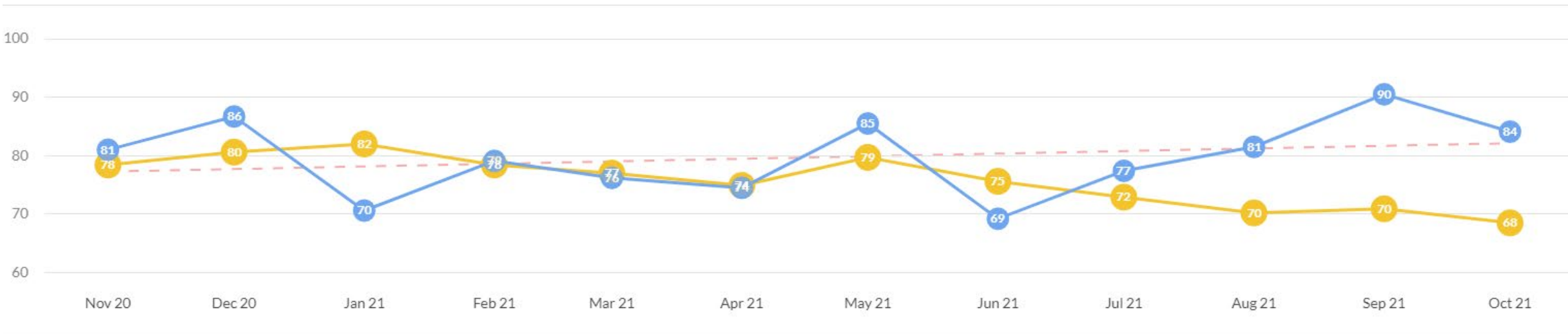


Year End: Warranty Service Scores

QUESTION	2021	2022	DELTA (2022 vs. 2021)	ONT. IND.	CANADA BEST IN CLASS
Warranty Service	88.1	81.6	-6.5	75.9	87.8
Immediately Contacted to Schedule Service	89.9	86.1	-3.8	76.1	85.0
Professional in Appearance	91.2	83.5	-7.7	83.9	90.5
On Time For Appointments	87.2	83.3	-3.9	80.0	88.3
Began Work in Timely Manner	88.1	82.8	-5.3	75.1	84.1
Provided Positive Overall Experience	90.8	82.7	-8.1	76.9	88.3
Finished Work in Timely Manner	85.6	81.8	-3.8	72.8	82.7
Provided Informative Updates on Status	87.4	80.6	-6.8	74.3	85.0
Adequately Cleaned Following Repairs	85.9	79.4	-6.5	79.0	87.1
Provided Highest Quality Service	89.0	78.5	-10.5	76.8	87.2
Provided Highest Quality Repairs	85.5	78.0	-7.5	73.8	83.1
	43/216 (19.9%)	106/345 (30.7%)			

Year End – Warranty Service Trend

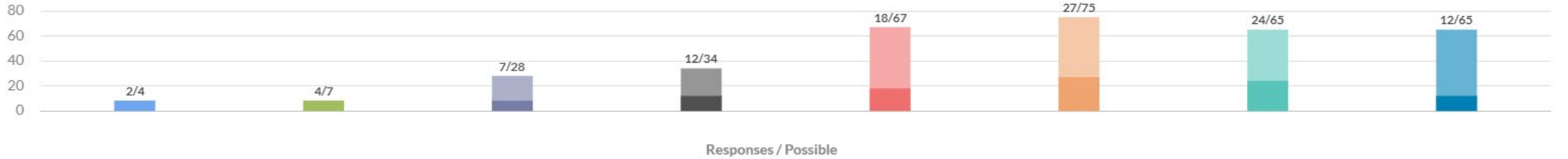
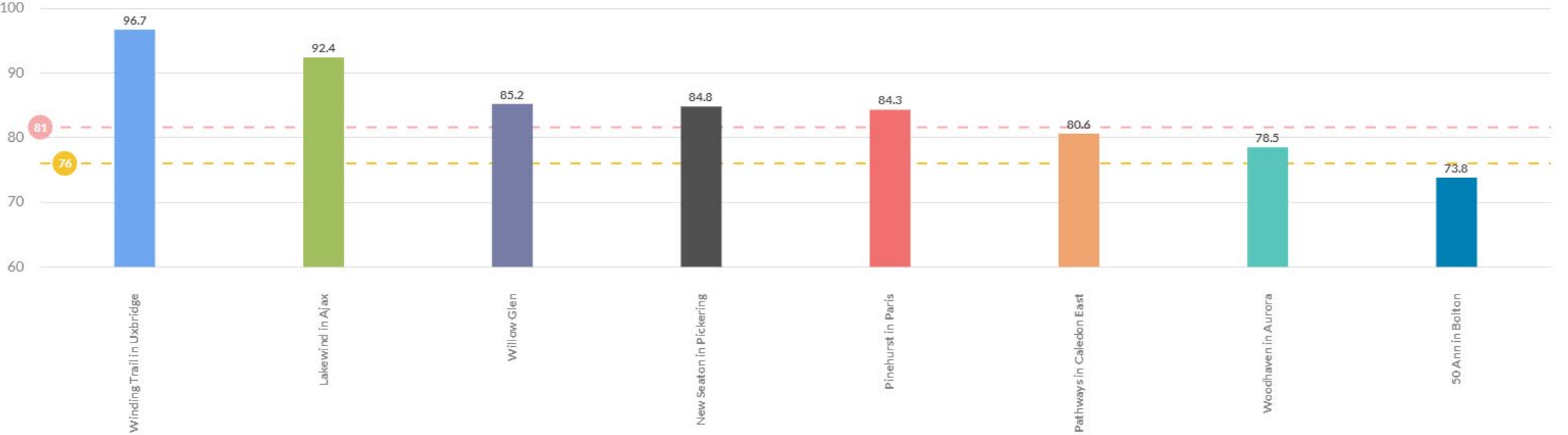
View Trend ☒
Industry Avg. ☒
Response Rate (30.7 %)
Year-End Homeowner Experience



