



Are you being  
transparent enough  
with your clients &  
customers?



## Transparency: What Clients & Customers are Looking For

by: **Paul Cardis**



Giving customers what they want is the name of the game when it comes to running a business, no matter what type of product or service you provide. And one thing we can be *certain* customers want is *transparency*. According to Label Insight, 94% of consumers are likely to be loyal to a brand that offers complete transparency. In other words, if your company's policies and products come off as anything approaching opaque, you're fighting a losing battle.

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## Putting Innovation to Work

by: **Clark Ellis**

Business innovation isn't rocket science — it's really just a creative new way of thinking

about how to accomplish a goal. But truly innovative homebuilders are nearly as rare as people who have walked on the moon. Builders who know how to innovate can reap big rewards. There's nothing mysterious about creating a bulletproof system, and any successful builder can create them. The most important ones organize three critical areas: Collaboration, Customer Value and Focus.

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## Avid Ratings Named Zillow Group Advantage Program Partner

Avid Ratings is excited to announce a new partnership with Zillow Group as part of their Advantage Program. This newly announced program allows our homebuilder customers to boost and improve their listings with enhanced digital services at reduced rates. These services include interactive floor and site plans, 3D renderings, virtual tours and so much more.

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[Drill Down Into Your Surveys](#)



### Featured GoTour

[The Auburn Alesci Homes](#)

August 8-9, 2018: [Sunbelt Builders Show](#)  
September 13-14, 2018: [Online Sales & Marketing Summit](#)  
September 13-16, 2018: [BILD Alberta Build 2018 Conference](#)  
October 1-4, 2018: [MiTek Builder Summit](#)  
October 10, 2018: [Southwest Builders Show](#)

## Industry News

[2018 Parade of Product Winners](#)

[What Buyers Want in Summer Features](#)

[Report: U.S. Construction Industry Has a Bright Future](#)

[Stay Up-to-Date on Bath Design Trends with These Styles](#)

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