

Richmond American Homes' Southern California Division Wins 2015 Avid® Cup Award For Superior Customer Service

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IRVINE, Calif., June 4, 2015 /PRNewswire/ -- M.D.C. Holdings, Inc. (NYSE: MDC) is pleased to announce that its Richmond American Homes of California subsidiary, Southern California division, has won Avid® Ratings' prestigious 2015 Avid® Cup Award for best overall customer experience.

Every year, the Avid® Awards honor North American homebuilders who receive top scores from their customers on comprehensive surveys of the homebuying experience. The Avid® Cup Award is the chief honor, issued to the homebuilder with the highest overall customer satisfaction rating in the US and Canada.

The 2015 Avid® Award winners were determined by move-in, mid-year and year-end surveys of homeowners who closed between 2013 and 2014. Richmond American's Southern California division was chosen from among over 930 qualifying homebuilders. It earned high praise from customers across several categories of performance, including home readiness and warranty services.

"I consider the Avid Cup to be our highest honor because it indicates this builder maintained high levels of performance for the entire first year of home ownership and across multiple survey touchpoints," said Paul Cardis, chief executive officer of Avid Ratings.

"There's nothing we love more than happy homeowners. That's why we strive to create a positive customer experience during each and every step of the homebuying process," said Leslie Muñoz, director of national sales operations at Richmond American Homes. "We are honored to receive the 2015 Avid® Cup Award."

Avid® Ratings will recognize Richmond American's incredible achievement on August 13, during its annual conference in Madison, Wisconsin.

About MDC

Since 1972, MDC's homebuilding subsidiary companies, which operate under the name Richmond American Homes, have built and financed the American dream for more than 180,000 homebuyers. MDC's commitment to customer satisfaction, quality and value is reflected in every home its subsidiaries build. MDC is one of the largest homebuilders in the United States. Its subsidiaries have homebuilding operations across the country, including the metropolitan areas of Denver, Colorado Springs, Salt Lake City, Las Vegas, Phoenix, Tucson, Riverside-San Bernardino, Los Angeles, San Diego, Orange County, San Francisco Bay Area, Sacramento, Washington D.C., Baltimore, Orlando, Jacksonville, South Florida and Seattle. MDC's subsidiaries also provide mortgage financing, insurance and title services, primarily for Richmond American homebuyers, through HomeAmerican Mortgage Corporation, American Home Insurance Agency, Inc. and American Home Title and Escrow Company, respectively. M.D.C. Holdings, Inc. is traded on the New York Stock Exchange under the symbol "MDC." For more information, visit WWW.MDCHOLDINGS.COM.

SOURCE M.D.C. Holdings, Inc.

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