Year End – Warranty Service Community Scores

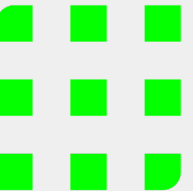
Weighted Avg. (81.6) Industry Avg. (76) Response Rate (30.7 %)

Aspect Business Unit Communities



Year End – Overall Star Rating

November 1, 2020 to October 31, 2021



Year End: Overall Star Rating Scores

QUESTION	2021	2022	DELTA (2022 vs. 2021)	ONT. IND.	CANADA BEST IN CLASS
Overall Star Rating	88.6	87.5	-1.1	78.4	91.8
Overall Responsiveness	91.6	91.6	0	79.2	90.7
Overall Rating of Builder	88.8	87.8	-1.0	80.1	91.0
Caring Displayed by Builder	90.2	87.8	-1.4	78.5	90.9
Confidence in Builder	89.8	87.2	-2.6	78.9	90.6
Quality of Experience	88.4	86.9	-1.5	78.5	89.0
Overall Value	86.0	86.7	+0.7	81.7	89.1
Quality of Home	85.1	84.3	-0.8	79.3	89.0

43/216

(19.9%)

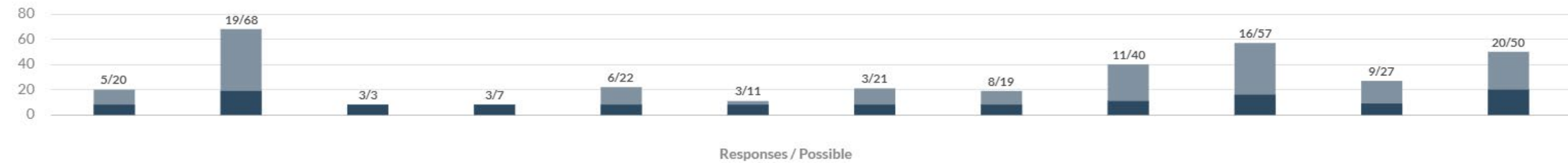
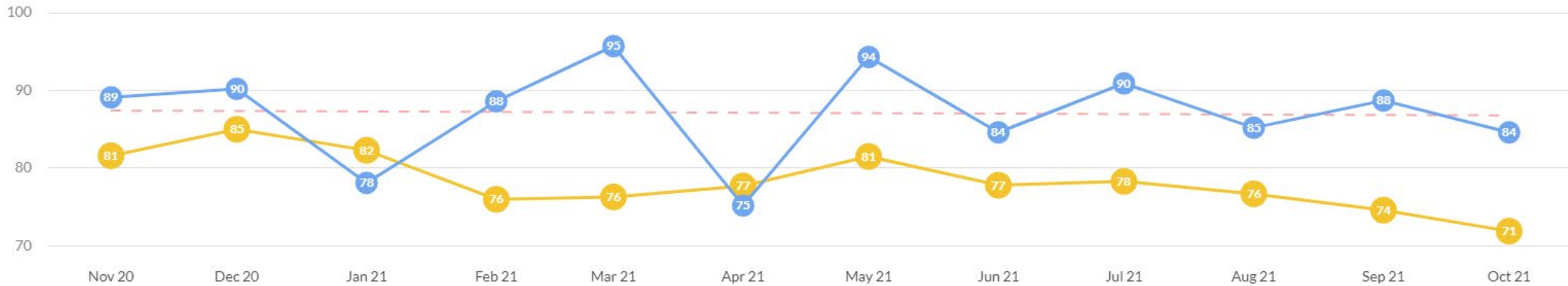
106/345

