



MDC
HOLDINGS, INC.

**Investor
Relations**

Richmond American Homes of Florida Receives GOBA's 2017 Major Achievement Awards

November 30, 2017

ORLANDO, Fla., Nov. 30, 2017 /PRNewswire/ -- Richmond American Homes of Florida, LP, a subsidiary of M.D.C. Holdings, Inc. (NYSE: MDC), recently received several 2017 Major Achievement Awards from the [Greater Orlando Builders Association](#) (GOBA).

The builder, known for its innovative floor plans, designer details and abundant personalization options, took home top honors in the following categories:

- Best Collateral Package (Production Builder)
- Best Direct Mail Campaign (Production Builder)
- Best Online Ad (Production Builder)

In addition, numerous Richmond American employees were recognized for their outstanding contributions to the homebuilding industry. The company is proud to have the 2016 – 17 Sales & Marketing Council Member of the Year, the Rookie Salesperson of the Year and multiple Million Dollar Circle winners in its ranks.

To learn more about Richmond American's Orlando-area communities and floor plans, including the builder's sought-after Seasons™ Collection homes, call 888.500.7060 or visit [RichmondAmerican.com](#).

About M.D.C. Holdings, Inc.

Operating under the name Richmond American Homes, MDC's homebuilding subsidiaries have built more than 190,000 homes since 1977. Among the nation's largest homebuilders, MDC's subsidiary companies have operations in 20 markets located in Arizona, California, Colorado, Florida, Maryland, Nevada, Oregon, Utah, Virginia and Washington. Mortgage lending, plus insurance and title services are offered by following MDC subsidiaries, respectively: HomeAmerican Mortgage Corporation, American Home Insurance Agency, Inc. and American Home Title and Escrow Company. M.D.C. Holdings, Inc. is traded on the New York Stock Exchange under the symbol "MDC." For more information, visit [MDCHoldings.com](#).

View original content: <http://www.prnewswire.com/news-releases/richmond-american-homes-of-florida-receives-gobas-2017-major-achievement-awards-300564004.html>

SOURCE M.D.C. Holdings, Inc.

Kevin McCarty, Vice President of Finance and Corporate Controller, 866.424.3395, ir@mdch.com