

Richmond American Homes Introduces Innovative Home Gallery Concept

- Features Expanded Design Center and Homebuyer Resource Center -

PRNewswire
DENVER

Richmond American Homes today announced the opening of its flagship Home Gallery store in the Centennial Promenade shopping center on County Line Road near Park Meadows Mall. The Home Gallery combines the best of a retail design center with sales support and more, all designed with homebuyers' needs in mind.

"Whether someone is conducting research to determine which Richmond American floorplan or community best suits their lifestyle, or visiting to make the selections for finishes that will personalize their home, the Home Gallery provides it all in one convenient retail location," said Tom Zieske, Rocky Mountain regional president. "Our goal in creating the new Home Gallery concept is to provide our customers with an unparalleled buying experience."

Open during traditional retail hours seven days a week, the 11,000-square-foot Home Gallery offers thousands of options for customizing a new home, including flooring; countertops; lighting and plumbing fixtures; cabinetry; paint; appliances; home entertainment, security and technology wiring; closet solutions and central vacuum systems. Richmond American's unique Color Studios enable homebuyers to view selections that have been coordinated into color schemes by design consultants. The individualized process is designed to make the decisions simpler and worry-free, giving the buyer confidence that their selections will create the home they desire and increase its long-term value. Another advantage of the Home Gallery's location and store hours is the ease with which homebuyers can visit to browse the design options available before their appointment with a design consultant.

The Home Gallery also serves as a resource to homebuyers who are either relocating to the market or who are interested in purchasing a Richmond American home. Buyers can view interactive information kiosks and video screens or receive individualized attention from a dedicated, trained team of new home specialists, resulting in a more focused, efficient search. The knowledgeable staff helps prepare homebuyers in advance of visiting the sales center by presenting information about Richmond American communities, floorplans, neighborhood amenities, homes available for quick move-in and up-to-date pricing.

In addition, representatives from Richmond American's affiliated mortgage company are available to pre-qualify homebuyers so they can better understand the implications of their design selections on their budget and monthly mortgage payment.

In 2005, Richmond American plans to open up to ten Home Galleries nationwide. Ground has been broken in Las Vegas, the Bay Area and Sacramento, for openings in the first half of the year. The Denver Home Gallery is serving as a prototype for all other markets and will continue to serve as the flagship store.

Homebuyers interested in visiting Richmond American's Denver Home Gallery can call 1-888-402-HOME or visit <http://www.discoverhomegallery.com/>. The Home Gallery is located at I-25 and County Line Road, across from Park Meadows Mall, and is open daily from 10 a.m. to 6 p.m.

Richmond American Homes is a subsidiary of M.D.C. Holdings Inc., one of the largest homebuilders in the United States. MDC also provides mortgage financing, primarily for MDC's homebuyers, through its wholly owned subsidiary HomeAmerican Mortgage Corporation. MDC is a major regional homebuilder with a significant presence in some of the country's best housing markets. The Company is the largest homebuilder in Colorado; among the top five homebuilders in Northern Virginia, suburban Maryland, Phoenix, Tucson, Las Vegas and Salt Lake City; and among the top ten homebuilders in Jacksonville, Northern California and Southern California. MDC also has established operating divisions in Dallas/Fort Worth, Houston, West Florida, Philadelphia/Delaware Valley and Chicago. For more information about our Company, visit www.richmondamerican.com.

SOURCE: Richmond American Homes

CONTACT: Rachel L. Neumann, Communications Director of M.D.C. Holdings Inc., +1-303-804-7729, rlneumann@mdch.com

Web site: <http://www.discoverhomegallery.com/>

<https://ir.richmondamerican.com/2005-02-03-Richmond-American-Homes-Introduces-Innovative-Home-Gallery-Concept>