(30.7%)

Year End – Overall Star Rating Trend

View Trend ☒ Industry Avg. ☒ Response Rate (30.7%)

Year-End Homeowner Experience



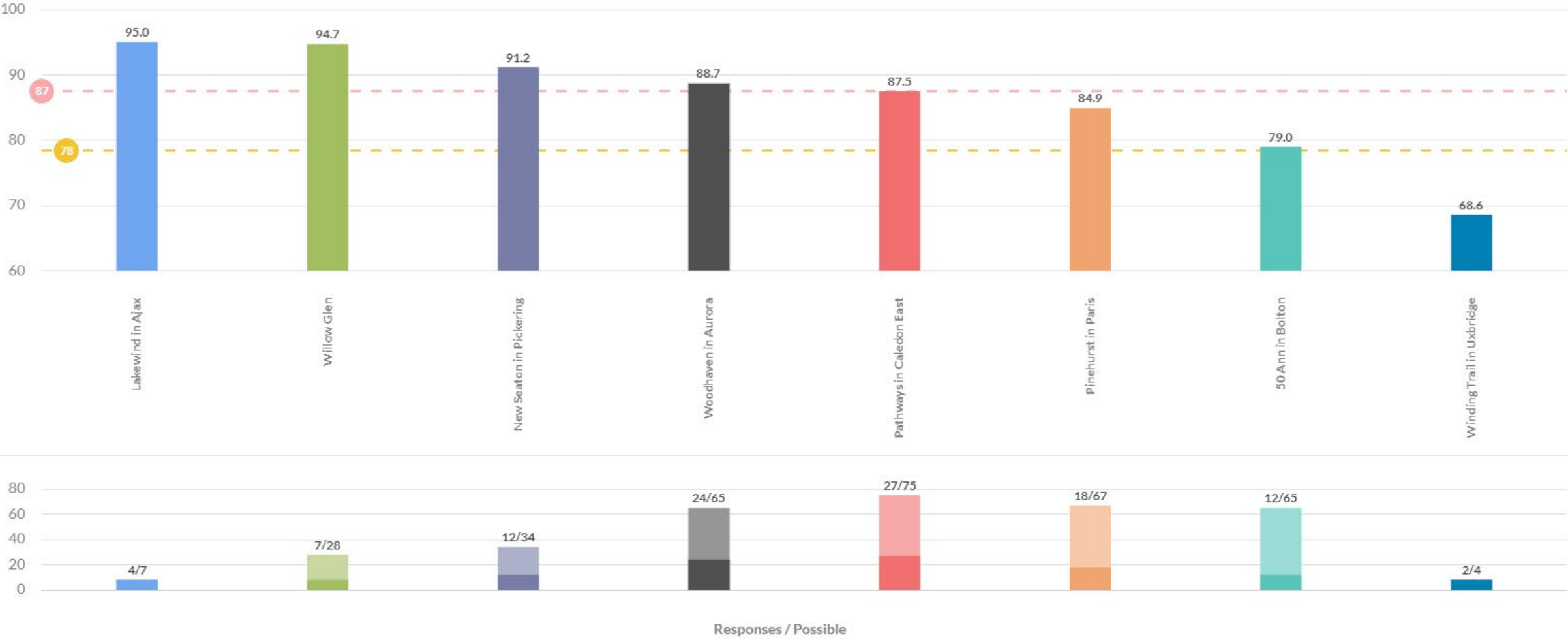
Year End – Overall Star Rating Community Scores

Weighted Avg. (87.5) Industry Avg. (78.4) Response Rate (30.7 %)

Aspect

Business Unit

Communities



Year End Service Insights

Successes:

- Despite falling scores in comparison to 2021 (which was expected considering our 2021 Move In results), CX and Service-related KPIs remain significantly above Ontario Industry Average
- Immediately Contacted to Schedule Service outperformed Ont. Ind. and Canada Best In Class!
- Response rates experienced a 10% increase from 2021

2023 Opportunities:

- Provided Informative Updates on Status – what is our current standard? Do we need to revisit due to enhanced homeowner expectations?
- Adequately Cleaned Following Repairs – does our team require a renewed focus?
- Highest Quality Service/Repairs – how can we best communicate value to our homeowners?

