

# Richmond American Homes Delivers Real-Time Content to Tech-Savvy Buyers

**Home-buying search enhanced with new web and mobile sites**

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Raised on computers and mobile phones, the next generation of homebuyers wants instant, real-time information and virtual interaction with a simple mouse click or a push of a button or touch of a screen on their mobile device to help them in their home search.

To meet this growing demand of tech-savvy customers who want engaging content and a rich, interactive experience, Richmond American proudly introduces the new RichmondAmerican.com website and m.richmondamerican.com mobile site.

"Being at the technological forefront is a must for any builder to provide an interactive customer experience," said Zane DeHerrera, Chief Marketing Officer. "We're excited to deliver the content our customers need to help them in the home buying process and in the media they demand."

With the new website, homebuyers and Realtors® will find enhanced home descriptions that detail standard and available features as well as a new home comparison tool that allows them to see side-by-side the differences between floor plans. They can discover how to personalize the home with different structural options and view how furniture can be placed in the home using the new interactive floor plan tool. They can now explore the flow and livability of the home through the new virtual tours that provide a user-guided walk-through experience. To help users more easily find Richmond American homes, communities, and Home Galleries, Google(TM) maps are used throughout the website.

Connecting homebuyers with our local New Home Specialist experts has never been easier. With click-to-chat functionality, homebuyers can chat in real-time with New Home Specialists who can help tailor their home search. Other engaging tools and content, such as advanced search functionality, interactive calculators, downloadable guides, and homeowner success stories enhance the home-search process. Those accessing the site through a mobile device will find an intuitive interface that lets them communicate with the community and our New Home Specialist via Click-to-Call functionality.

Homebuyers can now access Richmond American's homes and communities through their mobile devices while they are out on their home search. The mobile site utilizes Google(TM) maps to display community locations and provides details about communities and homes including prices, home details, photos, floor plans, and more. Once again, mobile users can engage directly with New Home Specialists using the click-to-call functionality available on the site to learn more or help them with the final turn-by-turn directions to a community.

"For more than 35 years, Richmond American has built its reputation on understanding what homebuyers want and delivering quality homes," DeHerrera said. "Our new web and mobile sites are the latest tools we offer to provide the ultimate personalized customer experience."

## About Richmond American Homes

Since 1972, MDC's subsidiary companies have built and financed the American dream for more than 160,000 families. MDC's subsidiaries build new homes under the name "Richmond American Homes" and MDC's commitment to customer satisfaction, quality and value is reflected in each home its subsidiaries build. M.D.C. Holdings is headquartered in Denver, CO.

Website: <https://www.richmondamerican.com/>

Mobile: m.RichmondAmerican.com

First Call Analyst:

FCMN Contact: canderson@mdch.com

SOURCE: M.D.C. Holdings, Inc.

CONTACT: Jennie Kantrowitz, National Communications of M.D.C. Holdings, Inc., +1-720-977-3308, Jennie.Kantrowitz@mdch.com

Web Site: <https://www.richmondamerican.com/>

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