Year End – Interior Features

November 1, 2020 to October 31, 2021



Interior Features: Successes

TOP FIVE SCORES					
QUESTION	2021	2022	DELTA (2022 vs. 2021)	ONT. IND.	CANADA BIC
Microwave	91.8	84.1	-6.3	86.6	88.6
Vinyl Floor	87.5	82.7	-4.8	84.1	90.2
Washer/Dryer	85.0	82.6	-2.4	84.6	85.7
Hardwood Floor	82.8	82.2	-0.6	77.6	84.4
Appliance Energy Efficiency	85.2	82.1	-3.1	85.0	88.2

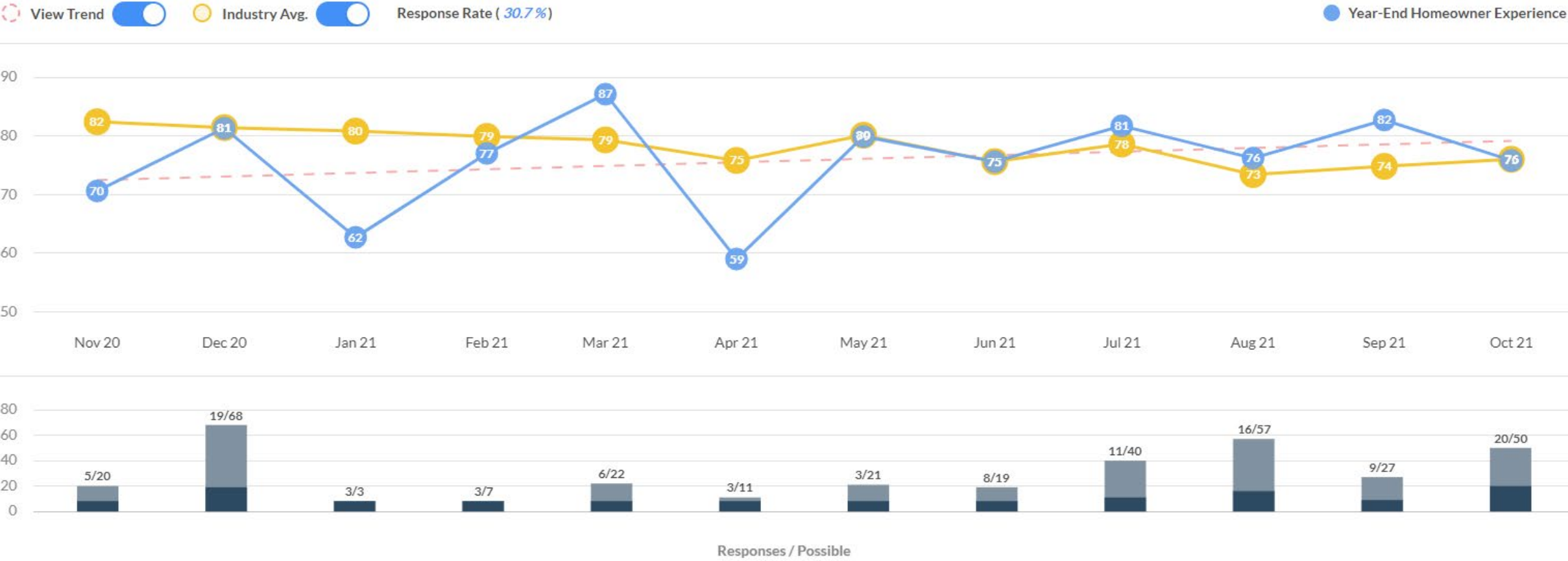
HIGHEST FIVE DELTAS					
QUESTION	2021	2022	ONT. IND.	DELTA (2022 vs. ONT.)	CANADA BIC
Hardwood Floor	82.8	82.2	77.6	+4.6	84.4
Insulation (Drafts, Sound, etc.)	87.0	78.7	74.9	+3.8	82.3
Carpet	82.8	80.7	78.2	+2.5	83.3
Bathroom Exhaust Fan	77.5	79.7	79.0	+0.7	80.8
Handrails	85.0	81.8	81.1	+0.7	89.5

Interior Features: Opportunities

BOTTOM FIVE SCORES					
QUESTION	2021	2022	DELTA (2022 vs. 2021)	ONT. IND.	CANADA BIC
Storage Shelves/Organizers	77.8	74.8	-3.0	78.3	83.0
Interior Concrete Floors	77.1	74.4	-2.7	76.6	73.2
Interior Lighting	76.1	73.9	-2.2	76.6	83.6
Garage Size	65.9	72.5	+6.6	74.9	75.4
Paint	77.5	69.8	-7.7	72.5	80.5

LOWEST FIVE DELTAS					
QUESTION	2021	2022	ONT. IND.	DELTA (2022 vs. ONT)	CANADA BIC
Refrigerator	81.0	77.1	80.9	-3.8	87.7
Mirrors	74.6	76.9	80.9	-4.0	84.8
Sliding Glass Doors	79.3	75.4	79.4	-4.0	84.5
Bathroom Faucets	71.5	74.9	79.3	-4.4	84.3
Toilets	75.0	75.3	80.6	-5.3	85.7

Year End – Interior Features Rating Trend



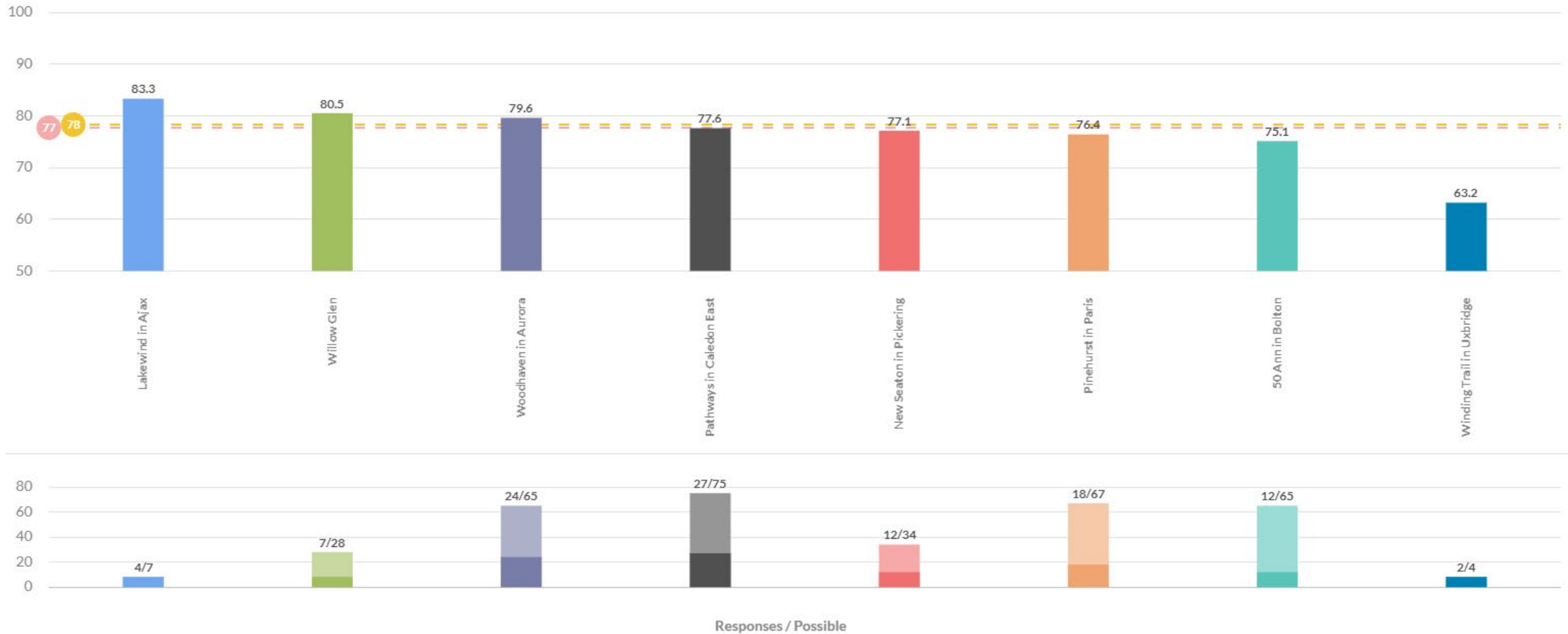
Year End – Interior Features Community Scores

Weighted Avg. (77.7)
Industry Avg. (78.3)
Response Rate (30.7 %)

Aspect ▾

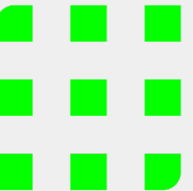
Business Unit

Communities



Year End – Exterior Features

November 1, 2020 to October 31, 2021



Exterior Features: Successes

TOP FIVE SCORES					
QUESTION	2021	2022	DELTA (2022 vs. 2021)	ONT. IND.	CANADA BIC
Stucco	83.3	85.9	+2.6	80.2	82.0
Masonry	85.0	82.4	-2.6	77.8	82.4
Balcony/Terrace	<i>n/a</i>	81.8	<i>n/a</i>	68.3	80.7
Roofing	85.3	81.3	-4.0	77.8	84.3
Railing	74.6	80.9	+6.3	80.0	82.3

HIGHEST FIVE DELTAS					
QUESTION	2021	2022	ONT. IND.	DELTA (2022 vs. ONT)	CANADA BIC
Balcony/Terrace	<i>n/a</i>	81.8	68.3	+13.5	80.7
Stucco	83.3	85.9	80.2	+5.7	82.0
Masonry	85.0	82.4	77.8	+4.6	82.4
Roofing	85.3	81.3	77.8	+3.5	84.3
Siding	80.6	79.4	76.5	+2.9	83.6

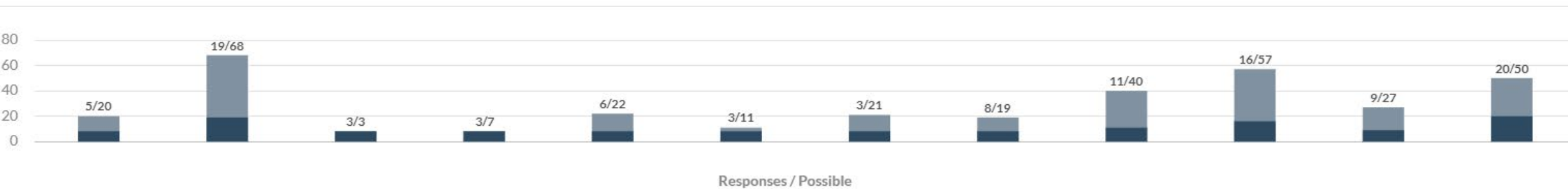
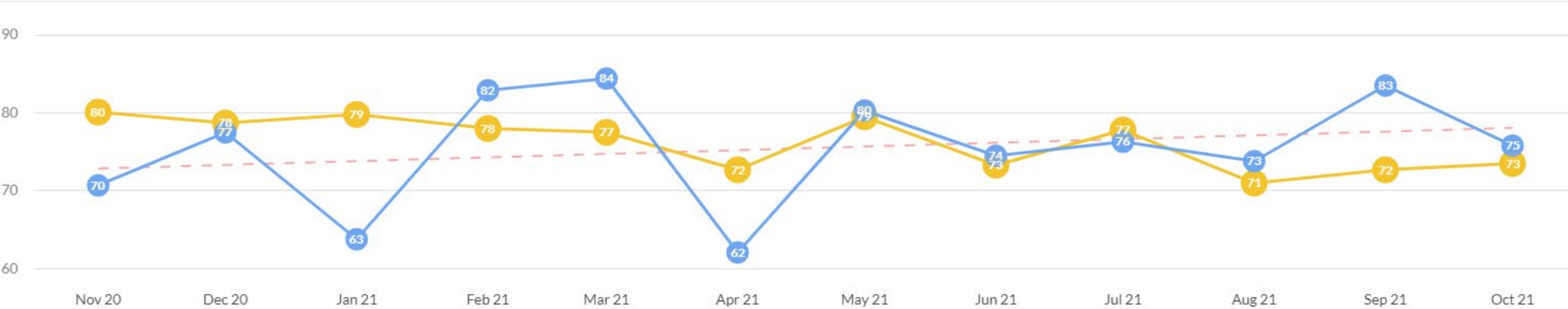
Exterior Features: Opportunities

BOTTOM FIVE SCORES					
QUESTION	2021	2022	DELTA (2022 vs. 2021)	ONT. IND.	CANADA BIC
Steps	75.9	73.4	-2.5	75.4	78.7
Driveway	77.0	73.1	-3.9	75.2	79.0
Exterior Front Door	77.8	73.1	-4.7	74.6	84.4
Plantings	68.9	72.4	+3.5	75.9	74.3
Grass/Sod	77.9	70.8	-7.1	72.6	75.2

LOWEST FIVE DELTAS					
QUESTION	2021	2022	ONT. IND.	DELTA (2022 vs. ONT.)	CANADA BIC
Steps	75.9	73.4	75.4	-2.0	78.7
Outdoor Living Space	79.8	76.0	78.1	-2.1	83.2
Driveway	77.0	73.1	75.2	-2.1	79.0
Plantings	68.9	72.4	75.9	-3.5	74.3
Exterior Lighting	79.8	75.5	79.2	-3.7	84.7

Year End – Exterior Features Rating Trend

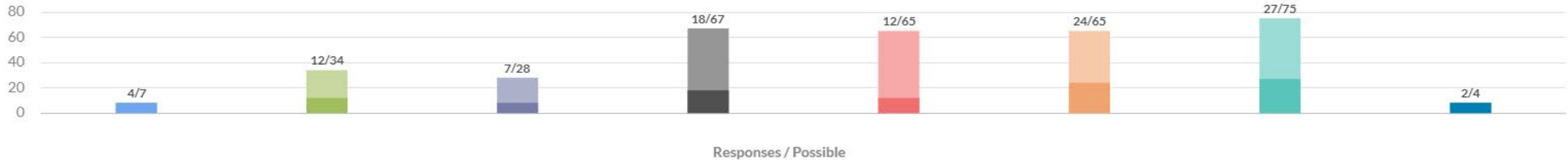
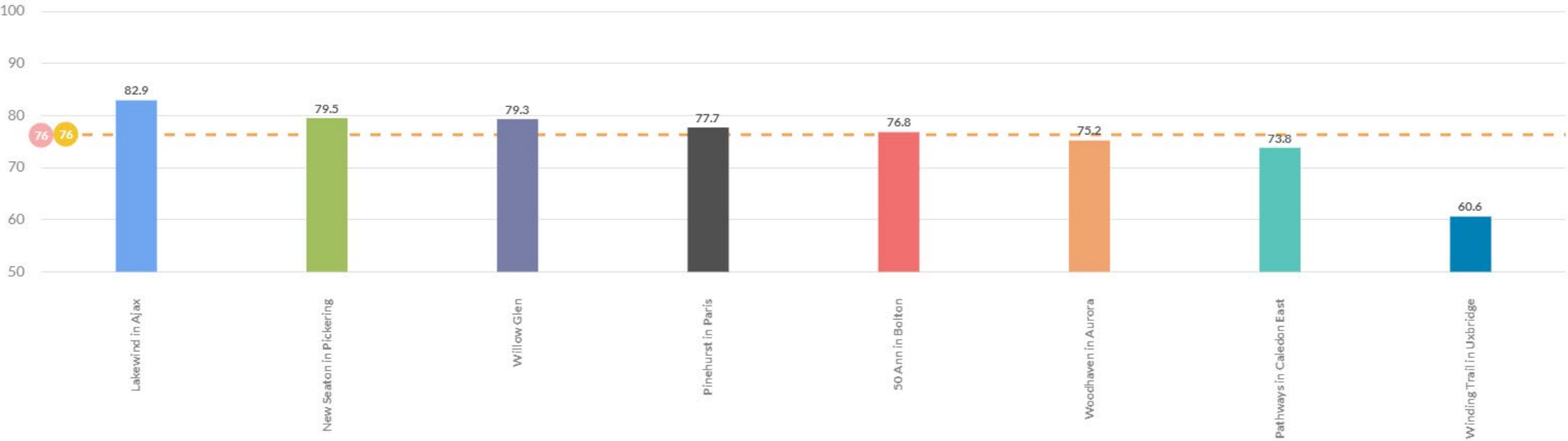
☒ View Trend ☒ Industry Avg. ☒ Response Rate (30.7%) ● Year-End Homeowner Experience



Year End – Exterior Features Community Scores

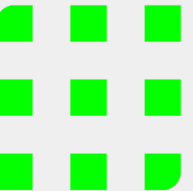
Weighted Avg. (76.2) ☒ Industry Avg. (76.4) ☒ Response Rate (30.7 %)

Aspect Business Unit **Communities**



Year End – Product Experience

November 1, 2020 to October 31, 2021



Product Experience: Successes

TOP FIVE SCORES					
QUESTION	2021	2022	DELTA (2022 vs. 2021)	ONT. IND.	CANADA BIC
Overall Location of Home in Community	88.0	86.4	-1.6	86.7	89.3
Stucco	83.3	85.9	+2.6	80.2	82.0
Home's Exterior Appearance	88.0	84.9	-3.1	82.4	88.1
Microwave	91.8	84.1	-7.7	86.6	88.6
Size of Home	86.9	84.0	-2.9	84.5	88.6

HIGHEST FIVE DELTAS					
QUESTION	2021	2022	ONT. IND.	DELTA (2022 vs. ONT)	CANADA BIC
Balcony/Terrace	n/a	81.8	68.3	+13.5	80.7
Stucco	83.3	85.9	80.2	+5.7	82.0
Masonry	85.0	82.4	77.8	+4.6	82.4
Hardwood Floor	82.8	82.2	77.6	+4.6	84.4
Quality of Workmanship	78.5	76.6	72.3	+4.3	83.5

Product Experience: Opportunities

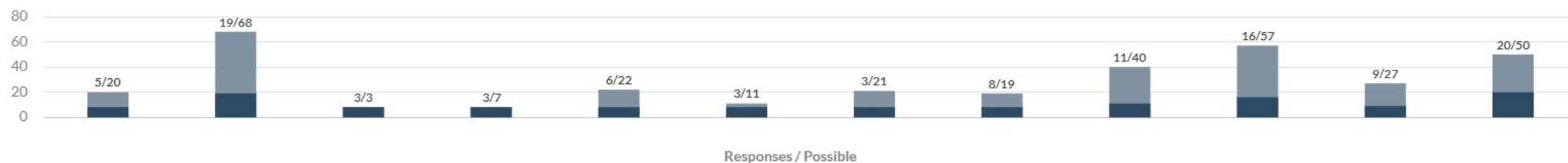
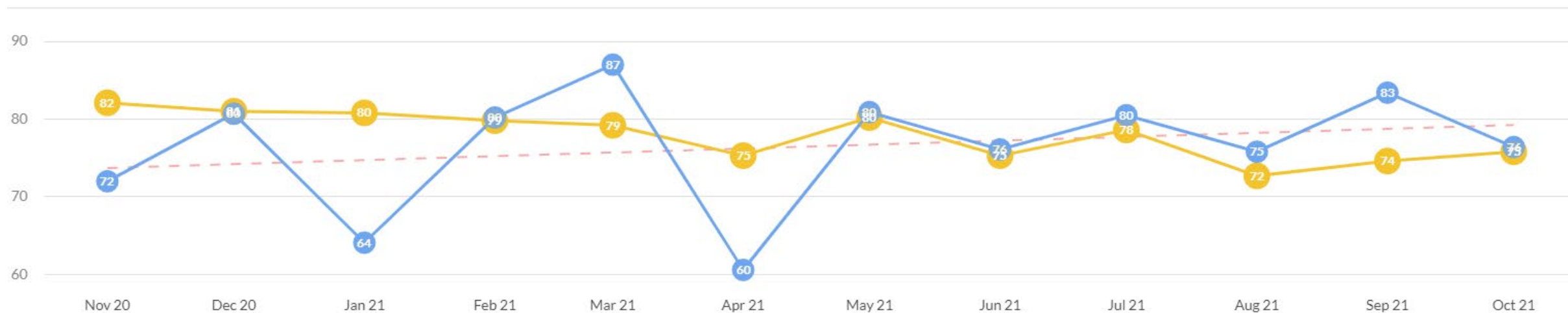
BOTTOM FIVE SCORES					
QUESTION	2021	2022	DELTA (2022 vs. 2021)	ONT. IND.	CANADA BIC
Exterior Front Door	77.8	73.1	-4.7	74.6	84.4
Garage Size	65.9	72.5	+6.6	74.9	75.4
Plantings	68.9	72.4	+3.5	75.9	74.3
Grass/Sod	77.9	70.8	-7.1	72.6	75.2
Paint	77.5	69.8	-7.7	72.5	80.5

LOWEST FIVE DELTAS					
QUESTION	2021	2022	ONT. IND.	DELTA (2022 vs. ONT)	CANADA BIC
Refrigerator	81.0	77.1	80.9	-3.8	87.7
Mirrors	74.6	76.9	80.9	-4.0	84.8
Sliding Glass Doors	79.3	75.4	79.4	-4.0	84.5
Bathroom Faucets	71.5	74.9	79.3	-4.4	84.3
Toilets	75.0	75.3	80.6	-5.3	85.7

Year End – Product Experience Rating Trend

View Trend ☒ Industry Avg. ☒ Response Rate (30.7%)

Year-End Homeowner Experience



Year End – Product Experience Community Scores

Weighted Avg. (77.9)

Industry Avg. (78.1)

Response Rate (30.7 %)

Aspect

Business Unit

Communities

Property	Score
Lakewind in Ajax	83.7
Willow Glen	80.4
Woodhaven in Aurora	79.1
New Seaton in Pickering	79.0
Pinehurst in Paris	77.4
Pathways in Caledon East	77.0
50 Ann in Bolton	75.6
Winding Trail in Uxbridge	63.5

Property	Responses / Possible
Lakewind in Ajax	4/7
Willow Glen	7/28
Woodhaven in Aurora	24/65
New Seaton in Pickering	12/34
Pinehurst in Paris	18/67
Pathways in Caledon East	27/75
50 Ann in Bolton	12/65
Winding Trail in Uxbridge	2/4

Responses / Possible

Brookfield
Properties

97

Year End Product Insights

Successes:

- Hardwood Floor – top performer at both Move In and Year End
- Quality of Workmanship – improvements from 2021 at both Move In and Year End
- Lakewind – though sample size at Year End is limited, continues to be our top performing community

2023 Opportunities:

- Exterior Front Door – what are the biggest pain-points from Customer Care perspective?
 - Is there anything that can be done pre-closing to support?
- Similar to Move In, Exterior Features primarily account for the lowest ranking product scores (Driveway, Plantings, Grass/Sod, Lighting, Landscaping)
 - What can we do to improve homeowner communication and expectations?
 - Land team to provide more regular updates and communication?



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